

Accreditation Report

Accreditation at the

ESCP Europe

**“Master of Business Administration in
International Management” (MBA)**

I Procedure

Date of Contract: 23/10/2017

Receipt of self-evaluation report: 06/02/2018

Date of the on-site visit: 02-03/07/2018

Standing Expert Committee: Economics, Law and Social Sciences

Attendance by the ACQUIN Office: Dr Anne-Kristin Borszik

Decisions of the Accreditation Commission: 25/09/2018

Members of the expert group:

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The **Evaluation Report** of the peer group is based on the self-evaluation report of the HEI and extensive discussions with the heads of the study programmes, staff representatives, students, alumni and employers.

Evaluation Criteria have been the “Standards and Guidelines for Quality Assurance in the European Higher Education Area” (ESG) in the latest official version. Evaluation Criteria have been the “Rules for the Accreditation of Study Programmes and for System Accreditation” of the German Accreditation Council in the latest official version. At the same time the national context, particularly the national rules regulating the establishment of study programmes, has been taken into account.

II Introduction

1 Short Profile of the ESCP Europe

ESCP Europe Business School was founded in Paris in 1819 and is owned by the Chamber of Commerce and Industry Paris Ile-de-France (CCIR). It maintains currently six campuses in Berlin, Madrid, London, Paris, Turin and Warsaw. Study programmes include a Bachelor in Management (BSc), a Master in Management, an MBA programme in International Management, 14 full-time specialized Master programmes, 8 full-time specialized Masters of Science programmes, an MBA in International Management, 11 part-time Executive MBA programmes as well as two PhD programmes. ESCP Europe's network includes 120 partner universities. 4,600 students and 5,000 executives from 100 different nationalities enrol in ESCP Europe's study programmes every year. 131 full-time Faculty members and 112 affiliate Faculty members as well as over 500 further working practitioners accompany students' and executives' in their studies.

2 Brief information about the study programme

The fee-based consecutive study programme "Master of Business Administration in International Management" (MBA) is an 18 months programme offered by ESCP Europe Berlin and entirely taught in English. It comprises 120 ECTS credits over the course of three terms. Terms are completed at up to three different campuses (semester 1 in London, Paris or Turin; semester 2 in Berlin, London, Madrid, Paris or Warsaw, semester 3 in Berlin). The programme was introduced in September 2017. The target group includes Bachelor graduates and Young professionals in business administration, engineering, social sciences, and other subjects with three years of working experience and ambitions for a successful international managerial career. Programme fees for the first two terms amount to 33,000 Euro per student excluding application fees, fees for the third term including the Master thesis amount to another 5,900 Euro.

III Evaluation

1 Objectives of the study programme

1.1 Overall strategy of the ESCP and the School

In the mission statement from 2017, ESCP Europe has set the goal of establishing itself as the leading European business school with internationally oriented management training by 2022. ESCP Europe aims to sustainably increase both awareness of the brand and the number of students from currently 4,000 (90 nationalities) to 6,000.

The range of courses offered at the Berlin campus, which was founded in 1984, has steadily increased. The study programmes offered by ESCP Europe were designed on the basis of comprehensive analyses of the education market and in close technical coordination with potential employers of internationally oriented companies; practical relevance and international orientation are the features that run like a thread through the study programme being accredited. It was established in line with these principles and adequately complements the existing programme offer.

1.2 Objectives with regard to qualifications

The new degree programme “Master of Business Administration in International Management” (MBA) is a further development of the “Master in European Business (MEB)” offered since 1995. Over the past five years, ESCP Europe has been gradually working on this reorientation, which is embedded in the ESCP as a multi-campus business school with sites in Berlin, London, Madrid, Paris, Turin and Warsaw. By offering this full-time MBA to students with at least three years' professional experience, ESCP Europe aims to close a gap in its strategic portfolio and position itself more internationally – also outside the EU. ESCP Europe states the objectives of the programme and the qualification objectives in a defined way: the programme is designed as an English-language, non-consecutive continuing education programme which conveys knowledge relating to the management of internationally oriented companies from a research and practice-oriented perspective. The main objective of the training is to prepare students for occupational activities in an international context by providing knowledge and skills and promoting self-reflection. This shall be achieved through a both scientifically demanding and practice-oriented degree programme, which also has the goal of teaching students social and responsible behavior in an intercultural environment. The goals of the programme are well defined in § 2 of the study regulations as well as in the Diploma Supplement.

