UNIVERSITY
OF TWENTE.

# Programme-Specific Part (PSP)
# to the Education and Examination Regulations (EER) 2025-2026

**For the Bachelor of Science programme Communication Science (B-COM)**

**dd. 23-05-2025**

COMMUNICATION SCIENCE

BACHELOR

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# 1. General provisions

## 1.1. Admission to the COM bachelor programme

In addition to the admission regulations laid down in the 'Colloquium Doctum' (see the website https://www.utwente.nl/en/education/bachelor/admission/colloquium-doctum/), there are no extra statutory requirements. This article refers to the admission regulation below.

*Dutch students:*

- Pre-university education: VWO (profile Economie & Maatschappij, Natuur & Gezondheid, Natuur & Techniek or Cultuur & Maatschappij);
- HBO: hbo-propedeuse in a related field and VWO Wiskunde A, B or C; HAVO Wiskunde A or B.

*Foreign students:*

- Pre-university school-leaving certificate equivalent to the Dutch VWO-certificate (i.e. German Abitur, Belgian 'Diploma van Secundair Onderwijs', International or European Baccalaureate http://www.utwente.nl/en/education/bachelor/admission/diplomas/ and
- Sufficient level of Mathematics and English subject of school-leaving certificate (i.e. German Abitur certificate with "Mathematik und Englisch bis zum Abitur") or completing the University of Twente entrance exam).

## 1.2. Language of the programme

The language of communication, instruction and examination in the bachelor programme Communication Science is English.

## 1.3. Connecting Masters' programme(s)

A successful examination for the programme automatically qualifies students for immediate acceptance into the one-year UT Master of Science programme Communication Science.

## 1.4. Rights, duties and composition of the programme committee

In line with article 9.18 of the WHW, each programme has a programme committee, which has the duty to advise programme management on improving and safeguarding the quality of the programme. It has a right of consent regarding a number of topics in the Education and Examination Regulations (EER), e.g. the goals and intended learning outcomes of the programme in terms of knowledge, insight and skills that a student should have acquired at the end of the programme; where necessary the layout of practical exercises; the study load of the programme and its study units. In addition, the programme committee evaluates on a yearly basis the manner in which the EER has been carried out and has the right to advise programme management and the dean – invited or uninvited – on all matters relating to the teaching in the programme. The composition of the current programme committee can be found here: https://www.utwente.nl/en/com/programme-committee/.

# 2. Contents and structure of the programme

## 2.1. Contents and structure of the programme

The programme consists of three academic years (B1, B2 and B3) of 60 ECs each. The academic timetable for the programme consists of two semesters per year (September-January and February-July), each semester consisting of two quarters of ten (or eleven) weeks each. In the first and second year, every quarter, students take part in one coherent module of 15 EC (420 hours) consisting of four study units. In the third year students take electives in the first semester and finalize their bachelor with two stretch modules in the second semester.

*The first and second year (Modules 1-8)*

The bachelor programme is based on the so-called Twente Educational Model (TEM), which means challenging themed project education. Each coherent module consists of four or five study units: a **Project** study unit (P), a **Theory** study unit (T), a **Research** study unit (R), and one or two Academic and Professional **Skills** study units (S). Each module centers on a specific project (P) which is the core of the module and reflects a contemporary challenge at the crossroads of communication, organization, technology and design. To solve this challenge, students will get input from the other three study units. This means that students will get acquainted with the theoretical underpinnings of the specific issues at stake (Theory), they will know how to study the topic at hand and conduct own research (Research) and how to effectively communicate (Skills: academic and professional skills, including for example academic writing, presenting and debating, design and animation, intercultural skills and reflection).

Within the coherent module, students work in the Project study unit in groups on project-oriented assignments and gain new knowledge independently (under the support and supervision of tutors). Such a teaching approach requires a variety of assessment forms in the coherent module– individual and group assignments, individual written tests, group papers and presentations, etc. - which are applied at different phases along each coherent module. Following article 3.6 of the Education and Examination Regulations, more detailed information on the exam formats (assessment schedule) can be found at the Digital Learning Environment (Canvas site) of each coherent module.

A module has a duration of one quarter (typically ten calendar weeks) and students subscribe every quarter for one module, not for separate study units. In other words: a module is offered as one educational unit and students take it as such. This is the rule that applies to every student and will only be deviated from in case of special personal circumstances and after consultation with and approval from the study adviser. The consequence of deviation from this rule is losing – at least partly - the synergy between the study units within a coherent module.

*The third year (Modules 9-12)*

In the first semester of the third year (modules 9+10) students do electives outside the COM bachelor programme. In the second semester of the third year students follow the modules 11 and 12. The coherent modules 11 (COM@work) and 12 (COM Bachelor thesis) have a different structure than the other modules. Module 11 serves as a labor market preparation and gives students more insight in their own skills and interests, the professional field of communication science, and typical jobs communication science students perform. In module 12 students show their acquisition of the competences specified in the intended learning outcomes of the programme. The COM Bachelor thesis module is a research-oriented assignment that contributes to existing knowledge within the Communication Science field of inquiry. The assignment includes justified choices towards theory, practice and design. The final result of the thesis is a public document that will be published in the Repository of the Library of the UT.

More details about all modules can be found in OSIRIS and on the Canvas site of the modules. To attain the programme objectives and intended learning outcomes of the programme, the study units are offered by a combination of (interactive) lectures, tutorials, practicals and supervised self-study.

