

Guidelines of the Faculty of Economics and Management at the Otto-von-Guericke-University Magdeburg for Quality Development and Assurance in Studies and Teaching

On the basis of § 3 paragraph 14 in conjunction with § 7, § 9 paragraph 4 of the Higher Education Act of the State of Saxony-Anhalt in the December 24, 2010 version, and the currently valid statute of Quality Development and Assurance in Studies and Teaching at the Otto-von-Guericke-University Magdeburg, the Faculty of Economics and Management adopts the following guidelines.

Introduction

The regulatory handbook of the Faculty of Economics and Management (FEM) follows the mission statement and guidelines for study programs and teaching as well as the currently valid statute of Quality Development and Assurance in Studies and Teaching at the Otto-von-Guericke-University Magdeburg (OVGU).

The FEM regularly reflects upon the quality of its study programs and teaching, establishing structures and processes for continuous development and management of quality within study programs and teaching. The faculty is committed to OVGU's understanding of quality and is actively engaged in establishing and maintaining a collective quality assurance cycle. For the development and management of quality within study programs and teaching, the FEM regularly reflects upon the content of studies, progress and organization of studies, exam structures and organization of all study programs, as well as the compatibility of curricula and the employment possibilities of its alumni.

§ 1 Field of Application

The guidelines apply to the FEM and regulate the procedure for developing and managing quality within study programs and teaching for the faculty's study programs.

Based on the statute of Quality Development and Assurance in Studies and Teaching at the OVGU, the guidelines clarify implementation and actualization procedures.

The quality assurance cycle for FEM study programs is 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 may delegate quality management tasks to the faculty's Quality Assurance Representative(s) [FQB] and/or to the Study Program Director [SV].

(2) The Study Program Director of each study program is recommended by the SD and appointed by the Faculty Council for a period of four years. He/she develops and is responsible for the strategic progression of the respective study program and ensures the organizational feasibility to study within the standard time frame. The SV advises students on all matters concerning their study program. Furthermore, the SV is responsible for the organization of study program talks and conferences. Together with the SQB, external dialog partners from the scientific and practical fields as well as alumni are chosen to participate in these conferences.

(3) The FQB is recommended by the SD and appointed by the Faculty Council for a period of four years. The FQB is responsible for the duties and the implementation of processes outlined in the statute of Quality Development and Assurance in Studies and Teaching at the OVGU and oversees all of the faculty's study programs processes. Further responsibilities include the scheduling and organization of study program talks and conferences as well documenting key results and measures. The FQB participates in the "Quality Assurance Team" meetings and maintains the FEM study program database. He/she prepares the annual study and teaching report for the Senate Commission on Studies and Teaching (KSL).

(4) The Dean's Assistant supports the SV in the execution of their duties. In coordination with the SV, he/she shall ensure the organizational feasibility to study within the standard time frame, aid in the development of study documents, and maintain a transparent communication structure in coordination with the SD. He/she is in constant contact with students of all study programs and deals with current problems/ issues of the students. Jointly with the SV, initial solutions can be developed to guarantee the quality of the study programs.

(5) The Examination Board decides on all matters assigned to them by the currently valid Study and Examination Regulations. This includes, but is not limited to, fundamental issues, the appointment of examiners, complaints and requests by students, as well as the recognition of academic achievements.

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

(7) The International Study Program Coordinator (ISP-K) supports the SV in the execution of assigned tasks, especially those pertaining to international study programs [B-IBE, M-IMME, M-FINEC, M-ORBA]. He/she is in constant communication with the students of these study programs and



deals with current problems/ issues of the students. Together with the SV of international study programs, they develop initial solutions to ensure the quality of the study programs.

(8) The faculty's Student Quality Assurance Representative (F-SQB) is appointed by the Student Representatives and is integrated into the implementation of processes outlined in the statute of Quality Development and Assurance in Studies and Teaching. He/she is to be involved in the study program talks and conferences in an appropriate manner, as well as in the development of the faculty's internal processes.

(9) The Business School provides assistance, especially for career-integrated study programs, in compliance with the quality processes, under consideration of OVGU's quality criteria. Quality management processes concerning their study programs are coordinated in agreement with the FQB and the SD. The Business School handles the coordination tasks outlined in § 3 and oversees the implementation of decided measures.

§ 3 Means for Quality Development and Assurance

(1) The measures of the quality development and assurance system serve the purpose of providing information about content, organization, and framework conditions of study and teaching. They create an incentive for direct communication as well as the development of the curriculum, individual teaching quality, and study behavior.