The study programme is primarily aimed at participants with professional experience who have completed a degree programme with at least 180 ECTS credits, for example in the fields of engineering, industrial engineering, natural sciences, social sciences, humanities and economics.

The peer reviewers were able to convince themselves that the qualification objectives are described in detail and that they are transparent to all involved. In addition to the imparting of theoretical knowledge with a clear practical relevance, the focus is on the elaboration of international connections and transnational solutions as well as the understanding of socio-cultural structures in different countries and the development of communicative skills by overcoming language barriers.

ESCP Europe has closely monitored the first cohort – a heterogeneous group (32 nationalities with very different professional backgrounds) – and will readjust the study programme continuously. This applies to securing the master level as well as to the content and organizational coordination with all teachers – especially at the other campi besides Berlin. Evaluations also showed that some teachers had to adapt to the new target group of professionals. Possibly the electives will be adjusted and the groups will be downsized with increasing demand. From 2019, professional experience will be given more weight in the selection of students in order to provide prospective students with well-founded professional activity but less experience in leadership better acceptance rates. The reviewers welcome the announcement by the study programme management that the professional experience should not only be taken into account more in the selection of students, but also that a module will be offered on the subject. Leadership and entrepreneurship will be more firmly anchored in the curriculum. The implementation of a Capstone module is also on the agenda.

According to ESCP Europe, all currently enrolled students have (basic) knowledge in business administration. Compulsory catch-up courses are offered in order to reduce students' knowledge deficits – detected before the start of studies – in the areas of statistics, quantitative methods or, more generally, in mathematics.

The aspired occupations and fields of activity are currently formulated in a rather abstract way. In general, it can be said that ESCP Europe has designed the programme in such a way that graduates can take over responsible management tasks with international orientation from their previous employer or a new company – also abroad. A start as a company founder is conceivable. At the latest after the first follow-up surveys of programme graduates, ESCP Europe will gain further insights and sharpen the profile. Experience with other programmes at ESCP Europe suggests that more than 90 per cent of graduates will find an attractive job within six months (for instance in marketing, consulting, finance and human resources) in companies of various sizes in different countries. For foreign graduates without a good knowledge of German, however, it will be difficult to gain a foothold in the German labor market despite having completed the MBA successfully.

The individual sites of the ESCP recruit prospective students independently (2017: around 700). According to ESCP Europe, there are 120 places available for this programme (around 40 per cent

in Paris). The selection procedure is largely harmonized between sites, with the mandatory admission decision taken by a central office at the Paris campus.

The experts were able to convince themselves that the new degree programme was brought out with clearly defined and meaningful goals. Apart from the usual start-up difficulties, which include the improvement of the career service, demanded by the students and promised by the university administration, the degree programme will have good chances to position itself internationally. For continuous development and quality assurance, the Assurance of Learning (AoL) system, which is applied across the group, is available; the new degree programme will be embedded in the AoL system as soon as appropriate evaluation results are available.

2 Concept of the study programme

2.1 Entrance criteria

The entrance criteria are clearly stated on the webpage of the study programme and in § 3 of the examination regulations. Candidates should have obtained a bachelor degree with at least 180 ECTS credits, preferably 3 years of working experience and be proficient in English. In addition to the formal examination of these criteria, candidates have to pass an examination interview and must pass it with at least 10 out of 20 points (§ 3 section 2 of the examination regulations, cf. also the appendix on the regulations of the admission procedure). The exact requirements for passing the interview are not provided; for the sake of transparency, it would be useful to expand the respective appendix in this regard.