Below, in Tables 1, 2 and 3 an overview is given of all the modules, including module coordinators, the study units within a module, the examiners per study unit, the study load (EC's) per study unit and the method of examination.

**TABLE 1 CURRICULUM FIRST YEAR (B1) BSC COMMUNICATION SCIENCE**

| Code study unit | Name study unit | EC | Exam format |
|---|---|---|---|
| **Module 1: We connect society (202000265), coordinator dr. M. Belter** | | | |
| 202500258 | Popularizing global challenges (P) | 3 | Ind. & Gr. assignments |
| 202000267 | Intro to communication science (T) | 4 | Ind. test |
| 202500272 | Research methods & statistics 1 (R) | 5 | Ind. test |
| 202300071 | Professional writing (S) | 1.5 | Ind. assignments |
| 202300072 | Design skills (S) | 1.5 | Ind. assignments |
| **Module 2: Understanding media (202000270), coordinator dr. R.S. Jacobs** | | | |
| 202000271 | Effects of media use (P) | 3 | Ind. & Gr. assignments |
| 202000272 | Media psychology (T) | 5 | Ind. test |
| 202000273 | Survey analysis (R) | 5 | Ind. test |
| 202300074 | Theoretical framework (S) | 1 | Ind. assignments |
| 202300075 | Presenting (S) | 1 | Ind. assignments |
| **Module 3: The innovation journey (202000275), coordinator dr. M. Belter** | | | |
| 202000276 | Stakeholder & reputation management (P) | 5 | Ind. & Gr. assignments |
| 202000277 | Public relations of innovations (T) | 4 | Ind. test |

| | | | |
|---|---|---|---|
| 202000278 | Big data & text mining (R) | 3 | Ind. test |
| 202000279 | Media framing & crisis response (S) | 3 | Ind. assignments |
| **Module 4: Design for user experience (202000280), coordinator dr. J. Karreman** | | | |
| 202000281 | User-centered design (P) | 4 | Ind. & Gr. assignments |
| 202000282 | Human-technology interaction (T) | 4 | Ind. test |
| 202000283 | Usability testing & interviewing (R) | 4 | Ind. test |
| 202000284 | Business case proposition (S) | 3 | Gr. assignments |

TABLE 2 CURRICULUM SECOND YEAR (B2) BSC COMMUNICATION SCIENCE

| Code study unit | Name study unit | EC | Exam format |
|---|---|---|---|
| **Module 5: The network society (202100028), coordinator dr. A.A.C.G. van der Graaf** | | | |
| 202100029 | The media influencers (P) | 4 | Gr. assignments |
| 202100030 | The digital society (T) | 4 | Ind. Test & Ind. assignments |
| 202100031 | Big data & network analysis (R) | 4 | Ind. test |
| 202100032 | Storytelling & audio-visual design (S) | 3 | Ind. assignments |
| **Module 6: Lead the change (202300084), coordinator dr. E. van Laar** | | | |
| 202300085 | Changing organizations (P) | 5 | Ind. & Gr. assignments |
| 202300086 | Organizational communication (T) | 4 | Ind. test |
| 202300087 | In-depth interview (R) | 3 | Ind. Test & Ind. assignments |
| 202300088 | Literature review (S) | 2 | Ind. assignments |
| 202300089 | Consultancy (S) | 1 | Gr. assignments |
| **Module7: Persuasive design (202100040), coordinator dr. M. Galetzka** | | | |
| 202100041 | Evidence based design (P) | 4 | Ind. & Gr. assignments |
| 202100042 | Social psychology & persuasive technology (T) | 3 | Ind. test |
| 202100043 | Experimental design & analysis (R) | 4 | Ind. test |
| 202100044 | Persuasive environment (S) | 4 | Gr. assignments |
| **Module 8: The quantified self (202200354), coordinator dr. R.O. Lutkenhaus** | | | |
| 202400740 | Autoethnography of datafication (P) | 4 | Ind. assignments |
| 202400767 | Ethics and philosophy (T) | 5 | Ind. test |
| 202200357 | Deep data and predictive modelling (R) | 3 | Ind. assignments |
| 202200358 | Rhetoric & debate (S) | 3 | Ind. & Gr. assignments |

TABLE 3 CURRICULUM THIRD YEAR (B3) BSC COMMUNICATION SCIENCE

| Code study unit | Name study unit | EC | Exam format |
|---|---|---|---|
| **Module 11: COM@work (202200013 / 202200014), coordinator dr. M. Tempelman** | | **10** | Ind. & Gr. assignments |
| **Module 12: COM Bachelor thesis (202000308 / 202000309), coordinator dr. R.S. Jacobs** | | **20** | Ind. assignments |

The following study units must also be completed; for more information, see **Test subject hours**.

TABLE 4 TEST SUBJECT HOURS BSC COMMUNICATION SCIENCE

| Code study unit | Name study unit |
|---|---|
| 202000310 | Test subject hours, B1 |
| 202000311 | Test subject hours, B2 and B3 |

## 2.2. Study load

The programme has a total study load of 180 EC (1 EC = 28 hours of study). The study load of each of the study units making up the programme is listed in EC in Tables 1, 2 and 3.

## 2.3. Programme-specific characteristics

The programme is a full-time programme.