(2) The study program talks, conferences, and the day of teaching are discourse-based means for quality assurance and development of the FEM's study programs. The measures ensure constant dialog between all parties involved in the process. The goal of these talks is to maintain the high-quality substance and organization of these study programs and their further development. The high quality of the study programs should be ensured through the examination of current problems and simultaneous development 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. In particular, they support the continuous discourse between all participants for the purpose of interactive development of the study programs and the assurance of academic competitiveness.

(4) The basis for the quality development and assurance of study programs is the OVGU's Quality Criteria Catalog. The OVGU's quality criteria are based on the university's mission statement and guidelines for study programs and teaching 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. Compliance with these quality criteria is monitored continuously for each 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 measures are differentiated:

a) Study Program Talk (SGG)

- The SGG is conducted regularly or case-by-case, nevertheless generally once a year under the supervision of the SV. At least once during the quality assurance cycle, university members outside of the faculty (e.g. Student Counselling, International Office, Language Center, Family Services Office) are to be included in these talks. The SV or the SD initiates the talks.
- The group of participants must include the SV, at least two students per study program, and 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 takes part in the talk. He or she will aid in the organization of such talks.
- Initiated improvement measures introduced as a result of previous study program talks are to be reviewed and assessed by the SV. If the achievement of the objectives does not correspond with the pre-defined criteria and requirements, the subject matter will be re-considered (also see § 5).
- The meeting minutes containing the essential content, a time frame for their implementation, and, if applicable, derived measures will be forwarded to the FQB, the S-FQB, and the ISP-K if necessary.
- 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 a tool for the quality management and development of the study programs involving external expertise; in particular, Alumni, professorial experts or lecturers of other academic institutions, as well as representatives from the professional field. The conference is supervised by the Quality Assurance Team, the FQB, and the S-FQB. The group of internal participants must include the SV, at least two students per study program, and 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-assurance cycle and may be substituted for the SGG of the respective year.
- Study program specific data and information as well as feedback will be addressed and interpreted case-by-case. If applicable, measures will be derived.

- Organization of the SGK is supported 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 will notify the Faculty Council, who will then decide on the implementation of such measures and evaluate their effectiveness. The meeting minutes containing 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 (Tag der Lehre – TdL)
- The TdL is conducted regularly or case-by-case, however generally once a year under the supervision of the SD. The SD initiates the TdL and the FQB aids in its organization.
 - The group of participants must include the professors, research assistants, and students. Depending on the topic, other faculty members (e.g. head of the Examination Office, ISP-K, Dean's Assistant, etc.) may be invited.
 - With regards to content, issues concerning the entirety of the study program or faculty as well as quality criteria affecting the entirety of the faculty will be discussed. Constructive solutions and, if applicable, specific measures accompanied by an effectiveness assessment 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 determined.
 - Study program specific data and information as well as feedback will be addressed and interpreted case-by-case. If applicable, measures will be implemented.
 - 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 regularly 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 established evaluation procedures, the FEM oversees 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, and at least two students. Sessions of this commission usually take place every semester.

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

- The end-of-semester evaluation usually takes place before the end of the semester. The FEM utilizes the Eval.uni portal for teaching evaluations, enabling the students to assess the quality of every course in the respective semester. Lecturers use the results of this evaluation for individual teaching improvement and as an incentive to discuss 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, search for a solution together, and determine opportunities for improvement where applicable.
- In addition, every lecturer can utilize the individual feedback polls until the beginning of the end-of-semester evaluation. This evaluation tool enables the lecturers to design and distribute their own feedback-survey during the semester. The answers collected are immediately available to the lecturer so that he/she can evaluate and discuss the results with the students in the next lecture.

(4) The results of the end-of-term evaluation remain confidential. Apart from the respective lecturer, only the SD can access the data. The lecturers receive preprocessed information regarding the average ranking achieved within the faculty on specific questions, enabling them to classify their results accordingly.

(5) Data collected from the teaching evaluations are used solely for the above-mentioned purpose. They are not available for use during the study program talks.

§ 5 Implementation of Quality Criteria and Measures

(1) The SD reports regularly on a case-by-case basis; however, at least once during the academic year, he/she reports to the Faculty Council and the KSL regarding written presentations about the status quo of the quality processes at the FEM. This may happen in conjunction with the SD's quality report in the KSL.

(2) The timely implementation and adherence to the agreed upon measures as well as the adherence to 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 regularly scheduled study program conferences.

(3) The FQB will inform the SD, before the end of the cycle, if he/she discovers the quality criteria of the OVGU have not been adhered to during the quality assurance cycle or that the measures have not been implemented. The SD can request a statement from the SV with the intent of developing

suggestions relating to the fulfillment of quality criteria in an appropriate time frame and/or implementing agreed-upon measures by the Faculty Council.

§ 6 Come into effect

The guidelines become effective on the day of publication as per the vote by the Faculty Council on May 5, 2018.



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