It is explicitly stated that the study programme is designed for students with a business related background, but also open to students with backgrounds like engineering and natural sciences (§ 3 section 4). The criteria are suitable for attracting the desired target group.

It is not determined how ESCP Europe evaluates degrees from universities in foreign countries. Accordingly, the examination regulations must be supplemented by the provisions of the Lisbon Convention and the recognition of non-academic achievements.

2.2 Structure of the programme

The study programme consists of three semesters, which are completed in up to three different countries (ESCP sites). If students decide to terminate their studies after two terms and 90 ECTS credits, they receive the French degree “grade de master” in the study programme “Master of Business Administration in International Management”. In order to receive the degree title MBA according to the study and examination regulations, they write the master thesis in the third term and complete the programme with 120 ECTS credits. Around 10 per cent of students opt for completing three terms; the remaining 90 per cent leave the programme with the French “grade

de master” and the certificate stating the programme’s title “Master of Business Administration in International Management”.

The courses cover international topics, such as strategic decisions of multinational corporations, entrepreneurship from a global perspective and every course addresses cross-cultural challenges. All mandatory courses are offered in the first two semesters. In the first semester, basic concepts in the areas of management like Principles of Finance and Operations Management & Supply Chain are taught. Additionally, courses focussing on key principles in international management are given. These are for example International Business Strategy, Management Skills for International Business and International Marketing Decisions. In the second semester, a variety of electives is offered which give insights into specific fields of international management – for example International Human Resource Management, International Luxury Management, International Food & Beverage Management or Global Knowledge Management. Moreover, additional courses are offered in the field of general management in order to provide students with a comprehensive understanding of how multinational organizations do business. At the end of the first and the second terms, students complete a practice-oriented module by conducting a consultancy project with 10 ECTS credits each.

The courses are well suited for the study programme “Master of Business Administration in International Management”, and the title corresponds to the contents. Also, the title degree MBA is suitable. However, based on the module descriptions and the interviews with the students, some courses seem to convey rather basic knowledge about management as found in Bachelor programmes at Universities. This is due to the specific target group, which besides graduates of economy programmes also includes graduates in – for instance – anthropology. The students argued, however, that contents are appropriate, and though they are not continuously too sophisticated with regard to theoretical requirements, they convey practical knowledge in large measure, thus preparing students appropriately for their future careers.

A term abroad is not scheduled. Since each term can be studied at a different site of ESCP Europe, an additional term abroad is not necessary.

The modules are in line with the qualification goals of the study programme and logically arranged. The number of electives is adequate.

The courses convey practical knowledge, but they also discuss topics relating to recent research, which are linked to current business cases. Students work with case studies or real life business projects. By doing so, students acquire key skills (soft skills and business skills) necessary to work in a multinational organization afterwards.

2.3 Modularisation and work load

During three terms 120 ECTS credits are given. As 90 ECTS credits are awarded in the first year (with one ECTS credits corresponding to 25 hours), the first year of the programme is not in line with the requirements of the Conference of Ministers of Education. Thus, the number of ECTS credits also exceeds the 75 ECTS credits per year and 30 hours per ECTS credits applicable to intensive courses. The study programme must therefore be designed in such a way that the structural requirements regarding the length of study and the workload are met. For this purpose, various ways are conceivable. ESCP Europe could adapt the standard period of study accordingly, for instance by extending it to four terms when awarding 120 ECTS credits or by maintaining the three terms but reducing the number of ECTS credits to 90 and possibly adapting the entry requirements. ESCP Europe might also design the programme as an intensive course; in this, the number the hours per ECTS point would have to be increased to 30, the curriculum would have to be adjusted in terms of awarded ECTS credits and the special study organizational conditions for intensive courses would have to be proven.

The study programme is organized in modules, some modules contain various courses. Due to the current modularization concept, the programme is massed in three semesters. Apart from the formal obstacle, it looks to be too concentrated to the reviewers. However, the interviewed students belonging to the first cohort mentioned that they get along with that high velocity of studies. Students reported that they feel 'in good hands' and well supported by their professors. The teaching and examination load is appropriate.