## 2.4. Honours programme/STAR programme

For students obtaining excellent results there are two options for doing something extra up and above the standard programme: the STAR programmes within the Communication Science programme and the UT's Bachelor Honours programme.

*The STAR programme:*

A STAR programme is offered in five out of the eight core modules of the programme (in module 2, 3, 4, 7 and 8). Participation in a STAR programme implies that the selected students will do an individual assignment that focuses on more in-depth knowledge or skills related to the module's content. If this assignment is finished successfully (to be decided by the module coordinator), the student receives an excellence STAR. Based on their individual test grades in the previous quarter/module, the top 10% of the students are invited to participate. Successful participation in this programme, including the total number of excellence STARs obtained, will be mentioned on the diploma supplement. Successful participation in the STAR programme of at least three modules can contribute to graduating with distinction (see Chapter 7).

*The UT's Bachelor Honours programme:*

The Bachelor Honours programme is an extracurricular broadening programme in which the students are challenged to enrich their knowledge, skills, attitude, cooperation, and experiences outside their own study discipline. Students work in interdisciplinary groups and learn about great scientists or designers, they learn to question everyday scientific situations, they learn how to write their own research proposal, and make a joint final work. This programme starts every year in February and is for the top 5% of first year students of each study only. In nearly one and a half year students follow a programme of 30 EC. More information about admission and the different tracks can be found at the website of the honours programme: https://www.utwente.nl/en/excellence/.

## 2.5. Elective options

After two years of coherent modules, in the first semester of the third year students can choose between a 30 EC study abroad, an internship or a 30 EC minor or equivalent at the UT.

More information about spending (a part of) a semester abroad can be found on the Faculty BMS study abroad website: https://www.utwente.nl/en/bms/education/study-abroad/.

More information about Bachelor Communication Science internships is available on the internship and graduation Canvas site: https://canvas.utwente.nl/courses/16486/.

Students who opt to stay at the UT to fill their elective space, can choose from a number of High-Tech Human-Touch minors, the Crossing Borders minor and a number of "join-in minors". For the most recent information on the minors that are being offered please consult the UT website: https://www.utwente.nl/en/education/electives/minor/.

## 2.6. Joint/double degrees and/or international cooperation and agreement(s)

Not applicable.

## 2.7. Pre-master's programme

See the Programme-specific appendix to the Education and Examination Regulations (EER) 2025-2026 for the Master of Science programme Communication Science (M-COM).

## 2.8. Minors

The Bachelor Communication Science does not offer any standalone minors.

# 3. Programme objectives and intended learning outcomes

## 3.1. Programme objectives

The goals of the programme are related to the following academic competencies and skills:

1. Theoretical knowledge and understanding.
2. Research competencies.
3. Problem solving competencies.
4. Professional skills.
5. Academic skills.
6. Personal development.

## 3.2. Intended learning outcomes

1. **Theoretical knowledge and understanding.** Graduates from the BSc Communication Science programme are able to demonstrate their knowledge and understanding of theories and core concepts in:
   - 1.1. Communication Science: interaction processes, message effectiveness, information processing, models of persuasion, intercultural communication, communication ethics and philosophy, science communication;
   - 1.2. Digital society-related sub disciplines: media psychology, digital media, network society, social networks, serious gaming, media use and effects;
   - 1.3. Changing organizations-related sub disciplines: corporate communication, public relations, organizational communication, leadership, identity and reputation, stakeholder communication, crisis communication, change management;
   - 1.4. Persuasive technology related sub disciplines: human-technology interaction, user experience, technology communication, marketing communication, visual communication, multisensory design, social psychology, behavioural change;

2. **Research competencies.** Graduates from the BSc Communication Science programme are at a basic level (beginner's level for Master's degree, beginning academically educated practitioner) able to:
   - 2.1. Understand the fundamental principles of social-scientific research including the empirical cycle, research questions and hypotheses, validity and reliability, research paradigms, and formative and summative evaluation;
   - 2.2. Analyse communication-related phenomena and relate them to a theoretical framework, in such a way that it results in researchable and relevant questions;
   - 2.3. Design a research about communication related phenomena in a systematic, transparent and scientifically responsible manner, and execute this through the

substantiated selection and correct application of basic, accepted quantitative (survey, experiment, content analysis, network analysis) and qualitative (interview, focus group, observation, text mining, usability testing) communication research methods and techniques and big data analytics (including statistical learning and machine learning);

2.4. Analyse research outcomes in a systematic manner using (statistical) software including R and Atlas.ti;
2.5. Interpret and discuss the outcomes of research activities in the context of the stated research question;
2.6. Effectively report and present research according to scientific conventions to specialist and non-specialist audiences.

3. **Problem solving competencies.** Graduates from the BSc Communication Science programme are at a basic level (beginner's level for Master's degree, beginning academically educated practitioner) able to:
   3.1. Analyse technological, societal and organizational challenges from a communication perspective;
   3.2. Use scientific theories and core concepts, applied communication research methods, and practical knowledge (professional literature) to diagnose technical, societal and organizational challenges or to optimize solutions;
   3.3. Use creative thinking skills to solve technical, societal and organizational challenges from a communication perspective;
   3.4. Systematically compare possible solutions to a stated problem;
   3.5. Evaluate the quality of communicative solutions (formative and summative evaluation) as well as the process of developing and implementing them (process evaluation);
   3.6. Effectively report and present a communicative solution to a specific target audience.

