

**Rotterdam School of Management
Erasmus University**

**Teaching and Examination Regulations 2023-2024
Part-time Executive Master of Science in Corporate
Communication**

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Teaching and Examination Regulations of the Master of Science in Corporate Communication 2023-2024

Section 1 – General

Article 1.1 – Applicability of the regulations

These regulations are applicable to the curriculum and final exam, examinations and tests of the part-time executive master's degree programme MSc in Corporate Communication (Isat code 75049) at the Rotterdam School of Management, Erasmus University, hereinafter referred to as the degree programme.

Article 1.2 – Aims of the programme

The degree programme is intended to impart scientific knowledge, skills and insight in the area of corporate communication from an international perspective in such a way that the graduate is capable of scientific and socially responsible professional practice in this area and is qualified to take any desired advanced programme and to become, among other things, a scientific researcher.

Article 1.3 – Definitions

In the regulations, words shall have the following meanings:

- a. *Act*: the Dutch Higher Education and Research Act (*Wet op het hoger onderwijs en wetenschappelijk onderzoek - WHW*);
- b. *Rules and Guidelines (R&G)*: the rules, guidelines and instructions of the Examination Board as referred to in Article 7.12b of the Act;
- c. *MScCC curriculum*: the total of programme components qualifying for the final exam;
- d. *Programme component*: a bundling of examinations with a designated function and meaning within the MScCC curriculum. A programme component may consist of one or more courses;
- e. *Course*: an instruction given under the authority of a member of the academic staff;
- f. *Final exam*: the total assessment of the performance of the student for separate examination parts of the programme, as referred to in article 7.10 of the Act;
- g. *Examination*: every course will be assessed with an examination. Each examination includes an investigation into the knowledge, insight and skills of the student, as well as the appraisal of the results of that investigation. An examination may consist of more than one test;
- h. *Test*: In general, a distinction can be made between the following test formats¹:
 - A **written test** which is a plenary individual test (on campus or remote) whether on paper or digital, within a limited time frame of 3 hours maximum, with open and/or multiple-choice questions;
 - An oral test;
 - An assignment (individual or group) for example a case, an essay or a thesis;
 - A practical;
- i. *EC*: abbreviation of "European Credit" which stands for study credit as referred to in Article 7.4 of the Act. One EC represents 28 hours of study;
- j. *Student*: a person who is enrolled in the university and admitted to the degree programme pursuing the study and to take the tests and examinations of the programme; for the further application of these regulations, this designation also applies to an enrolled 'extraneus';
- k. *Examination Board*: the board referred to in Article 7.12 of the Act for supervising the examinations and organization and coordination of the examinations of the programme;
- l. *Academic year*: the academic year runs from 1 September to the following 31 August (inclusive) of the following calendar year;
- m. *Executive Director*: the person who is responsible for the degree programme;
- n. *Dean*: head of Rotterdam School of Management, Erasmus University;
- o. *Academic Director*: the person who is authorised by the Dean to spearhead the master programme and lead the programme in terms of profile, content, quality, delivery and assessment;
- p. *School*: Rotterdam School of Management, Erasmus University;
- q. *Academic personnel*:
 - the members of the academic staff of the School,
 - the trainee research assistants (PhD candidates) of the School,
 - the other academic personnel;

¹ Difference between written tests and other tests is important for example for resit-possibilities, see Article 4.1.

- r. *Academic staff*:
 - the full professors,
 - the associate professors of the School,
 - the assistant professors of the School;
- s. *Teaching team*: the members of the academic staff and the academic lecturers teaching courses within the degree programme;
- t. *Student Administration*: Student Administration Erasmus University, Team Study Progress & Diploma Administration – RSM.

Article 1.4 – Degree

1. A student who has successfully passed all the programme components of the MSc degree programme will obtain the degree of Master of Science in Corporate Communication.
2. The obtained degree will be indicated on the master’s degree certificate.

Article 1.5 – Language of instruction

1. The language of instruction – teaching and examinations – is English.
2. In cases, the Examination Board can grant exemption from paragraph 1.

Article 1.6 – Compulsory educational activities

1. Teaching of the programme components takes place on a small-scale basis to enable students to obtain knowledge, skills and attitudes in the best possible way. The basic requirement, therefore, is that the students take part in all activities.
2. If students are prevented from participating in certain educational activities due to special circumstances, the student should report this to the examiner concerned in advance. In such cases, without prejudice to the rules that apply to giving and assessing examinations of particular courses, examiners may assign alternative activities.

