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University of St.Gallen

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Blueprints for Better Evaluation: How In-Person University Exchanges Strengthen the Student Voice

Kristin Huber, University of St.Gallen

Line Sassersen, Copenhagen Business School

Copenhagen Business School

CBS IN TOTALS

STUDENTS

21,108 *Students in total*

4,174 *International students*

PHD STUDENTS
Headcount

150 *PhD students*

STAFF
Full-time equivalent (FTE)

660 *Full-time academic staff*

188 *Part-time academic staff*

722 *Administrative staff*

PROGRAMMES

11 Departments

18 *Full-time bachelor programmes*
28 *Full-time master programmes*
7 *Executive master programmes*
10 *Diploma programmes*

291 *Exchange and cooperation agreements worldwide*

Total income

224.49 *million €*

CBS Evaluation

- **Centralized Student Evaluations**
- **1.000 course evaluations per semester**
- **Reports and results for study boards, course coordinators, teachers and departments**

Evaluation system

- **Blue**
- **10+ projects per semester**
- **Selectable questions**
- **DIG**
- **10+ reports per semester**
- **MLY**

EQUIS ACCREDITED   AACSB ACCREDITED   ASSOCIATION OF MBAS AMBA ACCREDITED

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9800 STUDENTS (BA, MA, PHD)

1000 LECTURERS (PROFESSORS, EXTERNAL EXPERTS)

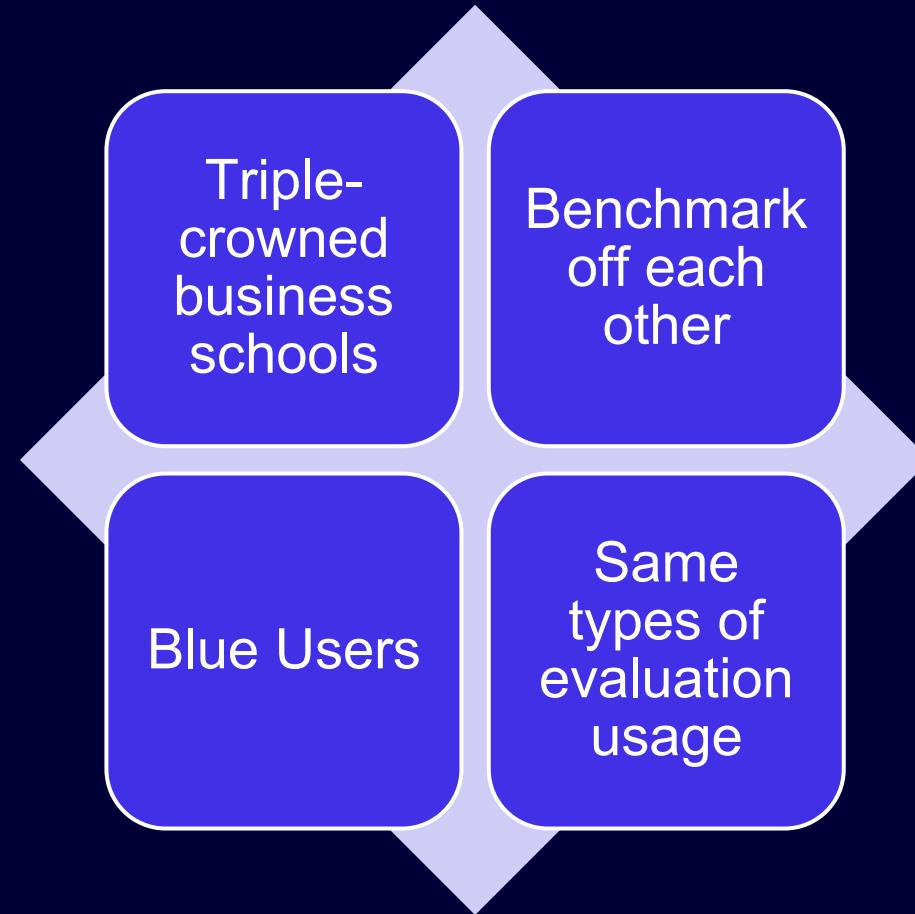HOLDER OF THE ACCREDITATION TRIPLE CROWN (EQUIS, AACSB, AMBA)