4. **Professional skills.** Graduates from the BSc Communication Science programme are at a basic level (beginner's level for Master's degree, beginning academically educated practitioner) able to:
   4.1. Communicate effectively with different stakeholders (e.g. press release, spokesman ship, rhetoric and debate, popularizing and framing, persuasive pitches and presentations, negotiating, app design, workshop design);
   4.2. Understand the dynamics of organizations and the role of communication;
   4.3. Understand the effects and opportunities of technological innovations;
   4.4. Design and visualize ideas and solutions using contemporary audio visual materials (e.g. film making, infographic, corporate visual identity design, data visualization, animation) by means of software packages (e.g. Photoshop, Axure, Illustrator, Unity, Canva);

4.5. Communicate effectively and appropriately (demonstrating cultural self-awareness, openness, empathy and the ability to deal with uncertainty, differences and 'conflicts') with individuals from distinct cultural backgrounds;
4.6. Plan, organize and manage their work effectively and quality oriented, both individually and when working in a(n) (international) team;
4.7. Reflect on individual work (process and results) and, when working in a team, on the team's work process, intercultural competences and results as well as their own and others' contribution to the team work;
4.8. Provide and use feedback in an adequate way;
4.9. To reflect on their own competencies and professional actions.

5. **Academic skills.** Graduates from the BSc Communication Science programme are at a basic level (beginner's level for Master's degree, beginning academically educated practitioner) are able to:
   5.1. Critically reflect on and judge the significance and value of scientific knowledge and exchange and justify arguments in a critical, open and constructive way, both with specialists and non-specialists;
   5.2. Gather and interpret relevant data and information to make judgements that include reflection on relevant societal, scientific or ethical issues;
   5.3. Understand the ethical implications of academic work.

6. **Personal development.** Graduates from the BSc Communication Science programme are able to:
   6.1. Be sensitive to scientific, societal, and technological developments;
   6.2. Operate with an intercultural mindset;
   6.3. Position themselves as a communication professional in the labour market;
   6.4. Initiate and shape their own learning and working process, and bear responsibility for their own professional development;
   6.5. Make use of a broad perspective and knowledge base, when working on communication problems and solutions.

# 4. Assessment/examination

## 4.1. Final examination

A student passes the BSc Communication Science programme when the examinations of all study units, including the test subject hours and bachelor thesis, have been passed successfully.

## 4.2. Assessment format examinations/tests

Following the principles of the Twente Educational Model (TEM), each module in the B1 and B2 consists of four or five study units (Project, Theory, Research, and one or two units of Academic and/or Professional Skills). In the second semester of the B3 the structure is different as module 11 (COM@work) and module 12 (COM Bachelor thesis) consist of one study unit. In general, each study unit examination consists of a mixture of assessment methods. These may include individual and group assessments, such as written and oral tests, written assignments and different forms of presentations (e.g., poster and pitch).

Tests can be held online. When a test is held online by means of online surveillance or online proctoring, the examination board may lay down further rules and conditions for online (proctored) testing (see article 3.2. EER).

For each module the assessment schedule is published in Canvas at least two weeks before the start of the module (see article 3.6.4 EER).

## 4.3. Grading and period of validity of test results

1. A study unit is completed with an examination. The examination is based on one or more test results. The study units are described in Tables 1, 2 and 3.
2. For practical exercises (see article 3.1.5 EER) within study units, by default only one opportunity to pass will be organized. The assessment plan of the study unit can be used to arrange an exception to this rule and will need to specify all criteria and details of the re-sit or repair option.
3. Article 3.3.3 EER states that examination results are expressed in half grades from 1.0 up to and including 5.0 and from 6.0 up to and including 10.0 whereby:
    a. Grades will only be rounded in the last phase of the assessment of the study unit;
    b. The rounding is done in accordance with the following scheme:

| | |
|---|---|
| Grade < 5.00 or > 5.99 | n.01 up to and including n.24 = n.0<br>n.25 up to and including n.74 =n.5<br>n.75 up to and including n.99 = (n+1).0 |
| Grade ≥ 5.00 and ≤ 5.99 | 5.00 up to and including 5.49 = 5.0 |

| |
|---|
| 5.50 up to and including 5.99 = 6.0 |

4. For each test in a course or a module two opportunities will be offered, a regular test and a resit.
5. The resit of a test is open to all students, with the notion that for each test type, excluding written exam (open question or multiple choice questions), the highest grade possible for a resit is 6.0.
6. Results of examinations and tests remain valid indefinitely (EER 3.9.1). Exceptions to this rule apply to tests within a unit of study that are inseparable (one cannot stand alone without the other). Exceptions to the validity of the results, as referred to in EER 3.9.1, will be explicitly stated in the grading scheme which is published on the Canvas page.
7. To repair (parts of) a study unit, the assessment and format in which these are offered in the current academic year needs to be used.

## 4.4. Specific pass-fail regulations

Specific pass-fail regulations are specified in the assessment schedule on Canvas.

## 4.5. Prerequisites / required sequence of examinations

The formal sequence of the study units and their exams is the order as recorded in Tables 1, 2 and 3. In the Tables 7, 8 and 9 the prerequisites per study unit are listed. For obligatory prerequisites the programme management team or study adviser asessess whether students are allowed to start the study unit or module. Recommended pre-requisites are not assessed before the start of the unit or module. However, content wise, it is strongly recommended that the student has passed or at least actively participated in the listed study unit(s).