In each of the first two terms, seven modules have to be fulfilled. For the seventh module in the second term, the students can choose from a variety of elective courses (8 ECTS credits). Module sizes range from 5 to 10 ECTS credits. Module 5 "International markets & Strategy" contains 7.5 ECTS credits. The reviewers hold that only complete ECTS credits should be awarded for the modules.

In order to fulfil the requirements for the study programme, students need to take 92 ECTS of mandatory modules – while 10 ECTS credits pertain to the third term – and one elective module with 8 ECTS credits (cf. § 5, section 1 and 2 of the study regulations). All modules have at least 5 ECTS. The practical modules 7 and 13 "consultancy project" have the highest number of ECTS credits: 10. Within the modules, many courses have less than 5 ECTS credits. An explanation for offering courses with as little as 2 or 2.5 ECTS is not given; this is acceptable, as courses form part of modules, and modules have more than 5 ECTS credits each. A syllabus for the course "Closing Seminar", which according to the appendix "Study course plan" is part of module 8 "Understanding Business" and disposes of no ECTS credits, must still be provided. Beyond this, ECTS credits must be given for this compulsory course.

The number of working hours per ECTS is determined in the study regulations. § 4 of the study regulations states that one ECTS credit equals 25 working hours. According to the students, the workload is high but manageable. The relation between on-site and remote learning times is adequate.

Some module descriptions do not reflect the international focus of the courses. For example, the course in module 12 “Entrepreneurship, Creativity, and Innovation” takes, according to the discussions during the on-site-visit, an international perspective of the topics taught in class. However, this international focus is not captured in the module description. The reviewers recommend that the international perspective should be consistently represented in the course summaries and objectives.

In addition, some literature given as references in the module descriptions does not seem to be adequate for the master level. Listing books as literature recommendation seems to be suitable for conveying basic concepts in management. On a master’s level, however, students should extend their basic knowledge and get deep insights into a topic. The reviewers understand that due to the diverse educational backgrounds of the students, a basic understanding needs to be conveyed in class in order to harmonize the level of knowledge. Nevertheless, the reviewers recommend that bibliographical references should be provided for all courses, harmonized with regard to extent and corrected in order to allow in-depth discussions in all courses, but also to reflect the MBA level of knowledge; in this sense, further readings should be included in a variety of module descriptions.

Beyond this, the course descriptions should be complemented by information on the applicability of the courses for modules of other study programmes and corrected with regard to currently diverging information on the number of ECTS credits in the module descriptions and course overview. Also, prerequisites for attending the courses should be added. Besides this, in the course descriptions information about the student workload (total workload in hours, in addition to the ECTS credits) must be added.

2.4 Teaching methods

Within the MBA programme “Master of Business Administration in International Management” (MBA) numerous teaching and learning methods are used. They support practice-oriented teaching. In addition to classical lecture sequences, more modern formats are also used. Students have pointed out exercises, the processing of case studies, group work and practice-oriented consulting projects. The applied teaching methods ensure sufficient variety.

By way of changing group compositions, students are forced to deal with other or new working styles, heterogeneous educational backgrounds and different personality profiles of their fellow

students in order to achieve the goals of the respective courses. Thus, in addition to content learning, additional social skills are built up, which is beneficial for the subsequent career entry.

In support of the courses, the e-learning platform "Blackboard" is used. The presentation of selected Blackboard content during the on-site-visit has shown that the content and editing platform is state-of-the-art.

In summary, it can be stated that the teaching and learning methods used are suitable for further developing the subject, methodological and social competences of the students according to the level of their grades.

2.5 Examinations

According to the different forms of teaching and learning, different forms of examination are used. Depending on the place of study, students perceive certain fluctuations in the performance of the examinations; individual study locations seem to be stricter than others are. ESCP Europe has this in mind and aims to harmonize examination requirements.

