

Quality assurance at the KMU Akademie & Management AG

The use of the generic masculine in the context of this document does not constitute discrimination, but includes both genders. The use of both genders is omitted in order to improve the readability of the text. See: Rat für deutsche Rechtschreibung (2021) "Geschlechtergerechte Schreibung: Empfehlungen vom 26.03.2021, available at: <https://www.rechtschreibrat.com/geschlechtergerechte-schreibung-empfehlungen-vom-26-03-2021/>

Core elements of quality assurance

Quality assurance at the KMU Akademie consists of three core elements:

1) **Internal quality assurance** through student evaluations of the study programmes, feedback from the programme voice group (student representation), evaluation of internal statistics, evaluation of complaints management, feedback from live module meetings, lecturer meetings, evaluation of third-party data, etc. Through PESTEL analyses, KMU Akademie & Management AG regularly checks which political, economic, socio-cultural, technological, ecological-geographical and legal factors have an external impact on KMU Akademie & Management AG. All of this is incorporated into the further development of the study programmes.

2) **Quality assurance by Middlesex University** with the regular validation of the study programmes, continuous reporting to the assessment boards, the cooperation with the link tutor and the independent external examiner as well as the annual quality report with "Action Plan" to Middlesex University, the continuous quality assurance by the British university is ensured.

3) **Quality assurance by third parties** through regular accreditation procedures (AQAS, ACBSP, QAA) and registrations (AQ-Austria, ZFU; Ö-Cert, EBQ, UN-PRME, ClimatePartner) and validations (BGA/AMBA).



Commitment to quality assurance



The CEO of the KMU Akademie, **Michael J. Grabner**, on the topic of quality assurance:

"Accreditations, validations and certifications ensure quality in the big and wide world of academic study programmes - among other things, they help future students in their choice of studies. Each accreditation agency specifies quality criteria with regard to a possible programme and/or system accreditation and study providers are tested and measured against these. In this respect, prospective students always have the opportunity to compare providers also on the basis of these quality features and students have certainty that their education provider is working according to qualitative, academic standards and is always developing further."



Detlev Kran is responsible for quality assurance at the KMU Akademie. As a programme leader and project manager, he has been intensively involved with external quality assurance for the last 10 years:

"The Bologna Process, which began in 1999, was not only associated with the introduction of a new tiered study system (Bachelor's, Master's, Doctorate). From the beginning, quality assurance was also named as one of the goals of the Bologna Process. Thus, European cooperation in quality assurance should be promoted with regard to the development of comparable criteria and methods. The Association of European Quality Assurance Agencies (ENQA) was commissioned in 2005 to develop a system of standards, procedures and guidelines for quality assurance and to examine ways of ensuring an appropriate peer review process for quality assurance and/or accreditation agencies and institutions. This resulted in the "Standards and Guidelines for Quality Assurance in the European Higher Education Area" (ESG), which KMU Akademie & Management AG has successfully followed in the various procedures. Through the Bologna Process and the ESG, the formal cornerstones of quality assurance as well as core elements such as the expert review/peer review are specified uniformly throughout Europe and internationally.

The core elements mentioned include comprehensive quality assurance procedures. Through these various procedures, prospective students always have the opportunity to compare the KMU Akademie with other providers. Students have the certainty that the KMU Akademie operates according to international, high-quality, academic standards (ESG) and is constantly developing as a result.

In the European Higher Education Area, quality assurance of study programmes or higher education institutions has become a matter of course. In the view of the KMU Akademie, there are three purposes for (internal and external) quality assurance:

- it is development-oriented and thus serves to increase quality in the study programmes and the institution,
- it promotes cooperation within and between universities and
- it is control-oriented and thus serves accountability and consumer protection.

With the successful accreditations and re-accreditation procedures of the study programmes conducted in cooperation with Middlesex University over the past 12 years, we have achieved precisely these goals. In the discussions with the peers, we have received interesting impulses for the further development of the study programmes. At the same time, the Agency for Quality Assurance through Accreditation of Study Programmes e.V. (AQAS), for example, confirmed to us that together with Middlesex University we offer programmes that fully comparably comply with all European higher education standards."



Doris Herrmann, Managing Director AQAS, confirms:

"The KMU Akademie, in cooperation with Middlesex University, has built up a very ambitious and innovative range of courses that offers a high degree of flexibility, especially for working students. The KMU Akademie makes great efforts to ensure a smooth study organisation and always acts very professionally towards all stakeholders. In 2018, a group of reviewers from AQAS praised in particular the high professional benefit of the study programme:

"The study programme appears (...) to be well suited to acquiring basic additional business knowledge at different levels. It is also well suited to provide further valuable impetus for professional development to people who are already anchored in professional practice."



The KMU Akademie team is particularly pleased this year (2023) about the accreditation of the Doctor of Business Administration (DBA/Dr.) by the ACBSP (Accreditation Council for Business Schools & Programs), which is based in the USA. This accreditation of the part-time doctoral programme, offered in cooperation with Middlesex University, once again confirms the high international level of our programme.

"KMU Akademie & Management AG / Middlesex University has demonstrated its commitment to teaching excellence and the quality improvement process by participating in the accreditation process," said ACBSP Chief Accreditation Officer Dr **Steve Parscale**. "This accreditation is proof that KMU Akademie & Management AG / Middlesex University is committed to providing the highest quality business education to its students."