

O-experience

survey 2025

- BA Business Management - Marketing
- Brussel
- new and diploma students

0. SURVEY O-EXPERIENCE STUDENTS: CONTEXT

What is the O-experience survey?

The survey 'O-experience' explores various aspects of studying at Odisee. Since 2021 it has been a yearly survey during the months of may/june. Each time, it was administered to two groups of students: (1) the students who are new to the program in the academic year of the survey, and (2) the students who are graduating in that academic year (referring to the situation in the month of May of that academic year).

By conducting this survey annually, every student essentially has at least one opportunity to provide feedback on studying at Odisee through a standardized questionnaire.

What do we inquire about? What information is included in this report?

1. Basic requirements

Survey: The student is presented with a list of 24 basic requirements for quality education. By default, these requirements are checked. If a student finds an issue with a specific requirement, they can uncheck it and provide an explanation in a text field.

Reporting: Percentage of students who unchecked the specific requirement.

2. Ambitions

The student is presented with a list of ambitions. The question is structured in a way that students can (1) explicitly indicate if it is a strong point of their program, (2) explicitly indicate if it is an area for improvement for their program, or (3) not indicate either option and thus assess the ambition as neutral.

Reporting: We provide an overview of the ambitions and the percentage of students who classify them as a strong point, an area for improvement, or neutral aspect of the program.

3. Response

Information about the number of students contacted and the number that completed the survey.

1. BASIC REQUIREMENTS (N=121)

Students were presented with 24 basic requirements (checked by default). The percentage indicates the number of students that find that the basic requirement is NOT present (they unchecked the item). The order of the items is the order in which they were presented to the students.

Basic requirement % of students who think a requirement is NOT present	2024-2025 (N=121)
Clear learning goals	12.4%
Correct study load	13.2%
Well built programme (no disturbing overlap between courses, no missing links)	28.1%
Sufficiently practice oriented	12.4%
sufficiently theoretically substantiated	6.6%
Sufficient attention to societal challenges	16.5%
Sufficient attention to research skills	12.4%
Good course materials	14.0%
interesting assignments	20.7%
Varied range of teaching methods	15.7%
Opportunities to gain international learning experiences (locally or abroad)	16.5%
Opportunities to get in touch with professional practice	19.8%
Clear agreements about evaluation	18.2%
Evaluation methods that allow me to show what I'm capable of	18.2%
Easily approachable teachers	6.6%
involved guidance, adapted to my needs	12.4%
A digital learning environment that supports my learning	4.1%
ICT facilities that meet the needs	12.4%
Classrooms that meet the needs	9.9%
Clear communication about the education and examination regulations	16.5%
Clear communication about results and follow-up of quality control	15.7%
Clear communication about practical-organizational matters	15.7%
Practical experience takes shape through consultation between students, teachers and the field	9.9%
Students have a say in the further development/improvement of education	14.9%
<i>overarching average</i>	<i>14.3%</i>

Year	Summary - number of items with score:			
	>30%	[20%;30%[	[10%;20%[	<=10%
2024-2025	0	2	17	5

2. AMBITIONS (N=90)

Students were surveyed about 21 ambitions. The question was structured in a such a way that three groups of respondents could be distinguished for each ambition:

- respondents who indicate that the ambition is a strong point of the programme (promoter).
- respondents who indicate that it is an area for improvement (detractor).
- respondents who assess the ambition as neutral, neither as a strong point nor an area for improvement (neutral).

The order of the items is the order in which they were presented to the students.

<i>gegevens voor 2024-2025</i>	% promotor	% neutraal	% detractor
Offers a programme with a wide range of options	57.8	30.0	12.2
Allows me to set learning goals myself	47.8	42.2	10.0
Allows me to learn in the way that works best for me as there are different learning paths	61.1	27.8	11.1
Aims for an enterprising and critically-reflective attitude	56.7	30.0	13.3
Uses practice from the outset as a starting point for learning	44.4	44.4	11.1
Offers opportunities to learn (also informally) outside the university of applied sciences	55.6	34.4	10.0
Offers opportunities for social engagement	64.4	28.9	6.7
Challenges me to actively commit to my studies and to step out of my comfort zone	56.7	31.1	12.2
Encourages me to collaborate with other students, also outside my study programme	58.9	35.6	5.6
Encourages me to use a diversity of sources, including self-sought and international sources	48.9	42.2	8.9
Supports and stimulates contacts with international students	56.7	41.1	
Contributes to openness to diverse cultures	68.9	28.9	
Gives me a say in the evaluation	36.7	50.0	13.3
Supports my growth as a self-aware person with a professional identity	57.8	36.7	5.6
Helps me to take control of my learning process	44.4	45.6	10.0
Teachers and staff guide me as a team	46.7	44.4	8.9
Provides tailor-made feedup (what to do), feedback (where are you now) and feedforward (what are the next steps) at the right time	44.4	34.4	21.1
Considers an experience of failure to be an opportunity for further growth	46.7	45.6	7.8
Supports and stimulates an approach independent of time and place, with appropriate coaching	42.2	47.8	10.0
Offers opportunities to participate in practice-oriented research	73.3	18.9	7.8
Lets me co-create around complex challenges with the professional field, professionals from other fields and/or social organizations	43.3	41.1	15.6

3. RESPONSE: number of students that received the survey - Response %

		Diploma student		new student		Total	
2024-2025	survey finished	34	17.4%	53	19.3%	87	18.5%
	survey partially finished	10	5.1%	35	12.7%	45	9.6%
	survey not opened	151	77.4%	187	68.0%	338	71.9%
		195	100%	275	100%	470	100%
response (completed + partial): 132/470 (28.1%)							