

## Guideline of the Faculty of Economics and Management at the Otto-von-Guericke-University Magdeburg for the quality development and management in study programs and teaching

On the basis of § 3 paragraph 14 in conjunction with § 7, § 9 paragraph 4 of the Higher Education Act of the state Saxony-Anhalt in the version from December 24, 2010 and of the currently valid statute of Quality Management and Development in Study Programs and Teaching at the Otto-von-Guericke-University Magdeburg the Faculty of Economics and Management determines the following guideline.

### **Preamble**

The guideline of the Faculty of Economics and Management (FEM) follows the model and the Guidelines for Study Programs and Teaching as well as the currently valid statute of Quality Management and Development in Study Programs and Teaching at the Otto-von-Guericke-University Magdeburg (OVGU).

The FEM continuously reflects upon the quality in its study programs and teaching and establishes structures and processes for a sustainable quality management and development in study programs and teaching. It is bound to the understanding of quality of the OVGU and actively engages in the development and stabilization of a common quality culture. For the quality management and development of study programs and teaching, the FEM continuously reflects upon content, progress, and organization of the studies, exam structures and organization of all study programs as well as the adjustment of the curricula, and the employment possibilities of its alumni.

### **§ 1 Field of application**

The guideline applies to the FEM and regulates the procedure for the quality management and development in study programs and teaching for the study programs of the faculty.

It is based on the statute of Quality Management and Development in Study Programs and Teaching at the OVGU and describes its implementation and concretion.

The quality cycle for the study programs of the FEM comprises seven years.

## § 2 Responsibility and authority

(1) The Dean of Study Affairs [SD] is responsible for the quality of study programs and teaching. He or she can delegate quality management tasks to the faculty's quality assurance representative [FQB] and/or to the study program director [SV].

(2) The study program director is recommended by the SD and named by the faculty council for every study program for a period of four years. They develop and take responsibility for the strategic advancement of the respective study program and ensure the organizational possibility to study within the standard period. The study program director advises the students in all professional questions concerning the study program. Furthermore, the SV also conceptualizes the contextual organization of study program talks and conferences. Jointly with the SQB, external dialog partners from the scientific and practical field as well as alumni are chosen to participate in these conferences.

(3) The FQB is recommended by the SD and named by the faculty council for a period of four years. The FQB is responsible for tasks and the implementation of processes within the scope of the statute of Quality Management and Development in Study Programs and Teaching at the OVGU, and supervises all processes of the faculty's programs. Further tasks include the scheduling and organization of study program talks and conferences as well as to protocol key results and measures. The FQB takes part in the meetings of the "task force of quality management" and maintains the database of FEM study programs. He or she prepares the annual report of study and teaching for the Senate Commission of Study and Teaching (KSL).

(4) The Dean's Assistant supports the SV in their duties. He or she is responsible for the organizational possibility to study within the standard period in agreement with the SV, aid the development of study documents, and cater a transparent communication structure in agreement with the SD. He or she is in constant dialog with the students of all study programs and deals with current problems/ issues of the students. Jointly with the SV, first solutions can be developed to ensure the quality of the study programs.

(5) The examination board decides on all matters referred to it by the currently valid Study and Examination Regulations. This includes but is not limited to fundamental issues, the appointment of examiners, contradictions and requests by students, as well as the recognition of academic achievement.

(6) The examination office is responsible for the organization and implementation of all tasks and measures to be determined according to the currently valid Study and Examination Regulations. It is the branch of the examination board.

(7) The I[nternational]S[tudy]P[rogram] coordinator (ISP-K) supports the SV, esp. with the international study programs [B-IBE, M-IMME, M-FINEC, M-ORBA], with their tasks. They are in constant

dialog with the students of these study programs and deal with current problems/ issues of the students. Together with the SV of the international study programs, they develop first solutions to ensure the quality of the study programs.

