

At faculty level, we have given substance to a renewed vision by formulating our objectives along two axes, namely the behavioural component and the content component. The behavioural component is strongly rooted in the core values *Responsible*, *Personal*, and *Open*. The content component is defined from the perspective of the graduate FEWEB student. This component combines the knowledge and expertise of three key roles, namely that of the *Academic*, *Professional* and *Citizen*. Attention to these roles is reflected in all FEWEB's programmes, but is at the same time also being differentiated in the various programmes.

### **Responsible, Personal, and Open**

**"Responsible"** is reflected in the consciousness about the effects of acting from experienced engagement. This manifests itself in the interaction between staff and students and among students. The staff plays a role here in lecturing and guiding.. There is a strong sense of responsibility for each other and solidarity with each other. This manifests itself in collaboration between students throughout the entire programme, with a strong emphasis on the personal responsibility of each individual. Responsibility is also reflected in the faculty, clearly and transparently giving account of its vision on education and research, the realization of this and the preparedness to receive feedback.

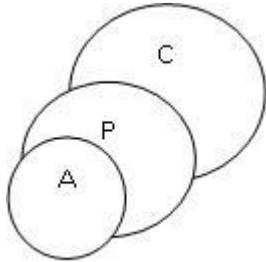
**"Personal"** means the respectful treatment of each individual with a focus on the human dimension. This translates first and foremost into personal involvement of staff with students and among students. This involvement is partly shaped by the mentorship (student to student) and tutorship (lecturer to student). Moreover, this is strengthened by the organization of FEWEB, in which students are personally involved in the programme through various sounding board groups and a strong representation of study associations. This creates a community of committed students and staff.

**"Open"** translates into an inspiring meeting place in an environment that stimulates interaction between individuals with different backgrounds, both students and staff. Central is the thought that knowledge is open to everyone. The exchange of knowledge and confrontation with other perspectives with different insights leads to scientific innovation. Openness is rooted in the history of VU University Amsterdam, where traditionally much attention is paid to each individual, regardless of nationality, cultural or religious background and social views.

### **Academic, Professional and Citizen**

The three roles **Academic**, **Professional** and **Citizen** are essential for all FEWEB programmes, with, as previously stated, a unique interpretation thereof for each programme. The *raison d'être* of the university is primarily reflected in the role of the *Academic*. Additionally FEWEB strongly makes its marks on the roles of *Professional* and *Citizen*.

**Figure 1**



These three roles are designed as follows:

- ***Academic***

The foundation of the programmes lies in the scientific basis, in which students are trained to solve complex problems through the methodical application of knowledge. The integration of academic research in the programme forms the basis of education, both in the development of knowledge as well as in academic skills. The starting point for this integration is the principle of the "community of learners", i.e., students and staff participate together in processing and creating knowledge. This is reflected in a specific learning curves in the field of research, with courses in research methodology and philosophy, in which a critical attitude is developed. By having students actively participating in research together with academic staff, especially when writing the theses, they are educated as ***Academics*** with thorough academic knowledge and skills.

Furthermore FEWEB is characterized by Bachelor programmes with a broad orientation. This broad base gives students the opportunity to explore various disciplines within the programme and, through flexible learning paths and a large elective space in the third year, come to a well- founded choice for a specialization. This structure allows students to customize the programme to their own needs. During the next stage, the Master, the student has the opportunity to further specialize within the specific field.

- ***Professional***

FEWEB strongly focuses on developing practical skills and the integration of scientific knowledge in practice (the degree varies per programme) The FEWEB student as a ***Professional*** is capable of using his expert knowledge to solve professional problems in various types of organizations. In this process, input from society, representing the needs of the market, is important for defining the final requirements of the ***Professional***. This way, we provide FEWEB graduates with good access to the labour market and a good connection to the needs of the industry. This industry includes both profit and non-profit organizations, government, professional service providers. Graduates could also enter these markets as (self-employed) entrepreneurs. This is reflected in the deepening of specialist expertise, particularly in the Master and Post-graduate programmes. Also, providing professional skills, including communication skills, are an important part of the programme.

- ***Citizen***

The FEWEB graduate is driven by a strong sense of social responsibility. This means paying attention to the contextual awareness, differentiated according to time and place. He understands the social consequences of professional conduct. The FEWEB student is able to actively express and responsibly

contribute to the societal developments. This skill is developed throughout the programme by linking industry-specific content to social issues. Ethics is an important element here and is a priority within the programme that gives shape to citizenship.

In addition, attention to the international and intercultural surroundings are a central focal point. Familiarity with diversity in culture, nationality, ideology or previous education builds a strong foundation for functioning socially responsibly in a society that is becoming increasingly global and pluralistic. This leads to students as individuals who can critically think about and reflect on socially relevant issues from a field-specific perspective.

Integrating *Academic*, *Professional* and *Citizen* in conjunction with the behavioural components - *Responsible*, *Personal*, and *Open*- leads to a unique profile of both FEWEB as a faculty as well as students graduating from the faculty. The realization of these axes takes place in both the Bachelor and the Master phase, but at a more advanced level in the Master's.