

# STAR AKREDİTASYON -INTERNATIONAL CONFERENCE ESG Part 1

---

October 04, 2023

Diane Freiberger/ FIBAA

# Nice to meet you

---



**Mag.a Diane Freiberger, MBA**  
Managing Director of FIBAA

# Agenda

- Introduction
- Part 1 Standard for the Internal QS of HEIs
- FIBAA Assessment Guide – how we evaluate the standards
- Q&A round

# FIBAA: 29 years of higher education accreditation

# FIBAA: 29 years of higher education accreditation

**FIBAA**

**Foundation for  
International  
Business  
Administration  
Accreditation**

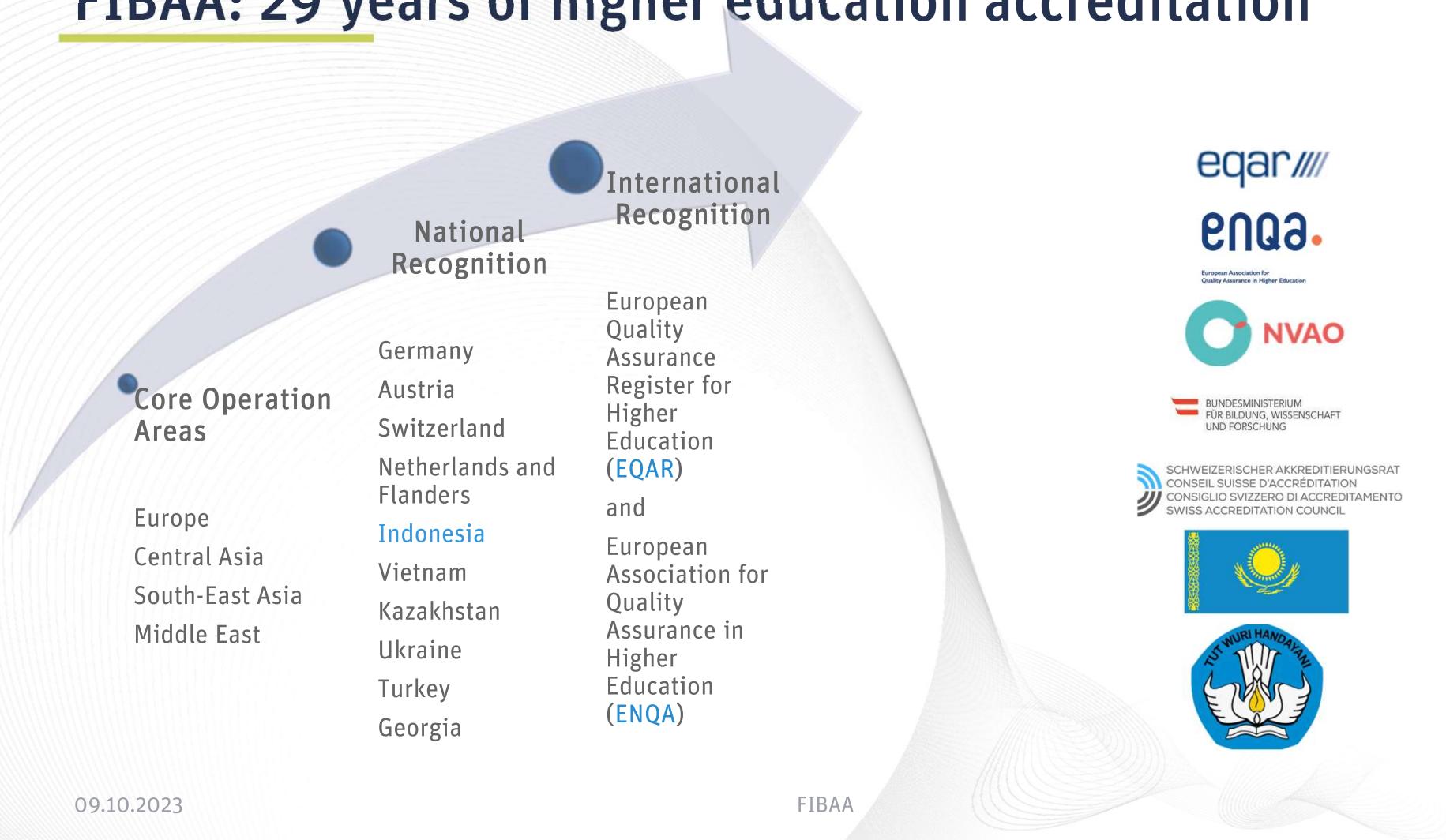
**International  
Accreditation  
and  
Quality  
Assurance  
Agency  
for  
Higher  
Education  
Institutions**

**Established  
in 1994**  
**By leading  
employers'  
associations  
and chambers  
of industry  
and  
commerce  
from  
Germany,  
Switzerland  
and Austria**

**An  
independent  
non-profit  
foundation  
under Swiss  
law with the  
foundation's  
headquarters  
in Zurich,  
Switzerland,  
and head  
office in Bonn,  
Germany**