(8) The students' quality assurance representative of the faculty (F-SQB) is named by the student council and integrated in the process implementation within the scope of the statute of Quality Management and Development in Study Programs and Teaching. He or she is to be involved in the study program talks and conferences in an appropriate manner, as well as the development of the faculty's internal processes.

(9) The Business School renders assistance esp. for the extra-occupational study programs in adherence with the quality processes under consideration of OVGUs quality criteria. Quality management processes concerning their study programs are coordinated in agreement with the FQB and the SD. The Business School assumes the coordination duties of the in § 3 named instruments and oversees the implementation of decided measures.

### **§ 3 Instruments for quality development and management**

(1) The instruments of the quality development and management system serve the purpose of information about content, organization and framework conditions of study and teaching. They create a communication incentive for the direct exchange as well as the development of the curricular, the individual teaching quality and the study behavior.

(2) The study program talks, conferences, and the day of teaching are dialog-based instruments for quality assurance and development of the FEMs study programs. The instruments serve the constant dialog between all parties included in the process. The goal of these talks is to ensure a high quality of content and organizational formation of these study programs and their development. The high quality of the study programs should be ensured with the query of current problems and the collective elaboration of solutions.

(3) Study program specific data (survey findings from data collections of the OVGU and higher education statistics as well as results from the lecture evaluations) and/or feedback (e.g. university external or internal experts) can be used for this purpose. They especially serve the continuous exchange between all participants for the purpose of participatory development of the study programs and the contemplation of academic competitiveness.

(4) The basis of the quality management and development of the study programs is the catalog of quality criteria of the OVGU. The quality criteria of the OVGU are based on the central model and the Guidelines for Study Programs and Teaching of the OVGU, respectively, as well as the regulations of the German Accreditation Council, Culture Minister Conference, and the Standards and Guidelines for Quality Assurance in the European Higher Education Area. The adherence of these

quality criteria is being screen continuously for every study program at the Faculty of Economics and Management.

(5) The study programs of the FEM can be merged into clusters.

Depending on the occasion and participating interest groups, the following instruments are differentiated:

a) Study program talk (SGG)

- The SGG is conducted according to schedule or occasion-related, however generally once a year under the stewardship of the SV. At least once, during the quality cycle, faculty external university members (e.g. Student Counselling, International Office, Language Center, Families' Office) are to be included in these talks. The SV or the SD initiates the talks.
- The group of participants contains the SV, at least two students per study program, as well as at least two lecturers, one of which must be part of the teaching staff of the respective study program. The ISP-K is to participate in talks concerning the international study programs. The F-SQB is to be informed about the scheduled talk.
- The FQB is taking part in the talk. He or she will aid the organization of such talks.
- Initiated improvement measures resulting from former study program talks are to be reviewed and assessed by the SV. If the target compliance does not correspond with the pre-defined criteria and requirements, the subject matter will be re-considered (also see § 5).
- The minutes containing the essential content and if applicable derived measures as well as a time frame for their implementation will be forwarded to the FQB, the S-FQB and the ISP-K if need be.
- The FQB documents the results of the respective study program talk based on the minutes of the SGG and the quality criteria catalog of the OVGU.

b) Study program conference (SGK)

- The SGK is an instrument for the quality management and development of the study programs including external expertise, esp. Alumni, professorial experts or lecturers of other academic institutions, as well as representatives from the professional field. The subject group for quality management, the FQB, and the S-FQB supervise the conference. The group of internal participants contains the SV, at least two students per study program, as well as at least two lecturers, one of which must be part of the teaching staff of the respective study program. The ISP-K is to participate in conferences concerning the international study programs.