*Table 7: Prerequisites B1 study units curriculum 2025-2026*

| | Name study unit | Prerequisites |
|---|---|---|
| MODULE 1<br>WE CONNECT SOCIETY | Popularizing global challenges (P) | |
| | Intro to communication science (T) | |
| | Research methods & statistics 1(R) | |
| | Professional writing (S) | |
| | Design skills (S) | |
| MODULE 2<br>UNDERSTANDING MEDIA | Effects of media use (P) | |
| | Media psychology (T) | |
| | Survey analysis (R) | Recommended:<br>Research methods & statistics 1 (R) |
| | Theoretical framework (S) | |
| | Presenting (S) | |
| MODULE 3<br>THE INNOVATION JOURNEY | Stakeholder & reputation management (P) | |
| | Public relations of innovations (T) | |
| | Big data & text mining (R) | |
| | Media framing & crisis response (S) | |
| MODULE 4<br>DESIGN FOR USER EXEPERIENCE | User-centered design (P) | |
| | Human-technology interaction (T) | |
| | Usability testing & interviewing (R) | |
| | Business case proposition (S) | |

*Table 8: Prerequisites B2 study units curriculum 2025-2026*

| | Name study unit | Prerequisites |
|---|---|---|
| MODULE 5<br>THE NETWORK SOCIETY | The media influencers (P) | |
| | The digital society (T) | |
| | Big data & network analysis (R) | Recommended:<br>Big data & text mining (R) |
| | Storytelling & audio-visual design (S) | |
| MODULE 6<br>LEAD THE CHANGE | Changing organizations (P) | |
| | Organizational communication (T) | |
| | In-depth interview (R) | Recommended: |

| | | |
|---|---|---|
| | | Usability testing & interviewing (R) |
| | Literature review (S)<br>Consultancy (S) | |
| MODULE 7<br>PERSUASIVE DESIGN | Evidence based design (P) | |
| | Social psychology & persuasive tech (T) | |
| | Experimental design & analysis (R) | RecommendedResearch methods & statistics 1 (R)<br>Survey analysis (R) |
| | Persuasive environment(S) | RecommendedProfessional writing (S)<br>Design skills (S)<br>Theoretical framework (S)<br>Presenting (S) |
| MODULE 8<br>THE QUANTIFIED SELF | Autoethnography of datafication (P) | |
| | Ethics & philosophy (T) | |
| | Deep data and predictive modelling (R) | Recommended:<br>Big data & text mining (R)<br>Big data & network analysis (R) |
| | Rhetoric & debate (S) | |

*Table 9: Prerequisites B3 study units curriculum 2025-2026*

| Name study unit | Prerequisites |
|---|---|
| Elective space B3 (30 EC first semester): | |
| • Internship | At least 90 EC successfully passed, among which modules 1, 2, 5 and 6. |
| • High Tech Human Touch modules | At least 90 EC successfully passed. |
| • Join-in minors | At least 90 EC successfully passed. |
| • Crossing Borders, Educative minor, Board minor | At least 90 EC successfully passed. |
| • Elective bachelor courses (for example from another university) | B1 completed, and B2 modules 5 and 6 completed. |
| • Elective courses from UT master's programmes[1,2,3] | B1 and B2 successfully passed, plus prerequisites from the offering programme. |
| • Studying abroad | B1 completed, and B2 modules 5 and 6 completed. |
| MODULE 11 COM@work | B1 and B2 successfully passed. |
| MODULE 12 COM Bachelor thesis | B1 and B2 successfully passed. |

[1] *B-COM students are not allowed to follow M-COM study units because the master of science programme Communication Science is the transfer ("doorstroom") master programme for the bachelor of science programme Communication Science.*

[2] *B-COM students who want to follow one or more master courses in their B3 elective space first have to submit a motivated request in time to the programme director of the bachelor of science programme Communication Science. If the request is approved the student is obliged to also ask the programme director of the corresponding master programme for approval of which the master study unit is part.*

[3] *B-COM students are not allowed to follow study units which are part of the Double Degree programme Digital Marketing and/or the double degree programme Policy, Governance and Communication.*

*Prerequisites <u>within</u> a study unit*

Should prerequisites apply within a study unit (e.g., students may only take part in a test if the previous assignment was successfully completed), then the examiner must make this requirement known through Canvas to the participating students in advance of the start of the study unit.

## 4.6. Examination board

The examination board is the body that determines in an objective and expert manner whether a student meets the conditions set under the Education and Examination Regulations (EER) concerning the knowledge, insight and skills required to obtain a degree. Members of the examination board are appointed by the dean of the faculty.

More information, including the most up-to-date composition of the examination board can be found on its website: https://www.utwente.nl/en/bms/examboard/. All information for students, examiners and educational support staff about the examination boards of BMS is published there, including their Rules and Guidelines, and the procedures and conditions for submitting a request.

## 4.7. Evaluation of education

The modules in the programme are evaluated via the internal quality assurance system based on the Plan-Do-Check-Act cycle. Each involved stakeholder (students, teaching staff, programme committee and programme management) has their specific contribution to the evaluation of the education.

