

## QUALITY ASSURANCE DECISION

The governing body of ODISEE decides that

### THE PROFESSIONAL BACHELOR OF BUSINESS MANAGEMENT WITH A MAJOR IN MARKETING

realizes high-quality education at an international and socially relevant level.

*The governing body reaches this decision based on the external reflection conducted on March 22, 2024, in collaboration with the EQAR-certified organization VLUHR KZ.*

*The report of the external reflection, including the endorsement of strengths and attention to areas for improvement (internally and externally published), is an integral part of this decision.*

<https://www.odisee.be/sites/default/files/public/2024-04/Report%20external%20reflection%20Business%20Management.pdf>

*ODISEE makes this decision in accordance with the Higher Education Code, specifically Articles II.122 and 11.107/1, and based on its own responsibility for ensuring the quality assurance of its programs.*

This decision is valid until the end of the academic year 2029-2030.

Taken in Dilbeek

June 27, 2024

Ann Demeulemeester, chair