# FIBAA: 29 years of higher education accreditation



# FIBAA: 29 years of higher education accreditation

## FIBAA PRODUCT PORTFOLIO



02

---



# ESG Part 1 / Standard for the Internal QS of HEIs

## General information

- In its procedures FIBAA follows:
  - the Standards and Guidelines for Quality Assurance in the European Higher Education Area ([ESG 2015](#)) – Bologna declaration in 1999
  - the [ECTS User's Guide 2015](#)
  - the [Framework for Qualifications of the European Higher Education Area \(QF-EHEA\)](#) incl. three main cycles – 2005
  - Use of [learning outcomes](#) to describe qualifications (e.g. Bachelor, Master, Doctor)
  - Qualification description by the so-called [Dublin Descriptors](#), in terms of: applying knowledge and understanding, making judgments, communication skills, and learning to learn.
- Furthermore, FIBAA always considers the national regulations for higher education in the respective country

# FIBAA PROGRAM ACCREDITATION

## ESG 2015



### Part 1

1. Policy for QA
2. Design and Approval of Programs
3. Student Centered Learning, Teaching and Assessment
4. Student Admission, Progression, Recognition & Certification
5. Teaching Staff
6. Learning Resources & Student Support
7. Information Management
8. Public Information
9. Monitoring & Review of Programmes
10. Cyclical External Quality Assurance

### Part 2

1. Consideration of Internal QA
2. Designing Meth. „Fit for Purpose“
3. Implementing Processes
4. Peer Review Experts
5. Criteria for Outcomes
6. Reporting
7. Complaints & Appeals

### Part 3

1. Activities, Policies, & Processes for QA Agencies
2. Official Status
3. Independence
4. Thematic Analysis
5. Resources
6. Internal QA and Professional Conduct
7. Cyclical External Review of Agencies

# ESG as the basis of European QS

---



## ESG as the basis of European QS

- Part 1 /Internal Quality Standards for HEIs (FIBAA check this in their Accreditation Procedures)
- Part 2 *External QA* in this framework we, as agency check the QS of the HEI
- Part 3 behaves the same way, in there are the standards of QS for agencies (by ENQA we are checked on the basis of the standard 3, whether we carry out the external QA according to the standards part 2 and consider here the standards part 1)

03

---



# ESG Match to FIBAA Assessment Guide

# ESG Part 1/ Standards

Activities FIBAA	FIBAA Progamme Acc. Assessment Guide Programme Acc.	FIBAA Institutional Acc Assenment Guide Inst. Acc
Standard ESG Part 1		
<b>1.1 Policy for quality assurance</b>	5.1 Quality assurance and quality development with respect to contents, processes and outcomes 5.2 Instruments of quality assurance	I. Mission Statement, HEI's Profile and Strategic Objectives II. Management Structure and Quality Management
<b>1.2 Design and approval of programmes</b>	1 Objectives 3.2 Structure 4.3 Cooperation & Partnership 5.1 Quality assurance and development 5.2.3 External evaluation by alumni, employers and third parties	III.2 Outline the following areas for the selected programmes and describe the relevant processes of development. III.4 Which processes are used for the quality assessment of studies and teaching?

# ESG Part 1/ Standards

Activities FIBAA	FIBAA Progamme Acc.	FIBAA Institutional Acc
Standard ESG Part 1	Assessment Guide Programme Acc.	Assessment Guide Inst. Acc
<b>1.3 Student-centred learning, teaching and assessment</b>	3.1Content 3.2 Structure 3.3 Didactical Concept 3.4 Internationality 3.5 Multidisciplinary Competences 3.6 Skills for employment 5.2.1 Evaluation by Students	III.2 Outline the following areas for the selected programmes and describe the relevant processes of development. (Didactical Concept, Examination Concept)
<b>1.4 Student admission, progression, recognition and certification</b>	2. Admission 3.2 Structure	III.2 Outline the following areas for the selected programmes and describe the relevant processes of development. (Admission) V.3 Student services VII 2 Publications /Public
<b>1.5 Teaching staff</b>	4.1 Faculty (Didactical qualification)	VI Resources
<b>1.6 Learning resources and student support</b>	4.2 Programm Management 4.4 Facility &Equipment 4.5 Additional services	V. Student Services VI Resources

# ESG Part 1/ Standards

Activities FIBAA	FIBAA Progamme Acc. Assessment Guide Programme Acc.	FIBAA Institutional Acc Assessment Guide Inst. Acc
<b>Standard ESG Part 1</b>		
<b>1.7 Information management</b>	General Information: 0.2 Further development of the programme and implementation of recommendations from previous accreditation (if relevant) 5.2 Programme description 5.3 Information an activities during the academic year	II.4 Quality Management System II.5 Quality Management Instruments III.4 Quality assurance
<b>1.8 Public Information</b>	5.2 Programme description 5.3 Information an activities during the academic year	VII Publication/ Public
<b>1.9 On-going monitoring and periodic review of programmes</b>	1.1 Objectives of the study programme 5.1 Quality assurance and quality development with respect to contents, processes and outcomes	II.4 Quality Management System II.5 Quality Management Instruments III.4 Quality assurance
<b>1.10 Cyclical external quality assurance</b>	General Information, 0.2 Further development of the programme and implementation of recommendations from previous accreditation	II.4 Quality Management System Relevant through reaccreditation

# Thank you!

---

## Contact

Mag.ª Diane Freiberger MBA

📞 +49 (0) 228 / 280 356-0

✉ freiberger@fibaa.org

Please subscribe:  
[FIBAA Newsletter](#)