Section 2 – Composition of the degree programme

Article 2.1 – Full-time / part-time

Within the scope of the Act, the degree programme is offered part-time.

Article 2.2 – Study load and feasibility of the degree programme

1. The degree programme has a study load of 60 EC.
2. Courses and projects, including examinations, are scheduled to be completed in a minimum of 18 months.
3. The degree programme is expected to be finished in 3.5 years after registration for the complete MScCC programme.
4. To further feasibility of completing the degree programme according to the schedule, the workload is spread evenly over the programme's duration.

Article 2.3 – Composition of the degree programme

1. The degree programme is built up from the following programme components:

Programme Components:	EC
<u>Foundations of Corporate Communication</u>	<u>8</u>
<u>Advanced Elective Courses (AEC's):</u> <u>A choice of 6 out of the following courses:</u>	<u>30</u>
– <u>Co-creation and stakeholder engagement 5 EC</u>	
– <u>Corporate branding 5 EC</u>	
– <u>Corporate social responsibility 5 EC</u>	
– <u>Corporate Purpose, Communication & Leadership 5 EC</u>	
– <u>Crisis communication 5 EC</u>	
– <u>Digital communication 5 EC</u>	
– <u>Employee communication 5 EC</u>	
– <u>Finance for Communication Professionals 5 EC</u>	
– <u>Issues management & public affairs 5 EC</u>	
– <u>Leadership & communication 5 EC</u>	

– <u>Media impact on reputation 5 EC</u>	
– <u>Organisational change 5 EC</u>	
– <u>Persuasive communication 5 EC</u>	
– <u>Reputation management 5 EC</u>	
– <u>Strategic Communication 5 EC</u>	
– <u>Strategic management for communication professionals 5 EC</u>	
<u>Study Trip-International Exchange</u>	<u>8</u>
Thesis (including Methodology sessions for writing the thesis)	<u>14</u>

2. The detailing of the examination parts referred to in paragraph 1 in the course manuals of the programme and/or in the most recent version of the (digital) student manual of the further descriptions of programme components into core courses and elective courses, including mandatory practical exercises, and the thesis project, constitute an integral part of these Teaching and Examination Regulations, without prejudice to the other provisions set out in these regulations.

Article 2.4 – Exemption from mandatory practical exercises

In exceptional cases, such as a functional impairment, the Examination Board can grant exemption from the obligation to take part in practical exercises. In that case, the Examination Board can decide that the practical exercises should be carried out in another way, to be determined by the Examination Board.

Article 2.5 – Exemption from examinations

No exemptions from courses, examinations or tests will be granted.

Section 3 – Admission

Article 3.1 – Admission Statement

With due observance of the rules by law concerning admission and enrolment, eligible for admission to the degree programme is the one who has acquired the admission statement given by the Dean of the RSM, on behalf of the Executive Board of Erasmus University.

Article 3.2 – Admission requirements

Eligible for the admission statement mentioned in article 3.1 are students who have fulfilled the following three requirements:

- a Bachelor (of Science) degree of any accredited and/or recognized Bachelor's (of Science) degree programme;
- a minimum of 3 years of work experience in corporate communication, reputation management or related fields;
- fluency in written and spoken English.

Section 4 – Taking examinations

Article 4.1 – Frequency of examinations and tests; examination schedule; re-examinations; extra opportunities

- The opportunity to take the course Foundations of Corporate Communication is offered twice per academic year.
- The opportunity to take the Advanced Elective Courses is offered at least once in two years.
- The opportunity to take written tests as referred to in Article 1.3 sub h is given twice in the academic year the course is offered: a regular test and a re-sit. The other test types as referred to in Article 1.3 sub h can be taken at least once in the academic year the course is offered.
- By way of derogation from paragraph 3 second sentence, for any component of the assessment counting for a significant part (50% or more of the grade), a re-sit or a reasonable improvement option ² is required. For entrance to improvement options the examiner can impose minimum grade requirements. It is not allowed to set a minimum grade for participation as entry

² The exact content of the re-sit or improvement option is at the discretion of the examiner. The examiner must include the rules for an improvement option in the course manual.

requirement for the improvement option. The examiner may set a cap on the grade for the improvement option.

