

Newsletter July 2018

From our Head Office	Editorial
FIBAA-BDA-DIHK	Higher Education Accreditation and Employability: a joint event of FIBAA, BDA and DIHK in Berlin
Premium Seal	Excellent quality: FIBAA awards its Premium Seal to Kühne Logistics University Hamburg
International	FIBAA has been awarded observer status in the Asia-Pacific Quality Network (APQN) New Memorandum of Understanding: FIBAA collaborates with Unibasg The European Standards and Guidelines (ESG) in international quality assurance: FIBAA at the 5th NAQAAE conference in Cairo Indonesian DAAD Delegation visits FIBAA's Head Office in Bonn
German Federal Deans Conference	Digital university and new accreditation rules in Germany: Professor Dr. Fink participated in the Federal Deans Conference at the University of applied Sciences Düsseldorf
From our Head Office	New Project Managers
Agenda	Important Dates
Imprint	Contact

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From our Head Office

A Strong Impact on Employability and Internationalisation



Dear Friends of FIBAA,

For 25 years, FIBAA has been promoting employability and internationalisation as part of the accreditation, quality assurance and quality enhancement within higher education institutions. Our activities in the past few months clearly showcase these very core competences of FIBAA.

Above all, I was very honoured to host, conjointly with our Foundation Council members Confederation of German Employers' Associations (BDA) and Association of German Chambers of Commerce and Industry (DIHK), a public event on *Higher Education Accreditation and Employability: Potential, Prospects, Positioning* in Berlin. A prestigious panel of higher education, industry and student representatives discussed as to how accreditation can promote employability and to which extent higher education institutions (HEIs), businesses and agencies can effectively contribute to graduate career success. This was followed by a lively exchange of ideas among the audience coming from HEIs, accreditation-related organisations and employers' associations. The inspiring debates demonstrated the key significance of employability in the new German accreditation system, and in the international accreditation scene in particular.

FIBAA's Quality Seal focuses on employability and internationalisation. Hence, I am especially honoured that Kühne Logistics University Hamburg has achieved our Premium Seal; this, in other words, is our "Gold Medal" for outstanding performance in FIBAA's Quality Seal accreditation procedure. In a similar vein, one of the most prominent aspects of graduate employability was highlighted during my participation at the 93rd Federal Deans Conference on the topic of *Digital Higher Education Institutions* at the University of Applied Sciences Düsseldorf.

FIBAA's dynamically growing global network allows us to reflect accreditation and quality enhancement with partners worldwide. We have been awarded an observer status to the renowned Asia-Pacific Quality Network (APQN). Moreover, we concluded a Memorandum of Understanding with the Basque quality assurance agency Unibasq. My presentation at the workshop of the *Harmonisation of African Higher Education Quality Assurance and Accreditation (HAQAA) Initiative* in Cairo addressed the European Standards and Guidelines (ESG) from an agency's viewpoint. Under the aegis of the German Academic Exchange Service (DAAD), a delegation of Indonesia's national accreditor BAN-PT visited our Head Office in Bonn to learn more about FIBAA's implementation of the new German accreditation system.

Finally, I am extremely pleased to introduce you to two new team members. Ms. Katharina Bläser and Mr. Daniel Günther have recently joined FIBAA's Project Management team, and have already started conducting accreditation procedures at HEIs

With kind regards,

A handwritten signature in blue ink, which appears to read "Kerstin Fink".

Professor Dr. Kerstin Fink

Higher Education Accreditation and Employability: a joint event of FIBAA, BDA and DIHK in Berlin

On 2nd July 2018, FIBAA and the Confederation of German Employers' Associations (BDA) and Association of German Chambers of Commerce and Industry (DIHK) conjointly hosted an event entitled *Higher Education Accreditation and Employability* on the premises of the German employers' associations in Berlin. "FIBAA has been promoting employability in the accreditation and quality enhancement of higher education institutions (HEIs) for 25 years", states FIBAA CEO Professor Dr. Kerstin Fink in her inauguration speech. "We implement employability on different levels, particularly as part of the quality and assessment criteria of FIBAA's Quality Seal. Furthermore, we incorporate experts from academia, business and the student body with long track records in all procedures and decision-making committees. The key role of employability is also granted by the German, Austrian and Swiss employers and industry associations in the FIBAA's Foundation Council."



FIBAA CEO Professor Dr. Kerstin Fink



Keynote speech by Kerstin Wagner (Head of Talent Acquisition, Deutsche Bahn AG)

A case in point of how corporations, higher education institutions and students or alumni can interact in order to increase employability was provided by Kerstin Wagner (Head of Talent Acquisition, Deutsche Bahn AG) in her enriching keynote.