The PDCA cycle includes:

- Quarterly evaluations organised by the Programme. The outcomes of these evaluations are shared and discussed with Programme Committee.
- End-of-module surveys, distributed amongst all participants of the module. The surveys are shared and discussed with the Programme Committee and the management team.
- Module improvement plans, including proposals for the next academic year, are compiled by the module coordinator, in collaboration with the module team. This module improvement plan is based on experiences of the module team and student feedback (CFC reports, module survey, and student feedback during the module). The module improvement plans are shared and discussed with the Programme Committee and the management team.

Students will be informed of the survey results and intended improvements by the module coordinator during a lecture in the next quarter or via Canvas.

# 5. Transitional arrangements

Article 8.4 of the EER 2025–2026 of the Faculty of Behavioural, Management and Social Sciences for bachelor programmes is applicable. This means that if a study unit or part of a study unit that does not involve a practical exercise is deleted from the programme, then students (only when exam/test results from the deleted study unit are registered in the Student Information System) are to be given two opportunities in the following academic year to take the relevant exam/test, either orally or in writing, or to undergo another form of assessment.

**2025-2026**

***Module 1 We connect society***

Starting 2025-2026 the group assignments 1P1 and 1P2 in the project study unit Popularizing global challenges (P) (202000266) will be merged. The 1R1 test for the Research methods & statistics 1 (R) (202000268) study unit will be split up into a theoryexam and a R-test. The table below demonstrates the old and new assessment schedule of this study unit. Students who have not successfully completed one or both of the study unit(s) of 2024-2025 are required to take part in the replacement study unit.

| **2024-2025** | | **2025-2026** | |
|---|---|---|---|
| **Popularizing global challenges (P) (202000266) 3EC** | | **Popularizing global challenges (P) (202500258) 3EC** | |
| 1P1: Group assignment content strategy report | 35% | 1P1: Group assignment content and strategy | 65% |
| 1P2: Group assignment popular content | 30% | | |
| 1P3: Individual project/process assessment | 35% | 1P3: Individual project/process assessment | 35% |
| **Research methods & statistics 1 (R) (202000268) 5EC** | | **Research methods & statistics 1 (R) (202500272) 5EC** | |
| 1R1: Ind. test open questions / multiple choice | 100% | 1R1: Theory Exam | 100% |
| | | 1R2: R-test | P/F |

**2024-2025**

***Module 8 The quantified self***

This module was revised in 2024-2025. The table below demonstrates the old and new replacement courses. Students who have not successfully completed one or both the study unit(s) of 2023-2024 are required to take part in the assessment of the replacement study unit.

| **2023-2024** | | **2024-2025** | |
|---|---|---|---|
| **Designing a student algortihm (P) (202200355) 4EC** | | **Autoethnography of datafication (P) (202400740 4EC** | |
| 8P1: Individual enactive ethnography report | 70% | 8P1: Individual enactive ethnography report | 70% |
| 8P2: Individual Digital doubles peer review | 30% | 8P2: Individual Digital doubles peer review | 30% |
| **Ethics and philosophy (T) (202200356) 5EC** | | **Ethics and philosophy (T) (202400767 ) 5EC** | |
| 8T1: Individual take home exam | 100% | 8T1: Individual open-ended questions (self) | 50% |
| | | 8T2: Individual open-ended questions (society) | 50% |

**2023-2024**

***Module 6 Lead the Change, study unit 202100037 In-depth interview (R):***

This transitional arrangement only applies to students who started module 6 Lead the Change, study unit 202100037 In-depth interview (R) for the first time in the academic year 2021-2022 or 2022-2023.

The 6R1: Group assignment Research instrument of this study unit was intertwined with the project. However, the result of this assignment was administratively processed under the In-depth interview (R) study unit.

In the academic year 2023-2024 the composition of the study unit In-depth interview (R) (202100037) has changed.

| **2022-2023** | | **2023-2024** | |
|---|---|---|---|
| In-depth interview (202100037) 3EC | | In-depth interview (202300087) 3EC | |
| 6R1: Group assignment Research instrument | 0% | 6R1: Individual test with open question | 100% |
| 6R2: Individual test with open question | 100% | 6R2: Ind. assign. Research project bundle | 0% |

Students who started the study unit In-depth interview (R) (202100037) and completed 6R1: Group assignment Research instrument can complete the study unit In-depth interview (202100037) under the composition as the study unit was taught in 2022-2023.

This means that the results of 6R1: Group assignment Research instrument remain valid indefinitely and these students can complete the study unit In-depth interview (202100037) by taking 6R1: Individual test with open question exam of the study unit In-depth interview (202300087).

In Osiris, the result of 6R1: Individual test with open question exam of the study unit In-depth interview (202300087) will substitute 6R2: Individual test with open question (202100037)

**2022-2023**

***Module 8 The quantified self***

This module was renewed in 2022-2023. The table below demonstrates the old and new replacement courses. Students who have not successfully completed all study units are required to take the replacement course of the unfinished study unit(s).

| **Old** | **New 2022-2023** |
|---|---|
| R: Visualizing personal big data (202100049) | R: Deep data and predictive modelling (202200357) |
| P: Creating digital doubles (202100047) | P: Designing a student algorithm (202200355) |
| T: Ethics & philosophy (202100048) | T: Ethics & philosophy (202200356) |
| S: Rhetoric & debate (202100050 | S: Rhetoric & debate (202200358) |

**2021-2022**

***Module 7 Communication by design, study unit Quantitative data analysis 2 (202000298) (R):***

This module was renewed in 2021-2022. The table below demonstrates the former and replacement courses. Students who have not successfully completed the Quantitative data analysis 2 (202000298) study unit are required to take the replacement course.