Examinations are designed in such a way that at least 50 per cent of the grade is determined by individual student performance (group grades thus have a share of less than 50 per cent). According to the students, the "free rider" problem is indeed observable only in a few isolated cases and does not pose a fundamental problem to the implementation of examinations.

The feedback from the students shows that the effort required to prepare for the examinations is diverging, but that the overall workload for examinations is adequate. However, students would appreciate that the examinations were set at least three to four days after the last class so that the contents can "settle" or an appropriate post-processing of the last contents can be guaranteed. Also, it is considered to be less than optimal if exams take place in the morning, a new contents are taught in the afternoon.

The master's thesis concludes the MBA. A later completion of the master's thesis in order to achieve 120 ECTS credits is currently not possible. Those who have completed 90 ECTS credits cannot anymore complement their qualification by the third semester and the degree title MBA, which involves obtaining 120 ECTS credits in total. The reviewers hold it should be possible for students to submit the Master's thesis later in individual cases.

In sum, it can be stated that the type and content of the examinations are appropriate to support the achievement of the teaching and learning objectives. The necessary preparatory work is largely transparent to the students. The organizational implementation of individual tests could still be optimized.

The study and examination regulations entered into force as from 16 March 2017. In § 6 section 4 of the examination regulations the awarded academic degree MBA and not the title of the study programme must be mentioned.

2.6 Conclusion

The concept of the study programme is altogether suitable for achieving the set objectives. The programme complies with the requirements of the qualification framework for German university degrees.

3 Implementation

3.1 Resources

The staff capacity for the programme is sufficient. Most lecturers are professors of ESCP Europe; with their academic and professional expertise, they cover all thematic areas of the study programme. The spatial conditions are very fine and sufficient for the programme. The library is well equipped and keeping the necessary information for the students to study the programme.

The financial backbone of ESCP Europe are tuition fees. Fees are partly paid by students' employers. When this is not the case, students may request a loan provided by ESCP Europe's partner Braincapital to be refunded within a maximum of ten years after graduation. Also, ESCP Europe provides two scholarships per year – one for a female student in digital business (corresponding to 50% of the tuition fee), the other for a start-up founder (20% tuition fee). Beyond the tuition fees, financial stability for reliably providing the study programmes is ensured by the Chamber of Commerce and Industry Paris Île-de-France (CCIR), the Berlin Senate and also by ESCP Europe's foundation.

3.2 Processes of decision-making, organisation and cooperation

3.2.1 Organisation and processes of decision-making

The organisation of the study programme is fully carried out under the responsibility of ESCP Europe, the courses are organised by the respective heads of department. Also at the level of modules, responsible staff is indicated. The responsibilities are clearly defined; the modules are coordinated between the various locations.

Students' representatives are elected every year and address students' needs to professors but also to the responsible staff being in charge. Student representatives are also part of committees and can contribute to the further development of the study programmes. Accordingly, the students are involved in an appropriate way in decision-making with regard to the study programme; the evidence of challenges related to increased work of the Career Service is already taken into

account. The staff will be better prepared to help students with regard to working regulations applying to foreigners in Germany, visa regulations and cooperations with companies in Germany.

3.2.2 Cooperations

There are cooperation with companies, mainly with management consultancies. Among the institutions, collaborating with ESCP Europe's campus in Berlin is the Unternehmer Club Berlin; both institutions jointly established the UNTERNEHMERSCHULE.

Scientific cooperation with foreign universities takes place. With regard to the study programme described above, however, these contacts have little bearing. The programme takes place internally at two to three locations in Europe and therefore there will be little demand for further student exchange.

3.3 Transparency and documentation

General information on the study programmes as well as study course plans, syllabi, examination requirements and the prerequisites for admittance including the regulations for compensating disadvantages of handicapped students are documented and published. These documents, guidelines, handbooks and regulations have been released and can also be found online.

Yet there are some improvements to be made concerning transparency and documentation.