The subsequent panel discussion reflected the diversity of perspectives from academia, business and student body which is characteristic of FIBAA's expert teams and decision-making committees. Hosted by Dr. h.c. Josef Beutelmann (Member of the German Accreditation Council, Chairman of the Supervisory Board, Barmenia Versicherungen), the panellists highlighted the great potential of

accreditation to enhance the employability of degrees and HEIs. Dr. Christina Gommlich (Member of the German Accreditation Council, Senior Manager Communications & Government Relations, BASF SE), Professor Dr. Jürgen Weigand (Chairman of the FIBAA Accreditation Committee for Programmes, Vice-Rector WHU – Otto Beisheim School of Management and Chair of Industrial Economics), Elmar Lammerskitten (FIBAA expert, Head of Global HR Development, Woco Industrietechnik GmbH) and Nadja Kolibacz (FIBAA expert, Bachelor student in energy and process engineering, Technical University of Berlin) emphasised the close cooperation between stakeholder groups to improve quality and employability for both students/alumni and employers as well as the necessity



The panellists with the co-hosts Professor Dr. Kerstin Fink (FIBAA), Dr. Barbara Dorn (BDA) and Dr. Oliver Heikaus (DIHK)

to comprehensively conduct graduate tracking analyses.

The lively exchange of ideas among the audience coming from HEIs, accreditation-related organisations and employers' associations underscored the significance of employability in tertiary-sector quality assurance and quality enhancement. Professor Dr. Fink concludes, "that FIBAA will continue to position itself as a promoter of employability. I wish to express my gratitude to Dr. Barbara Dorn (Director Education/Vocational Training at BDA and Member of FIBAA's Foundation Council) and

Dr. Oliver Heikaus (Director Further Education at DIHK and Vice-President of FIBAA's Foundation Council) for hosting our event in the professional atmosphere at Haus der Deutschen Wirtschaft in Berlin."



On the panel from left to right Elmar Lammerskitten (FIBAA expert, Head of Global HR Development, Woco Industrietechnik GmbH), Nadja Kolibacz (FIBAA expert, Bachelor student in energy and process engineering, Technical University of Berlin), Dr. h.c. Josef Beutelmann (Member of the German Accreditation Council, Chairman of the Supervisory Board, Barmenia Versicherungen), Dr. Christina Gommlich (Member of the German Accreditation Council, Senior Manager Communications & Government Relations, BASF SE), and Professor Dr. Jürgen Weigand (Chairman of the FIBAA Accreditation Committee for Programmes, Vice-Rector WHU – Otto Beisheim School of Management and Chair of Industrial Economics)

Premium Seal

Excellent quality: FIBAA awards its Premium Seal to Kühne Logistics University Hamburg



From left to right: Professor Dr. Alexander Himme (Associate Professor of Management Accounting at KLU), Professor Dr. Kerstin Fink (CEO FIBAA) and Miriam Sablotny (Programme and Quality Manager at KLU)

FIBAA is extremely pleased to have conferred its [Premium Seal](#) to the Bachelor's Programme in Business Administration (B.Sc.) of [Kühne Logistics University \(KLU\)](#) for the second time in a row. With this seal, the agency recognises the programme's excellent quality of teaching and studies. This was confirmed by examining the programme as part of FIBAA's Quality Seal accreditation procedure.

In June 2018 Professor Dr. Kerstin Fink, CEO of FIBAA, travelled to Hamburg to personally bestow the Premium Seal to the KLU President Professor Dr. Thomas Strothotte, its Chancellor Fabian Berger and Dean

of Programmes Professor Dr. Christian Barrot, as well as other stakeholders, at a ceremonial event. "The university can be proud for having managed this outstanding performance and for having an international, modern and market-oriented study profile of this and its other programmes," Professor Dr. Fink emphasised in her speech. KLU particularly excelled in criteria such as internationality, curricular specialisations, student support services, and graduate employment.

The Bachelor's Programme in Business Administration will be holding the award until 2025. FIBAA has also accredited KLU's Master of Management (M.Sc.) and the Master of Global Logistics and Supply Chain Management (M.Sc.) programmes with the Premium Seal. Therefore, KLU is one of only 12 other Higher Education Institutions that have been given this award.