| **Old** | **New 2021-2022** |
|---|---|
| R: Quantitative data analysis 2 (202000298) | R: Experimental design and analysis (202100043) |

**2020-2021**

***Module 4 Persuasive technology (202000273), R: Quantitative Data Analysis 1***

R: Quantitative Data Analysis 1 of Module 4 Persuasive technology has been replaced by R: Survey analysis (202000273) of Module 2 Understanding Media (202000270). Students who have not successfully completed Quantitative Data Analysis 1 are required to take the replacement course.

| **Module** | **Old** | **New** |
|---|---|---|
| 4 (old) / 2 (new) | R: Quantitative Data Analysis 1 (module code 201600097) | R: Survey analysis (202000273) |

# 6. Binding recommendation

**(Binding) recommendation on continuation of studies**

The UT enforces a binding recommendation for all Bachelor's programmes (see article 6.2 of the EER). This recommendation is based on the student's study results, and can either be a positive recommendation or a negative recommendation (with a rejection). **A negative recommendation is binding.** Students receiving such a recommendation cannot enrol in the UT Communication Science programme for the next three academic years.

First year students in the Bachelor programme will receive a positive recommendation if they have:

1. completed at least three coherent modules (45 EC)

**OR**

2. completed at least 75% of the first year study load (60 EC) of study units, as registered in OSIRIS); provided that students have no more than one insufficient study unit exam grade in each learning-teaching trajectory (the four learning-teaching-trajectories in the first year are: Project, Theory, Research and Skills). See Table 1 Curriculum First year (B1) BSc Communication Science.

The programme management can decide to defer the final recommendation to the second academic year, for instance due to a study switch or personal circumstances. In case of personal circumstances:

1. **Notification:** students should report the study adviser as early as possible their study is or might be delayed. Possibly a study plan will be drawn up. This study plan will be included in the student's BSA file.
2. **Assessment after module 1:** in consultation with the study adviser, students can apply at an early stage for an assessment of their circumstances by the Committee Personal Circumstances (CPO). This is only done in cases for which non-assessment can have a negative influence on the student's personal situation.
3. **Assessment in regular cases:** students should apply for an assessment (in consultation with their study adviser) when they cannot meet the BSR standard. They have to submit the application before 30 June 2025. Depending on the circumstances, the application should be underpinned with supporting documents (see: https://www.utwente.nl/ces/sacc/en/regulations/bsa/)
4. **Interview with a study adviser:** students must arrange a meeting with a study adviser before 30 June (the meeting should take place before 15 July 2025). The study adviser can help students to formulate their problem (own written statement) as well as advise on other (financial) regulations that might be applicable.
5. **Recommendation of the CPO:** the Committee Personal Circumstances (CPO) will assess the legitimacy, the expected duration and the severity of the students' personal circumstances and gives a recommendation to the Programme Board (students will receive a copy).

6. **Decision of the Programme Board:** the final binding recommendation (positive, negative or deferred) will be made taken into account the ruling of the CPO. Before this recommendation is finalized, students who receive a negative binding recommendation, can request a hearing.
7. Students can appeal to the central complaints desk against the final decision (see: https://www.utwente.nl/ces/studentservices/en/complaints_desk).

# 7. Graduation with distinction (Cum Laude)

The following rules for graduation with distinction apply only to students who started the Bachelor degree in 2025-2026. For students from previous cohorts, the Cum Laude rules of the academic year in which they started their Bachelor's degree will apply (see EER art4.3.5).

1. If upon sitting the bachelor's examination, the student has given evidence of exceptional capability, 'cum laude' ('with distinction') will be recorded on the degree certificate. A student is considered to have exceptional capability if all of the following conditions are met:
    a. The weighted average of the exam grades obtained in the B1, B2 and B3 modules for the bachelor's exams (excluding the Project study units (P) and the 30 EC for B3 electives) amounts to at least 7.5; or at least three of the maximum five STAR programmes are obtained;
    b. The final grade for the final study unit (bachelor's thesis) is at least an 8.0;
    c. All B1, B2 and B3 study units of the bachelor's exams (excluding the Project study units (P) and the 30 EC for B3 electives) were assessed with an exam grade of 7.0 or higher;
    d. No graded work is redone (excluding pass/fail assignments);
    e. The study units for which exemption was granted are excluded from the average of the exam grade;
    f. Exemption is granted for a maximum of one third of the total educational programme;
    g. The Bachelor's Programme is completed within 3 academic years after first enrollment

If these guidelines are not fully met, the student may submit to the examination board a proposal for awarding the designation of 'with distinction' if:

- the special circumstances and exceptionality of the achievement are specially substantiated and,
- the student has consulted the study adviser and has his/her support in submitting the proposal.

In exceptional cases, the examination board may grant the designation of 'cum laude' if the criteria mentioned above have not been fully met. The rules applied by the examination board can be found in the Rules & Regulations of the examination board.