- Without prejudice to applicable regulations regarding a period free of tests, and with due observance of the other provisions set out in these regulations, and of the Rules and Guidelines established by the Examination Board, the Academic Director of the degree programme establishes a schedule of the exam periods for the tests and examinations before the start of the academic year. In the event of urgent exceptional circumstances, the Academic Director of the degree programme can change the schedule during the academic year, provided that the change is announced in good time, via appropriate channels.
- In exceptional cases³ the Examination Board can, at the request of the student, decide that an extra opportunity to take a test or examination will be offered, in derogation from the schedule.

Article 4.2 – Form of the examinations and tests

- The examinations of the programme are taken according to the test types described in Article 1.3 sub h. Furthermore, attendance requirements may be set as a prerequisite for assessment, provided that this is well substantiated by the examiner and published in the course manual. The Examination Board may allow deviations from this rule.
- If the Examination Board approved that the assessment format as referred to in the foregoing paragraph shall be different, the examiner will announce this to the students as soon as possible and within reasonable time before the test is to be held.
- The elaborations on the form of the tests as referred to in paragraph 1, stated in the most recent version of the course manual for each course, constitute an integral part of these Teaching and Examination Regulations, without prejudice to the other provisions set out in these regulations.
- In exceptional cases the Examination Board may, at the request of the student, decide to permit derogations from the provisions set out in paragraph 1.
- Students with a functional impairment, such as verifiable physical or mental impairments or specific learning difficulties that could have an effect on the ability to study, are offered the opportunity to take tests in a manner adapted as far as possible to their individual situation. Requests can be submitted via Osiris Cases, accompanied by all relevant documentation, such as medical statement or diagnostic assessment. The Examination Board will, if necessary, obtain expert advice before making a decision.

Article 4.3 – Oral tests

- No more than one person will be given an oral test at a time by a given examiner, unless the Examination Board has decided otherwise.
- An oral test is taken in public, unless in an exceptional case the Examination Board or the examiner concerned has decided otherwise, or the student has objected to this.
- An oral test should be assessed by at least two examiners or in the event of one examiner only, the assessment must be video and/or audio recorded. The Examination Board will archive the recorded file for two years after the assessment, or seven years in case of the oral Thesis defence.

Article 4.4 – Sequence of programme components

- Students may take part in the exchange once Foundations of Corporate Communication and three of the six Advanced Elective Courses have been passed.
- Students are allowed to start with the thesis project once Foundations of Corporate Communication and four of the six Advanced Elective Courses have been passed. The examination for the thesis project can only be completed once all the courses of the other programme components of the degree programme have been passed.
- In exceptional individual cases, at the student's or examiners request, the Examination Board may derogate from the foregoing paragraphs, after consulting the student adviser and the involved examiners depending on the particular situation.

³ Please check the [Examination Board's website](#) for the policy on extra exam opportunities.

Section 5 – Result of examinations

Article 5.1 – Determining, announcing and recording results of examinations and tests; deadlines

1. The examiner determines the result of an examination or a test as referred to in Article 1.3 sub g. and h. as soon as possible. The following deadlines are in place:
 - a. The ultimate deadline for registration in OSIRIS of the definitive grades is 40 working days after the last examination/test.
 - b. In case a resit takes place within a period of 45 working days after the original examination/test, the ultimate deadline for communicating and registration of the definitive grades is ten working days before the resit.
2. In deviation from paragraph 1 of this article, the thesis proposal and the thesis report must be assessed within ten working days of submission.
3. In deviation from paragraph 1, the examiner(s) determine(s) the result of an oral test immediately, and give(s) the student a written notification of the grade.
4. In the event of *force majeure*, the Examination Board can permit derogation from the deadlines mentioned in the foregoing paragraphs.
5. The Student Administration checks compliance with the deadline mentioned in the previous paragraph, and in the event that it is likely to be exceeded, reports this in good time to the chairman of the Examination Board.
6. The examiner reports updated examination and/or test result to the Student Administration, which then informs the student of this in writing.
7. The Student Administration and/or the examiner is responsible for recording the results of examinations and tests. The Student Administration (also) records what certificates have been presented to a student. No information about recorded data, with the exception of data about the certificates awarded, is given to anyone other than the student, the Examination Board, the directors of the study programme, the Executive Board of the Erasmus University, the student advisor, the student counsellor and the GNIO. The Examination Board may decide on derogation from the provisions set out in the last sentence under the consent of the student involved.
8. The involvement of the Student Administration as referred to in the previous paragraphs is without prejudice to the provisions in this matter as determined by the Executive Board of the Erasmus University.
9. The written certificate concerning the result of an examination or test contains information about the way in which the student can lodge an appeal with the GNIO.