International

FIBAA has been awarded observer status in the Asia-Pacific Quality Network (APQN)



FIBAA is proud to announce to have been conferred the observer status of the [Asia-Pacific Quality Network \(APQN\)](#) in April 2018. The organisation is an association of institutions from countries in Asia and the Pacific. Their mission is to dissolve boundaries from the international regulation of quality assurance to achieve a homogeneous accreditation system and optimise Higher Education programmes. With an observer status, FIBAA can from now on contribute to the developments in Higher Education within the

respective regions. As an [EQAR](#)-registered agency and [ENQA](#) member with a recognised profile in employability and internationalisation, FIBAA is set to provide lasting inputs to universities and institutional partners in the APQN sphere. "We are looking forward to close collaborations with the members of APQN," says Professor Dr. Fink, FIBAA's Chief Executive Officer, "I am confident that, with this, we can launch multiple projects with the purpose of regional and international enhancement in higher education accreditation and quality assurance."

International

New Memorandum of Understanding: FIBAA collaborates with Unibasq

In a recently signed Memorandum of Understanding, FIBAA and [Unibasq](#) have agreed on future cooperation. Unibasq is an agency for quality assurance in the Basque system of Higher Education, working in the fields of evaluation, accreditation and certification. With regard to common values like transparent procedures, customer-oriented operations and

EUSKAL UNIBERTSITATE
SISTEMAREN KALITATE
AGENTZIA

AGENCIA DE
CALIDAD DEL SISTEMA
UNIVERSITARIO VASCO



compliance with the [European Standards and Guidelines \(ESG\)](#), Unibasq and its Director Dr. Eva Ferreira García as well as the FIBAA and its Chief Executive Officer Professor Dr. Kerstin Fink

are looking forward optimistically to working together in the future.

The collaboration will have impact on various areas. The promotion of quality culture in higher education is considered with great attention. Furthermore, information about development in procedures and quality assurance systems shall be shared as part of a vivid exchange. Both agencies are determined to strengthen their cooperation during joint events and trainings. "FIBAA is anticipating shared prospects with our Basque partner," concludes Professor Dr. Fink, "our arrangement promises successful cooperation and an effective development of European quality assurance."

International

The European Standards and Guidelines (ESG) in international quality assurance: FIBAA at the 5th NAQAAE conference in Cairo



From left to right: Dr. Eva Ferreira García (Unibasq/ENQA), CEO Professor Dr. Kerstin Fink (FIBAA), Goran Dakovic (EUA), Dr. Pamela Tibihikirra-Kalyegir (National Council for Higher Education, Uganda)

In April 2018 Professor Dr. Kerstin Fink, Chief Executive Officer of FIBAA, was invited to Cairo. There, the [5th conference of the National Authority for Quality Assurance and Accreditation of Higher Education \(NAQAAE\)](#), Egypt's national agency for accreditation, took place. Given the conference's motto "Quality Assurance of Education: Reflections, Prospects, Aspirations", leading representatives of the Egyptian sector for higher education met to discuss quality assurance and enhancement in Egypt, the Middle East and Africa. The event was opened with a speech by Professor Dr. Youhansen Eid, the president of NAQAAE. The responsible ministers of

the Egyptian government as well as representatives of the famous Al-Azhar University contributed keynotes to the conference.

In the frame of the occasion, a two-day workshop was organised by the [Harmonisation of African Higher Education Quality Assurance and Accreditation \(HAQAA\)](#) initiative. The

HAQAA aims at the stabilisation and regulation of quality assurance and accreditation systems in the African Union. The initiative is not only supported by African but also European partners like the Universitat de Barcelona, the [European University Association \(EUA\)](#), the [European Association for Quality Assurance in Higher Education \(ENQA\)](#) and the [German Academic Exchange Service \(DAAD\)](#). Among others, Elizabeth Colucci (EUA) and Dr. Eva Ferreira García (ENQA/[Unibasq](#)), represented their organisations in Cairo.

Professor Dr. Fink delivered a widely acknowledged presentation about FIBAA's goals and methods. Her speech put special focus on the realisation of the [Standards and Guidelines for Quality Assurance in the European Higher Education Area \(ESG\)](#) by FIBAA and their impact on the international assurance of quality. "As an [EQAR](#)-registered agency and ENQA-member, FIBAA naturally implements the ESG and we reflect our work process continuously on this matter", says Professor Dr. Fink. "The guidelines are not only to be



International



found in our procedures. It is also of great importance to us to promote them to various stakeholders of the sector of tertiary education. This has always resulted in success. Therefore, we can consider the international standardisation of quality assurance, while bearing regional specifics in mind, as a promising step."