- The SGK is conducted at least once during the quality cycle and may substitute the SGG of the respective year.
  - Study program specific data and information as well as feedback will be addressed and interpreted occasion-related. If applicable, measures will be derived.
  - The organization of the SGK is aided by the FQB. The FQB is responsible for the preparation and follow-ups.
  - The FQB records essential content of the SGK including the proposed measures. Furthermore, the FQB informs the faculty council which will decide on the implementation of such measures and evaluate their effectiveness. The minutes with the essential content and the derived measures, where applicable, as well as a timeframe for the implementation will be forwarded to the ZQB, the participants of the SGK, the S-SQB as well as the ISP-K if applicable.
  - The FQB documents the results of the respective study program based on the minutes of the SGK and the quality criteria catalog of the OVGU.
- c) Day of Teaching (TdL)
- The TdL is conducted according to schedule or occasion-related, however generally once a year under the stewardship of the SD. The SD initiates the TdL and the FQB aids its organization.
  - The group of participants includes the professors, research assistants and students. Other faculty members (e.g. head of the examination office, ISP-K, Dean's Assistant, etc.) may be invited topic-related.
  - With regards to the content, aspects concerning the entirety of the study program or faculty as well as quality criteria concerning the faculty will be discussed, constructive problem solutions and, if applicable, specific measures and a review of their effectiveness will be formulated. The effectiveness of current or past measures will be evaluated accordingly and, if no other committee is to decide on this, a possible adaption of measures will be adjudged.
  - Study program specific data and information as well as feedback will be addressed and interpreted occasion-related. If applicable, measures will be derived.
  - The FQB records important content of the TdL including the proposed measures. The FQB documents the results based on the minutes of the TdL and the quality criteria catalog of the OVGU.

## § 4 Evaluation of Study and Teaching

(1) The FEM constantly conducts teaching evaluations for the continuous improvement of the quality of study and teaching. The SD is responsible for the preparation, execution, and analysis of these evaluations. The responsibility for the resulting tasks may be transferred to the Dean's Assistant.

(2) For the continuous improvement of all employed evaluation procedures, the FEM instructs an evaluation commission consisting of the SD, the Dean's Assistant, at least two professors, at least two representatives of the non-professional teaching staff, as well as at least two students. Sessions of this commission are usually taking place every semester.

(3) The different evaluation formats of the FEM serve the quality management and improvement of teaching and learning processes on all levels as well as indicate strengths and weaknesses.

- The so-called end-of-term evaluation usually takes place before the end of the semester. The FEM employs the Eval.uni portal for teaching evaluations, which enables the students to assess the quality of every course of the respective semester. Lecturers use the results of this evaluation for the individual improvement of their teaching and as an impulse to talk about possible future development with the students. These talks generally take place during the last week of the semester. The respective lecturers discuss the results with their students, try to find a solution together and derive improvement opportunities where applicable.
- In addition, every lecturer can employ the so-called feedback poll until the start of the end-of-term evaluation. This evaluation tool enables the lecturers to design and distribute their own feedback-survey during the semester. The gathered data are available to the lecturer immediately so that he or she can discuss the results in the next lecture.

(4) The results of the so-called end-of-term evaluation are treated confidentially. Apart from the respective lecturer, only the SD can access the data. The lecturers receive preprocessed information on the faculty's average ranking on the questions, so that they can classify their results accordingly.

(5) Data required from the teaching evaluation are solely used for the above-mentioned purpose. They are not available to the study program talks.

## § 5 Implementation of the quality criteria and measures

(1) The SD reports regularly occasion-related, however at least once during the academic year, to the faculty's council and the KSL based on written presentations about the status quo of the quality processes at the FEM. This may happen collectively with the SD's quality report in the KSL.

(2) The timely implementation and adherence of the agreed upon measures as well as the adherence of the quality criteria according to the quality criteria catalog of the OVGU is pursued by the

FQB. An evaluation of the agreed-upon measures takes place during the rotational study program conferences.

(3) The FQB informs the SD before the end of the cycle if he or she ascertains that the quality criteria of the OVGU are not adhered during the quality cycle or that the measures have not been implemented. The SD can request a statement from the SV in order to develop suggestions in the aftermath on how to fulfill the quality criteria in an appropriate time period and/or implement agreed-upon measures by the faculty council.

### § 6 Come into effect

The guidelines become effective on the day of their publication as per vote by the faculty council on May 5, 2018.



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