# 8. Other

## 8.1. Test subject hours

Premise: The programme considers it important that the bachelor's students gain experience in empirical research in the role of test subject. This allows them to gain familiarity with different types of research and they can better prepare themselves for their own research activities in the context of their study. With these efforts, students contribute to the research of bachelor's and master's students, and academic staff. Part of the bachelor's exam is a compulsory test subject unit for a total of 15 hours, of which 10 hours must be completed during the first bachelor's year. 1 hour = 1 credit = 1 point.Regulations:

1. The students are obliged to participate as a test subject in BMS faculty research for a total of 15 hours. 'BMS faculty research' is understood to mean research that is carried out by or under the responsibility of a lecturer who teaches for the BMS faculty. If the obligation of 10 hours for the B1 is fulfilled, a P for Pass is entered on the list of grades under '202000310 B1 test subject hours'. When the obligation of 5 hours for the bachelor's is fulfilled, a P for Pass is entered on the list of grades at '202000311 B2 and B3 test subject hours'.
2. For passing the first academic year, 10 hours of these 15 hours must be completed. The remaining 5 hours must be completed before the bachelor examination. The test subject hours must have been completed by taking part in at least five different research projects.
3. The length of participation in a research project is rounded off to 15 minutes with a minimum of 15 minutes.
4. When a student appears at the study as a test subject as agreed, and the research study does not take place, the student will still receive the announced number of test subject hours.
5. Students are deemed to participate seriously in the research and to be motivated in their efforts during an experiment/trial. The researcher may forgo the awarding of test subject points in the event of clear and demonstrable minimal effort on the part of the student.
6. The registration of points proceeds electronically through the 'Sona systems' program at http://utwente.sona-systems.com/. Students can view their obtained test subject points themselves using this system.
7. The lecturer or staff member responsible registers the number of obtained test subject hours per research project in 'Sona systems'.
8. The first academic year can only be competed if the compulsory test subject unit is passed.
9. The bachelor's diploma can only be obtained if the compulsory test subject unit of the second and third bachelor's year is passed.
10. Research for which test subject hours can be earned can be made known through either the notice boards in the canteen or through Sona Systems. The recruitment notice must always state the number of test subject hours than can be earned.
11. The research information states where and with whom the student must sign up. The student him/herself is responsible for noting the time, place and contact person (don't forget the room and telephone number!).

12. Any cancellation for an experiment for which a student has signed up, must be effected directly with the contact person for that experiment.
13. The BMS faculty ensures that the number of offered participation opportunities is sufficient. Should a student be of the opinion that their foundation year or bachelor's diploma cannot be completed because there were insufficient test subject opportunities, they can approach the Examination Board with a request for exemption for the remaining hours.
14. The Ethics Committee of the BMS faculty assesses (if applicable) whether the research meets the rules and standards set down in the faculty's Regulations for Ethics and Research.

## 8.2. Interpretation of article 7.7 (Hardship Clause) of the EER

When the reason for a student to refer to this article is related to the examination of a study unit, the request will be treated by the examination board.

When the reason for a student to refer to this article is related to the organization of a module or study unit, the request will be treated by the programme director.

## 8.3. GPA

The GPA (Grade Point Average) is stated on the diploma supplement and is the average of all the student's numerical grades, weighted in credits (EC).

# 9. Overview of changes

| | | Description |
|---|---|---|
| Art. 2.1 | Confidentiality of the thesis. | The examination board will no longer administrate this process. A new UT Student Theses repository will go-live at the end of august 2025, before the start of academic year 2025-2026. With this new repository a new way of working will be set in motion.<br><br>Deleted text: The examination board can, under specific circumstances, deviate from this rule. Students should submit a request in this regard to the examination board. |
| Tables 1,2,3 | Study programme | Updated: Teachers removed; exam methods included. |
| Tables 4,5,6 | Assessment plan | Removed: Complete assessment plan will be published on Canvas 2 weeks before the start of the module (EER art 3.6.4) |
| Art. 4.3.6 | Expiration of validity of test results | According to the EER art.3.9.1 the results of an examination and tests that haves been passed remain valid indefinitely.<br><br>*Old text:*<br>A study unit with a grade of ≥ 6.0 has been successfully completed and remains valid indefinitely. A study unit that was not passed, has to be repeated completely in the next academic year. Results of tests of a study unit expire after the academic year. Unless exceptions are in place (see 4.5).<br><br>*Replaced by:*<br>Results of examinations and tests remain valid indefinitely (EER 3.9.1). Exceptions to this rule apply to tests within a unit of study that are inseparable (one cannot stand alone without the other). Exceptions to the validity of the results, as referred to in EER 3.9.1, will be explicitly stated in the grading scheme which is published on the Canvas page. |
| Art. 4.3.8 | Enrolment for study units by programme management for | This article has been deleted. Students need to enroll themselves for study units, exams and repairs via Osiris.<br><br>Deleted text: *"The student will be enrolled in OSIRIS by the programme management for the parts of a study unit to be repaired. It is the student's* |

| | | |
|---|---|---|
| | | *responsibility to check this registration is correct at least one week prior to the start of the study unit."* |
| Art 4.4 | Maximum number of attempt: | Article removed overlap with Art 4.3<br>For each study unit one resit will be offered in the same academic year (see article 3.1.5 EER). |
| Art. 4.5 | Prerequisites | Table is updated:<br>Only prerequisites that are obligatory or recommended are included. |
| Art. 4.7 | Evaluation of education | The study association will no longer be responsible for the quarterly feedback sessions. The programme will organise feedback sessions. |
| Art. 8.2 | Interpretation of article 3.4 (Modules) of the EER. | Removed: Text was not a clarification of article 3.4 EER. |