

PROGRESS REPORT: IT DEL – UNIVERSITY OF AMSTERDAM PRE-MASTER PARTNERSHIP

Strategic Academic Program Report | Faculty Alignment Reference: Strategy & Organization

1. STRATEGIC BACKGROUND & PROGRAMMATIC EVOLUTION

The partnership addresses a core structural challenge: ensuring undergraduate students from North Sumatra master complex quantitative and qualitative business frameworks necessary for direct entry into European Master of Science tracks.

Curriculum Flow Model (Unified Progression Continuum)

- *First Year Criteria: English 1 & 2 and Mathematics 1 & 2 (Requirement: Grade $\geq$ B)*
- *Preparatory Recruitment Track: Intro to Leadership, Intro to Strategy, Intro to Marketing, Management Research Methods (MRM) (Requirement: Grade $\geq$ B)*
- *Core Pre-Master & Advanced Track: Advanced Leadership, Strategy & Organization, Advanced Marketing, Advanced Research Project*

Transition to the Unified Continuum:

- **The Old Paradigm:** The initial structural proposal separated the introductory phases and core modules across distant blocks, creating a fractured retention curve for the students.
- **The New Paradigm:** Implemented across subsequent cohorts, the optimized design delivers introduction modules via localized IT Del faculty, while advanced core tracks are co-taught in intensive face-to-face modules with visiting UvA professors. This builds institutional autonomy, establishing the Situluama campus as a self-sustaining regional gateway to Amsterdam.

2. CURRICULAR MATRIX & LOCAL EQUIVALENCIES

The program encompasses 15 institutional credits (SKS), equivalent to 30 European Credit Transfer and Accumulation System (ECTS) points. Each standalone course represents 3 SKS (Indonesian full-semester metrics) or 6 ECTS (European half-semester block configurations):

#	Pre-Master Module	IT Del Equivalent / Overlap Course	Core Literature & Reference Manuals
1	Strategy and Organization	Introduction to Business Model (MRS3104) / Strategic Management	Volberda et al. (2011) 'Strategic Management'; Selected Academic Papers
2	Marketing Management	Market Research and Marketing (MRS3105)	Kotler & Keller (2016) 'Marketing Management'; Applied Sumatra Case Studies

3	Management Research Methods	Statistical Inference (MRS2204)	Field (2013) 'Discovering Statistics Using IBM SPSS Statistics'
4	Leadership in Organization	Business Leadership (Compulsory/Elective Overlaps)	Custom Compilation Textbook: 'Leadership and Management'
5	Academic Research Project	Research Method (MRS4103) / Independent Project	Saunders, Lewis, & Thornhill (2016) 'Research Methods for Business Students'

3. YOUR EXPLICIT ROLE & TARGETED CONTRIBUTIONS

A. Academic Co-Ownership of Strategy and Organization

You are designated as the Lead Faculty Lecturer from the Del Institute of Technology responsible for the Strategy and Organization curriculum. Your core duties include:

- **Faculty Partnership:** Working as the direct counterpart to Dr. Mark van der Veen (UvA Module Lead) to manage the pedagogical handoff between introductory concepts and advanced strategic literature.
- **Local Context Integration:** Translating international strategy frameworks (such as business model innovation and competitive dynamics) into applied Indonesian and regional North Sumatran commercial contexts.
- **Tutorial and Continuity Supervision:** Facilitating localized seminar tracks and case-study reviews during the periods outside of the active 2-week international lecture blocks.

B. Student Selection, Gatekeeping, and Evaluation

You act as a critical selector on the joint institutional committee. Out of a standard 60-student pool within Engineering Management, you oversee the progressive filtering of approximately 30 top-performing candidates into the advanced pre-master courses. Your evaluations directly influence who secures an official Letter of Acceptance (LoA) for the MSc program in Amsterdam.