Mainly, the implications of studying during two or three terms and receiving a French "grade de master" (90 ECTS credits) or an MBA (according to the examination regulations, 120 ECTS credits), respectively, are not sufficiently transparent. Currently, the respective study and examination regulations cannot be downloaded on the website. In fact, ESCP Europe promotes the study programme on its website only with regard to the degree title "grade de master": "The MBA in International Management is a one-year, two-country full-time programme which provides young professionals with the business skills and mindset for a successful international career." In fact, this information does not refer to the MBA that can be obtained by the three terms study programme. Against this, "The MBA in International Management is an ESCP Europe degree, accredited by the Association of MBAs (AMBA)", as ESCP Europe informs. Since the programme has started already, appropriate information on the diverging two and three terms study programmes that lead to a "grade de master" or "MBA" respectively, should be included in the institution's outward communication. Also, the reviewers did not receive transparent information on fees; the respective fees for two and three terms should be documented in a scale of fees.

Besides this, the current version of the diploma supplement should be used. In addition to the final grade, statistical data must be reported in accordance with the current ECTS Users' Guide to Classification of Individual Accounts. It would also be helpful if the Transcript of Records – also

referred to as Transcript or Transcript of Grades – might be referred to in the same way in all relevant documents.

Further, measures are described to support the career orientation/employability of the study programme, including networking with employers, participation in career fairs, student exhibitions, exchange with practical representatives, and the involvement of visiting lecturers from the professional field.

3.4 Gender justice, equality of opportunities

ESCP Europe emphasises in its values the equal treatment of all students, irrespective of gender, origin, ethnicity, religion, or other aspects of their person. The needs of disabled students are adequately addressed in the examination regulations. The given study programmes are addressed to both sexes, and all students are treated equally. Therefore, the system can be depicted as just, providing equal opportunities. Additionally, a specific scholarship for women is offered in order to empower women and rise their number in the programme. ESCP also provides 'emergency scholarships' for students in need. Therefore, the expert group concludes that concepts for gender justice and for the promotion of equal opportunities of students in special situations are implemented in the study programme.

3.5 Conclusion

The necessary resources and organizational prerequisites are in place to systematically and purposefully implement the study programme concept. The decision-making processes are transparent and appropriate with regard to concept and goal achievement.

4 Quality Management

4.1 Organisation of quality assurance processes and implementation of quality assurance results

Since its founding, ESCP Europe has defined and adopted a series of quality assurance measures that also relate decentrally to the campus in Berlin. In general, every campus pertaining to ESCP Europe is responsible for implementing quality assurance measures by its own and for reporting to ESCP Europe in Paris.

Responsibilities are regulated transparently. There are a number of committees (European Executive Committee, Consultative Committee, European Teaching and Learning Committee, European Research Committee and Strategic Project Committee). In addition to fundamental questions of ESCP Europe's strategic orientation, content and organisational topics are also discussed in these bodies and decisions are made that directly affect the range of courses offered and, in particular, the cooperation with the different campuses.

Courses are evaluated each semester. In the course evaluation the questionnaires include questions regarding the students' actual workload. Here, also the particular setting of further training students is considered. Evaluation results are discussed at campus level while the local academic director passes the (aggregated) results to the faculty.

An essential element of quality management at the Berlin campus are the regularly and digitally conducted course evaluations where suggestions and criticism (as free text) can also be expressed. Participation in the evaluation is necessary for students to get access to results of examinations on the teaching platform MYSCHOOL (AURION system). This way, ESCP Europe regularly reaches a high participation rate. Each lecturer has access to the evaluation results of his or her courses, the Scientific Director sees the results of all courses. According to ESCP Europe, anonymity is ensured.

The reviewers were able to convince themselves that the tasks involved in the implementation of quality management are clearly defined and rigorously performed and controlled. It also became clear that the students are given a wide range of opportunities to participate; suggestions and criticism are taken seriously.