#1 RANKED MASTER'S IN MANAGEMENT FOR 14 OUT OF 15 YEARS

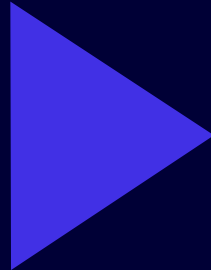OVER 50% OF STUDENTS COMPLETE A SEMESTER ABROAD

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Goals

To learn *in detail* about each other's Blue environment, set-up and processes

To exchange best practices

To identify possible solutions to common challenges

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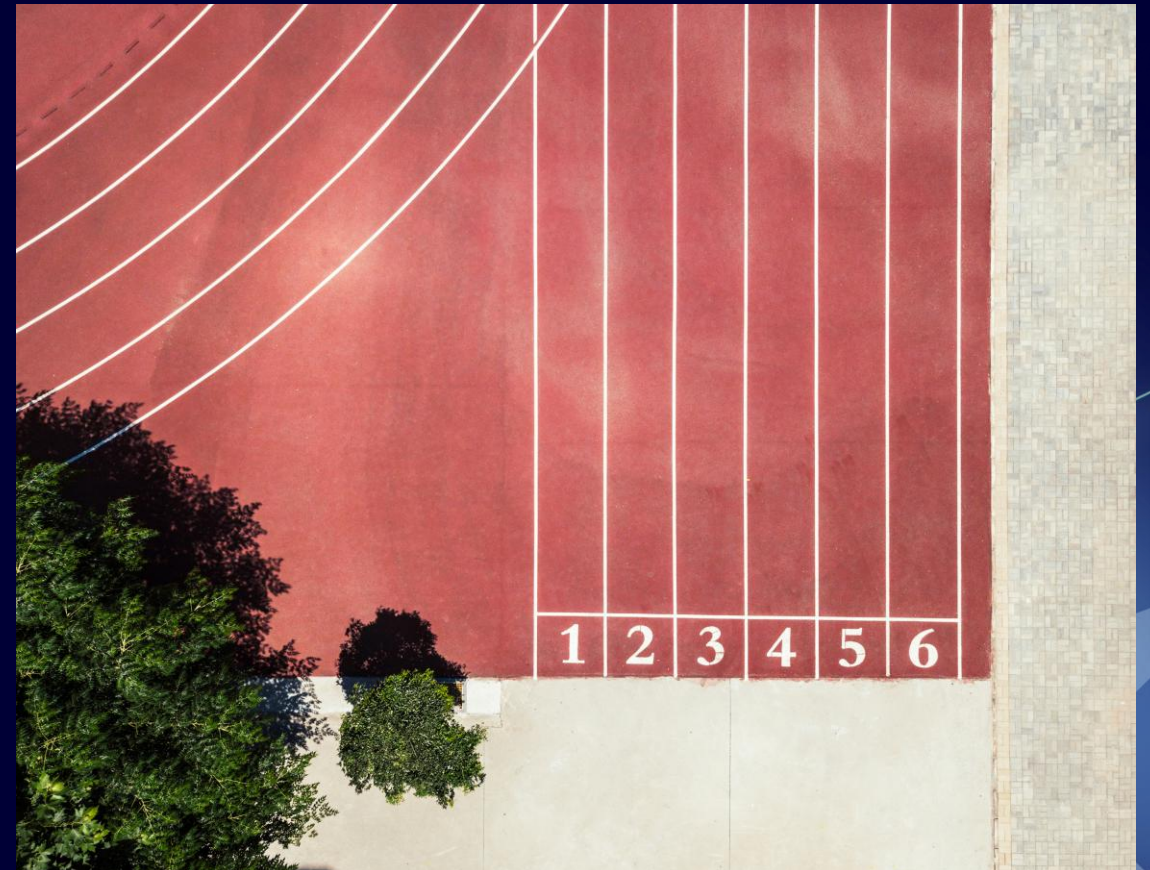
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Pre-Visit Coordination - Topics