C. Operational Coordination & Fiscal Management

Your administrative role requires coordinating international faculty transit and managing specialized operational budgets. Based on the financial architecture verified within Biaya Premaster Nov 2016.xlsx, you monitor execution thresholds for visiting professors.

ID	Description / Item Logistics	Qty	Unit Rate (IDR)	Total (IDR)
1	Tiket Departure Amsterdam- Jakarta An MARK V	1	—	6,000,000
2	Tiket Departure Amsterdam- Medan An Wendelin	1	—	6,000,000

3	Tiket Jakarta - Silangit	1	—	1,200,000
4	Tiket Medan - Silangit	1	—	600,000
5	Tiket Return Silangit - Jakarta	1	—	1,200,000
6	Tiket Silangit - Medan	1	—	600,000
7	Tiket Jakarta - Amsterdam	1	—	6,000,000
8	Tiket Medan-Amsterdam	1	—	6,000,000
9	Biaya Penginapan transit 1 malam di Medan	1	—	500,000
10	Biaya Penjemputan dan Supir	1	—	200,000
11	Biaya Pengantaran dan Supir	1	—	200,000
12	Biaya Makan 3 x sehari An Wendelin selama 1 Nov - 8 Desember	78	25,000	1,950,000
13	Biaya Makan 3 x sehari An Mark selama 20 -31 November 2016	30	25,000	750,000
14	Miscellaneous dan Makan diluar kampus	—	—	2,000,000
TOTAL RECONCILED OPERATIONAL REQUIREMENT				33,200,000

4. ASSIGNMENT FRAMEWORKS & EVALUATION STANDARDS

To ensure compliance with both University of Amsterdam rules and IT Del regulations, all modules follow a non-negotiable assessment structure:

- **The 60% / 40% Grade Allocation:** Final student marks consist of an individual written essay or standard multiple-choice exam (weighted at 60%) combined with specialized group assignments, case presentation deliverables, or research projects (weighted at 40%).
- **The Double-Pass Rule:** Students must score a minimum passing grade of 5.5 on the individual exam and a minimum passing grade of 5.5 on the group project independently. A deficit in one parameter cannot be compensated for by a high mark in the other.
- **Plagiarism and Integrity Standards:** All written materials face mandatory processing through institutional tools (e.g., Ephorus text verification software). Verified integrity violations are directly referred to the formal board of examiners.

5. AUDITED QUALITY ASSURANCE & METHODOLOGICAL PROTOCOLS

As a lead instructor, you are responsible for maintaining the analytical standards outlined in Premaster Format.pdf and Advanced Marketing Research.pdf. You guide students through the following rigorous research methodologies:

A. Qualitative Analysis Guardrails

- **Coding and Conceptualization:** Teaching students how to structure data chronologically from interview transcripts to analytic codes, utilizing both deductive frameworks (literature-derived) and inductive groupings (field-emergent codes).
- **Data Quality Maintenance:** Guarding research projects against participation bias, interviewer bias, and response distortion while striving for high internal validity.

B. Quantitative Analysis Guardrails

- **Measurement Accuracy:** Training student cohorts to align constructs across exact nominal, ordinal, interval, and ratio scales before initiating calculation steps.
- **Statistical Rigor:** Supervising the execution of statistical toolsets depending on whether analyzing differences (T-Test for two groups, ANOVA for three or more groups) or analyzing relationships (Correlation for strength, Multiple Regression for predictive variance).
- **Significance Benchmarks:** Enforcing the standard alpha threshold ($p \leq 0.05$) to control for Type I Errors (False Positives) and Type II Errors (False Negatives) within student research.

6. PROGRAM SUMMARY AND NEXT REVISIONS

This report establishes your active leadership within the IT Del – UvA Pre-Master framework. Your dual contribution as the Academic Lead for Strategy and Organization and as an operational coordinator is central to achieving long-term programmatic autonomy. Future updates to this document will integrate current student enrollment lists, module performance tables, and upcoming flight coordination blocks.