Another essential element of quality management is the Assurance of Learning (AoL) system, which applies to all programmes. In the AoL system the learning objectives in individual courses are derived and checked in several stages. This system is also part of the re-accreditation by the US-American accreditation agency Association to Advance Collegiate Schools of Business (AACSB).

4.2 Conclusion

The procedures for reviewing the objectives of the programme, the concept and its implementation are in place and appropriate. Suitable measures are derived and implemented.

5 Evaluation according to the „Standards and Guidelines for Quality Assurance in the European Higher Education Area“ (ESG) in the latest official version

Evaluation according to the „Criteria for the Accreditation of Study Programmes“ (resolution of the Accreditation Council of 08.12.2008, last amended on 20.02.2013)

Criterion 1: Qualification Objectives of the Study Programme Concept:

- The criterion is partly fulfilled. The examination regulations must be revised. In § 6 section 4 the awarded academic degree MBA must be mentioned instead of the title of the study programme.

Criterion 2: Conceptual Integration of the Study Programme in the System of Studies

- The criterion is partly fulfilled. The study programme must be designed in such a way that the structural requirements regarding the length of study and the workload are met.

Criterion 3: Study Programme Concept

- The criterion is partly fulfilled. The examination regulations must be revised. They must be supplemented by the provisions of the Lisbon Convention and the recognition of non-academic achievements. The course descriptions must be revised. A syllabus for the course "Closing Seminar" must be provided; ECTS credits must be given for this compulsory course.

Criterion 4: Academic Feasibility

- The criterion is partly fulfilled. The course descriptions must be revised. Information about the student workload (total workload in hours, in addition to the ECTS credits) must be added.

Criterion 5: Examination System

- The criterion is fulfilled.

Criterion 6: Programme related Co-operations

- The criterion is fulfilled.

Criterion 7: Facilities

- The criterion is fulfilled.

Criterion 8: Transparency and Documentation

- The criterion is fulfilled.

Criterion 9: Quality Assurance and Further Development

- The criterion is fulfilled.

Criterion 10: Study Programmes with a Special Profile Demand

- The criterion is fulfilled.

Criterion 11: Gender Justice and Equal Opportunities

- The criterion is fulfilled.

6 Accreditation proposal

The expert group proposes an accreditation with conditions.

The expert group proposes the following conditions:

1. The study programme must be designed in such a way that the structural requirements regarding the length of study and the workload are met.
2. The examination regulations must be revised.
 - a. They must be supplemented by the provisions of the Lisbon Convention and the recognition of non-academic achievements.
 - b. In § 6 section 4 the awarded academic degree MBA must be mentioned instead of the title of the study programme.
3. The course descriptions must be revised.
 - a. A syllabus for the course “Closing Seminar” must be provided; ECTS credits must be given for this compulsory course.
 - b. Information about the student workload (total workload in hours, in addition to the ECTS credits) must be added.

IV Decision of the Accreditation Commission of ACQUIN

1 Accreditation decision

Based on the evaluation report of the expert group, the statement of the HEI and the statement of the Standing Expert committee, on 25 September 2018 the Accreditation Commission made the following decision:

The study programme is accredited with the following conditions:

- **ESCP Europe must clarify the specific reasons for the conception of the program as an intensive study program. Alternatively, it must reconcile the standard period of study with the KMK requirement that a mean of 30 ECTS credits has to be awarded in one semester.**
- **A course handbook including a revised syllabus for the master thesis (30 ECTS credits) and updated information on student workload (30 hours per ECTS credit) must be submitted.**
- **The study and examination regulations must be submitted in an approved form.**

The accreditation is valid until 31 March 2020.

The Higher Education Institution must submit documents that prove the fulfilment of the conditions by 24 July 2019. If the Accreditation Commission comes to the conclusion that the conditions are fulfilled, the accreditation will be extended until 30 September 2023. If the Higher Education Institution fails to prove the fulfilment of the conditions in due time, the accreditation will not be extended.

