

International Accreditation at TUM

Jan Froemming

Manager in Quality Assurance & Accreditation

TUM School of Management

Technische Universität München



Who we are

Technische Universität München

- 13 schools
- 151 programs
- 507 professors
- 36.000 students (20% international)
- 187 international partners
- Total budget (2012): 1.169,7 Mio. Euro
 - 474.1 Mio. Euro (State of Bavaria)
 - 29.5 Mio. Euro (tuition fees)

Who we are

TUM School of Management

- Business school
- 9 programs (1 BSc, 5MSc, 3 MBA)
- 30 full professors
- 4.000 Students (13% international)
- 69 international partners (54 ERASMUS)
- Established in 2002

Accreditation at TUM

Technische Universität München

- **OAQ** (in process), institutional accreditation
 - Swiss Center of Accreditation and Quality Assurance in Higher Education
 - Start of process: 04/2012; Estimated end of process: 05/2014

TUM School of Management

- **EPAS** (successful 02/2014), program accreditation
 - EFMD Program Accreditation System (Belgium)
- **AACSB** (in process), institutional accreditation
 - Association to Advance Collegiate Schools of Business (US)
- **AMBA** (in process), program accreditation
 - The Association of MBAs (UK)

Reasons for international accreditation

Quality Assurance

- Development of programs along international standards
- Advice from international education experts
- Preparation for another accreditation (EPAS)
- International recruitment (teachers, researchers)

International Visibility

- International market recognition („Triple Crown“)
- International benchmarking and comparison
- International recruitment (students)

Reasons for OAQ

Pragmatic Reasons

- Bavarian Higher Education Law (Art. 10)
- Approved by the German Accreditation Council (2009)
- International focus reflects TUM's international aspirations

Quality Assurance

- Compliance with ESG
- System-oriented accreditation
- External international perspective and assessment

EPAS

EPAS standards & criteria

- Criteria that are largely specific and / or quantitative in nature
 - Indicate quite clearly whether a program satisfies conditions or not
 - E.g. institutional status, faculty size and qualification, level of program, depth and rigor of program content, minimum size of annual intake
- Judgemental criteria
 - Standards vary according to program
 - E.g. international perspective, corporate perspective, ethics perspective

EPAS

Comments

- (1.1) Standards set on strategic issues
- (1.2) Adaptation of high quality international (strategic) standards
- (2) Room for interpretation
 - Interpretation is likely to be of one's own knowledge and socialization in higher education

Example 1

Internationalization

- To be...
 - Internationalization at home
 - German faculty with international experience (+80%)
 - International exchange students
 - Courses in English (+30%)
 - Contemporary international business topics in class
 - Optional stay abroad (student support services)
- ...or not to be
 - Internationalization *abroad*
 - International students for full program length (international recruitment)
 - English language track
 - Mandatory stay abroad

AACSB

AACSB standards & criteria

- Criteria that are largely specific and / or quantitative in nature
 - Indicate quite clearly whether a program satisfies conditions or not
 - E.g. oversight, sustainability and continuous improvement, continued adherence to standards
- Core values and guiding principles
 - School must show ongoing commitment to pursue the spirit and intent ...
 - E.g. ethical behaviour, collegiate environment, commitment to corporate and social responsibility



AACSB

Comments

- (1) Holistic approach
- (2) No standards that concern the school's strategy
- (3) Little or no room for interpretation



EPAS & AACSB

We really liked

- (1) Transparency of process
- (2) Agency support
 - Main contact
 - Mentor
- (3) Exchange of ideas
 - Conferences, seminars
 - Online forums