Article 5.2 – Validity term of passed assessments

1. The validity term of assessments attained – including components taken elsewhere that have been approved as part of the examination programme and exemptions granted– is unlimited.
2. On behalf of the Executive Board, the dean can only limit the validity term of these examination components if the knowledge, understanding or skills assessed are demonstrably outdated.
3. In an individual case, the examination board may extend the validity term limited pursuant to the second paragraph. With regard to an examination component of which the validity term has expired, the examination board may designate a replacement examination component or impose an additional or replacement assessment before the student is admitted to the examination.
4. When limiting the validity term in accordance with the second paragraph, special circumstances will reasonably be taken into account. Special circumstances must be reported to the student adviser in good time. 'In good time' means they have been reported four weeks after the start. When the examination board extends the validity, account will reasonably be taken of the extent to which the special circumstances affected the limited validity term being exceeded and the duration of the financial support granted on the basis of the Profiling Fund Regulations will be taken into account.
5. If the examination of a course is composed of more than one test, the term of validity of each test shall be limited to the academic year in which the tests are taken, unless the examiner explicitly determined otherwise in the course manual or the Examination Board approved derogation from this rule in an individual case because of personal circumstances.

Article 5.3 – Feedback and perusal

Upon request students will have the opportunity to peruse their own graded work and to receive feedback from the examiner. This request must be submitted within four weeks after the test result has been announced. The perusal takes place on the basis of a (digital) copy only. A paper copy may be charged at cost price.

Article 5.4 – Archiving period of written tests and final exam

1. The assignments, answers and the assessment of the written tests will be archived (in paper or electronic form) for two years after the assessment.
2. The exam protocol, test key, pass mark, test questions/assignments and evaluation of the written tests are stored (in paper or digital form) for seven years after the examination.
3. The Thesis and the assessment thereof will be archived (in paper or electronic form) for seven years after the assessment.

Section 6 – Result of the final exam

Article 6.1 – The result of the final exam

1. In compliance with Article 6.1 of the Rules and Guidelines, the final exam has been passed as soon as all the programme components of the programme mentioned in Article 2.3 have been passed.
2. In derogation from the provisions set out in paragraph 1, the Examination Board may, before determining the result of the final exam, conduct an investigation into the knowledge of the student with regard to one or more examinations or tests of the programme, if and insofar as the results of the examinations or tests concerned give it cause to do so.

Section 7 – Final and Implementation Provisions

Article 7.1 – Identification

Students who participate in education and examination facilities are obliged to immediately disclose their name and address and allow inspection of their student ID card at the request of invigilators, examiners and other designated persons.

Article 7.2 – Amendments changes

1. Amendments to these regulations will be adopted by the Dean RSM through a separate decree.
2. No amendments will be made that are applicable to the current academic year, unless the interests of the students are, in reason, not thereby prejudiced.
3. Moreover, amendments must not influence, to the detriment of the students any other decision, which has been taken with respect to a student by the Examination Board by virtue of these regulations.

Article 7.3 – Hardship clause

In very exceptional individual circumstances, in which application of one or more of the provisions set out in these regulations leads to evidently unreasonable and/or unfair situations with regard to a student, a student can submit a request in writing, and with reasons, for derogation from the said provision(s) to the Examination Board. The Examination Board may, after consulting the relevant examiner(s) and the student advisor or student counsellor, derogate from the said provision(s) in favour of the student. A decision to reject the student's request will not be made by the Examination Board until the applicant has been given the opportunity to present their case, if this is requested.

Article 7.4 – Announcement

The Dean RSM is responsible for an appropriate announcement of these regulations, of the Rules and Guidelines established by the Examination Board, and of amendments to these documents.

Article 7.5 – Legal effect

These regulations have legal effect from 1 September 2023.