The accreditation procedure may be suspended for up to 18 months after response from the Higher Education Institution, with the expectation that the Higher Education Institution will remedy the deficiencies within the given time frame. This statement must be submitted until 24 November 2018.

The following recommendations are given for the further development of the study programme:

- The course descriptions should be revised in the following form:
 - Course descriptions should include references to the international perspective of course contents.
 - Course descriptions should be corrected with regard to currently diverging information on the number of ECTS credits in the module descriptions and course overview.
 - Prerequisites for attending the courses should be added.

- Bibliographical references should be provided for all courses; they should also be harmonized with regard to extent and be corrected.
- Appropriate information on the diverging programmes leading to a “grade de master” or “MBA” respectively, should be included in the institution’s outward communication.
- The respective fees for two and three terms should be documented in a scale of fees.

The decision of the Accreditation Commission does not comply with the assessment by the expert group in the following points:

Additional conditions

- ESCP Europe must clarify the specific reasons for the conception of the program as an intensive study program. Alternatively, it must reconcile the standard period of study with the KMK requirement that a mean of 30 ECTS credits has to be awarded in one semester.

Statement:

According to the decision of the Accreditation Council dated 08.12.2009, last amended on 20.02.2013, the “Rules for the Accreditation of Degree Programs and System Accreditation” stipulate that “in particularly justified cases (...) up to 75 ECTS credits per academic year may be awarded for study programs with special organizational measures. ESCP Europe opts for this award practice which entails the conception of the program as an intensive course, and has confirmed this in the statement of the HEI (adaptation of ECTS credits). However, it is not clear to the Accreditation Commission why this is a particularly well-founded case that requires the design of the program as an intensive course. This particular justification must be provided. Alternatively, if the conception as intensive study course is to be abandoned, the standard period of study must be reconciled with the stipulation of the Conference of the Ministers of Culture: on average 30 ECTS credits should be awarded in one semester.

Rephrasing of conditions (here: original wording)

- The study programme must be designed in such a way that the structural requirements regarding the length of study and the workload are met.

Statement:

ESCP Europe has adjusted the ECTS allocation per semester as well as the number of working hours per ECTS credit in the examination regulations. However, no updated module descriptions have yet been submitted for the Master's thesis (30 ECTS credits). Also, the student workload in the module handbook is not yet indicated consistently with 30 hours per ECTS credits. Therefore, the condition is reworded:

"A course handbook including a revised syllabus for the master thesis (30 ECTS credits) and updated information on student workload (30 hours per ECST credit) must be submitted."

Rephrasing of conditions (here: original wording)

- The examination regulations must be revised.
 - They must be supplemented by the provisions of the Lisbon Convention and the recognition of non-academic achievements.
 - In § 6 section 4 the awarded academic degree MBA must be mentioned instead of the title of the study programme.

Statement:

ESCP Europe has submitted drafts of the amended examination regulations with regard to this condition, but this must still be approved by the Berlin Senate. The Accreditation Commission decides to rephrase the condition due to the submission:

"The study and examination regulations must be submitted in an approved form."

The condition also applies to the original condition 1, for which the change of the ECTS credits award practice as well as the increase of the working hours per ECTS point was made in the draft of the examination regulations, but the publication of these examination regulations is still pending.

Withdrawal of conditions

- The course descriptions must be revised.
 - Information about the student workload (total workload in hours, in addition to the ECTS credits) must be added.
 - A syllabus for the course "Closing Seminar" must be provided; ECTS credits must be given for this compulsory course.

Statement:

Die Nachreichungen der Hochschule belegen, dass das „Closing Seminar“ aus dem Curriculum genommen wurde und die Teilaufgabe damit hinfällig ist. Zudem wurde mit der Überarbeitung der Angaben der studentischen Arbeitsbelastung begonnen. Dieses Monitum wird in Auflage 1 aufgegriffen.

The supplements of the university prove that the "Closing Seminar" was removed from the curriculum and the partial condition is therefore obsolete. In addition, the revision of the student workload began. This monitum is incorporated in condition 1.