Topics divided into tracks and sessions

Participants signed themselves up

CBS & HSG appointed session managers

Participants responsible for content

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Meeting Tracks

- Track 1: Evaluation and Assurance of Learning

- Track 2: Accreditation & Rankings

- Track 3: Data Analysis, Platforms & BI Development

- Track 4: Strategic KPIs and Management Information

- Track 5: Innovation, Impact & Sustainability Reporting

Time	Agenda point	Room/Location
08:50	**Meeting point: SQUARE lobby** *CBS & HSG*	**SQUARE lobby**
09:00 – 10:30	**Track 1: Evaluation, Evaluation System & Student Surveys, Feedback Tools** *Mia, Mette M. & Line* *Kristin* **Track 2: Accreditations & Rankings (Part 1)** *Lars, Joachim, Jacob, Maria, Mette D.* *Peter, Belinda, Karen, Kurt, Kim* **Track 3: Data Analysis, Platforms and BI development (Part 1)** *Pi, Mathias, Tais, Tobias, Ulla, John* *Joris, Nick, Tamas, Florian*	**Room A 01-009** (main building) *Ground floor* **Room A 01-102** (main building) *1st floor* **Room Rosenberg/Rotmonten** (SQUARE) *Ground floor (A 11-0051)*
10:30 – 10:50	**Coffee Break at SQUARE** *Pi, Mathias, Tais, Tobias, Ulla, John, Maria, Lars, Jacob* *Joris, Nick, Karen, Kurt, Kim, Tamas, Florian* **Coffee Break at main building** *Line, Joachim, Mette M., Mia and Mette D.* *Kristin, Belinda*	**In front of room Rosenberg/Rotmonten** (SQUARE) *Ground floor (A 11-0051)* **Coffee bar "Fördererbar"** (main building) *Ground floor*

CBS Visit @ HSG - Wed, 8 October 2025

University of St.Gallen

Time	Agenda point	Room/Location
10:50 – 12:20	**Track 3: Data Analysis, Platforms and BI development (Part 2)** *Pi, Mathias, Tais, Tobias, Ulla, John, Maria, Lars, Jacob* *Joris, Nick, Karen, Kurt, Kim, Tamas, Florian* **Track 1 & 2: Evaluation & Assurance of Learning** *Line, Joachim, Mette M., Mia and Mette D.* *Kristin, Belinda*	**Room Rosenberg/Rotmonten (SQUARE)** *Ground floor (A 11-0051)* **Room A 01-009 (main building)** *Ground floor*
12:30 – 13:30	**Lunch** *CBS & HSG*	**Cafeteria Sapelli (A 07-U101)** *Basement (-1) --> separate room "Mensastübli"*
13:45 – 15:30	**Track 4: Strategic KPIs & Management Information, Reporting** *CBS & Quality Development, Tamas, Florian, Dominik*	**Room Rosenberg/Rotmonten (SQUARE)** *Ground floor (A 11-0051)*
15:30 – 15:45	**Coffee Break at SQUARE** *CBS & HSG*	**In front of room Rosenberg/Rotmonten (SQUARE)** *Ground floor (A 11-0051)*
16:00 – 17:15	**Campus Tour** *CBS & Prof.em.Dr. Yvette Sánchez*	**Info desk at main building** *Ground floor*

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Exchange Visit:
High-Level Benefits