International

Indonesian DAAD Delegation visits FIBAA's Head Office in Bonn



Professor Dr. Kerstin Fink (left) and Prof. T. Basaruddin (right)

In May 2018 CEO Professor T. Basaruddin and Dr. Sugiyono from Indonesia's national accreditation agency [BAN-PT](#) came to Bonn during an extended stay in Europe on the occasion of the [EHEA Ministerial Conference in Paris](#). At the invitation of the [German Academic Exchange Service \(DAAD\)](#), they took the opportunity to learn more about best-practices from German actors in higher education quality assurance and quality enhancement FIBAA presented its standards and processes with special focus on changes in the wake of the

new German accreditation rules. Furthermore, similarities and differences of the [ASEAN Quality Assurance Network \(AQAN\)](#) with

established instruments such as EQR, ESG and ENQA in the European Higher Education Area were highlighted. The Indonesian guests were particularly interested in FIBAA's successfully completed membership renewal with [ENQA](#), [EQAR](#) re-registration as well as the re-accreditation by [the German Accreditation Council](#) in 2017. Along these lines, the representatives of FIBAA, BAN-PT and DAAD also shared their experiences with respect to an agency's internal quality management and relevant processes in expert appointments.

"FIBAA greatly benefited from this encounter with the Indonesian partners", says CEO Professor Dr. Kerstin Fink, "especially in regard to FIBAA's new observer status at [APQN](#), in which Indonesia and BAN-PT play a significant role. For this reason, we are content about our successful meeting and progressive discussions."

Federal Deans Conference

Digital university and new accreditation rules in Germany: Professor Dr. Fink participated in the Federal Deans Conference at the University of Applied Sciences Düsseldorf



Digital university and new accreditation rules in Germany: Professor Dr. Fink participated in the Federal Deans Conference at the University of Applied Sciences Düsseldorf

During the 16th-18th of May 2018 the German Deans of Faculties of Business Administration met on the occasion of the [93rd Federal Deans Conference](#) in Düsseldorf. FIBAA's Chief Executive Officer Professor Dr. Kerstin Fink again accepted the invitation of the Federal Deans Conference. Professor Dr. Rainer Ziegler, Chair of the Federal Deans Conference, and Professor Dr. Felicitas Albers, Dean of the School of Management at the University of Applied Sciences in Düsseldorf, presided this highly interesting event which included numerous talks and debates. This year's spring conference focused on the motto "Digital University". In regard to this, the attendants worked on efficient methods towards a digital reform of Higher Education in

Germany. Typical fields of tertiary education like teaching, studies, research and evaluation are aimed at to become digitally optimised. Everyone at the conference considered the numerous inputs with content. "Digitalisation shapes higher education on all levels, " confirms Professor Dr. Fink. "Therefore, the FIBAA has engaged closely with the potential and impact of digitalisation on accreditation and the assurance and enhancement of quality. We are tailoring our processes and products accordingly."

Accompanying activities featured companies from the digital industry, a visit to Industrie-Club Düsseldorf, and a reception in the Sky Lounge of Vodafone, whose DigiLabs granted exciting insights into digital innovations. Quite similarly to higher education institutions, media enterprises also actively shape digital change – an excursion to the Düsseldorf-based media outlet Rheinische Post showcased as to how interfaces between the analogous and the digital spheres can be meaningfully used.

From our Head Office

FIBAA welcomes two new project managers to its team



FIBAA is glad to welcome two new members in its head office in Bonn. Ms. Katharina Bläser and Mr. Daniel Günther will from now on complete FIBAA's programme accreditation staff.

Katharina Bläser finished her Bachelor's degree in Multilingual Communication with focus on English and Spanish in 2014 at the TH Köln. This was followed by a Master of Arts double graduation programme at the



University of Regensburg and the Universidad Complutense de Madrid in Intercultural European Studies, which she successfully completed in 2018. In the frame of her studies Ms. Bläser spent long terms in Seville and Madrid where she improved her language skills as well as her abilities in intercultural relations. At her new job at FIBAA, Ms. Bläser is looking forward to pursuing her interests in Higher Education systems in a highly international environment.

In addition, Daniel Günther has lately joined FIBAA's team and enriches it with his knowledge of the international and national tertiary education sector. He finished his Bachelor's degree in January 2018 at the HS Fulda in Social and Cultural Sciences with focus on intercultural relations. Degree-related and voluntary periods abroad took Mr. Günther to South America, South East Asia and New Zealand. As a member of the Student Council at his university, he was also able to gain valuable experience in the higher education sector. Mr. Günther will contribute his great interest in higher education development to upcoming accreditation procedures.

Agenda

All dates of meetings of FIBAA committees are available [here](#).

Imprint

Contact

FIBAA Head Office

Berliner Freiheit 20-24
53111 Bonn
Germany

Tel.: +49 228 -280 356 0
Fax: +49 228 -280 356 20
E-Mail: info@fibaa.org
Internet: www.fibaa.org

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