SEE ANOTHER BLUE ENVIRONMENT LIVE

ABLE TO ASK QUESTIONS AND ASK MORE QUESTIONS
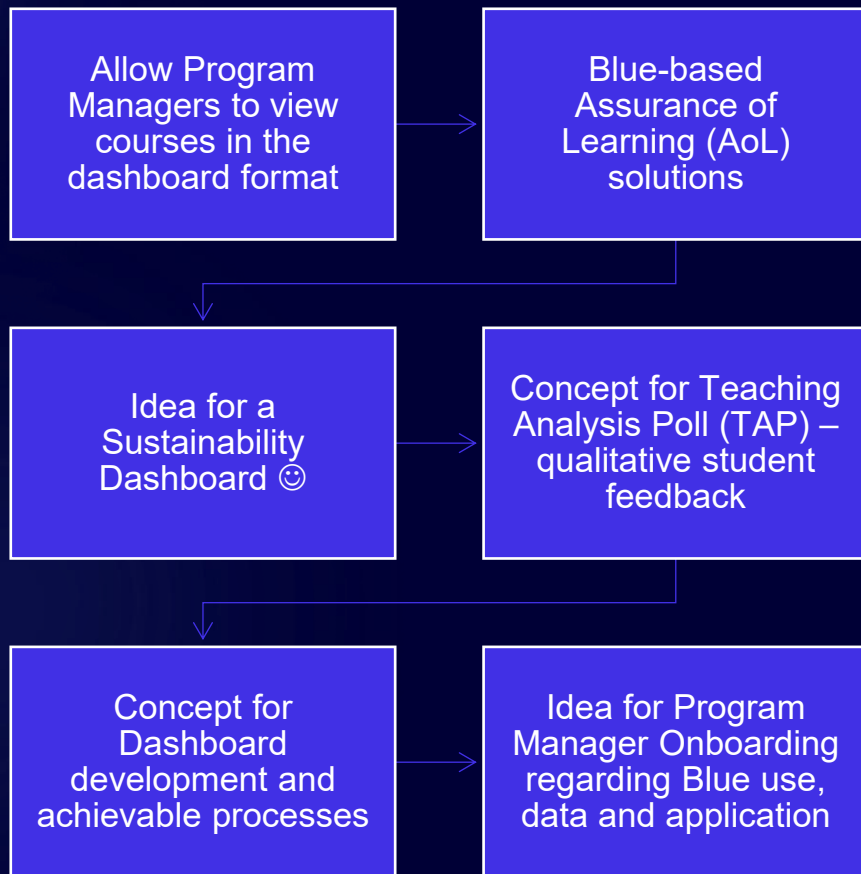
GAIN ADDITIONAL INSIGHT FROM TEAM CONSTELLATION

REALIZE SYNERGIES WITH OTHER UNIVERSITY PROCESSES

SEE THE SAME PROBLEMS ADDRESSED WITH DIFFERENT SOLUTIONS AND DIFFERENT FRAMING

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Exchange Visit – Specific Content Take-Aways

Allow Program Managers to view courses in the dashboard format

Blue-based Assurance of Learning (AoL) solutions

Idea for a Sustainability Dashboard ☺

Concept for Teaching Analysis Poll (TAP) – qualitative student feedback

Concept for Dashboard development and achievable processes

Idea for Program Manager Onboarding regarding Blue use, data and application

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Our recommended Best Practices

Provide sufficient time – 3 days goes by quickly!

Involve other departments/stakeholders — Open up the opening presentation session

Include different formats — Presentations, Workshops, Individual sparring sessions

Provide opportunities for cross-competency exchange

Get added value: a full team visiting a full team

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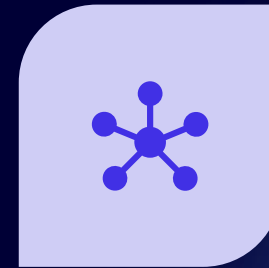**Amplifying Voices. Inspiring Progress.**

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Thank you for your attention