



Bachelor in Computational Business Analytics (B.Sc.) – Accreditation Report



General Information

Name and Address of School:

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Programme Management:

Malte Schudlich, Programme Manager
Prof. Dr. Jörg Werner, Academic Director

Academic Programme:

Bachelor in Computational Business Analytics (B.Sc.)

Date of Peer Review Visits:

25.02.2022 (programme presentation)
04.03.2022 (programme assessment)

Quality Assurance Officer:

Ksenija Razum

Peer Review Team:

External Professors:	Prof. Yi (Zoe) Zou, Ph.D., Assistant Professor Operations & Information Management, Isenberg School of Management, UMass Amherst (CBA) Prof. Dr. Daniel Schmidt, Associate Professor of Finance. HEC School of Management (MPE) Prof. Dr. Andreas Taschner, Rechnungswesen, Controlling, ESB Business School (BBA)
Business Representatives:	Ryuta Yoshimatsu, Sonova (CBA) Alexander Mora, Managing Partner, ingeniam Executive Search & Human Capital Consulting (BBA & MPE)
External Student:	Fabian Probst, Wirtschaftswissenschaften, Universität Hohenheim

Summary of the Accreditation Results

Review of the formal requirements (conformity check): Not all criteria were fulfilled, and three conditions were made. The conditions concern § 5 (1) admission requirements, § 7 modularisation and the recognition of academic competencies.

Review of the curriculum, concept, and quality: All criteria were fulfilled.

The Quality Assurance Officer of Frankfurt School and the external Peer Review Team recommended the accreditation of the Bachelor in Computational Business Analytics.

Fact Sheet of the Academic Programme

Name of programme	Bachelor in Computational Business Analytics			
Degree	Bachelor in Science (B.Sc.)			
Type of programme	Presence	<input checked="" type="checkbox"/>	Blended Learning	<input type="checkbox"/>
	Full-time	<input checked="" type="checkbox"/>	Intensive	<input type="checkbox"/>
	Part-time	<input type="checkbox"/>	Joint Degree	<input type="checkbox"/>
	Dual	<input type="checkbox"/>		<input type="checkbox"/>
	Berufsbegleitend	<input type="checkbox"/>		<input type="checkbox"/>
	Distance learning	<input type="checkbox"/>		<input type="checkbox"/>
Standard period of study in semesters	7 Semesters			
Number of credit points awarded (ECTS)	210 ECTS			
Classification	Bachelor			
Profile type (if applicable)	Research-oriented			
Study location	Frankfurt am Main			
Start of study on (date) first year it was offered?	2020			
Date of first accreditation	11.04.2022			
Date of reaccreditation				

Short Programme Profile

The Bachelor in Computational Business Analytics (B.Sc.) is a full-time 210 ECTS, 7-semester undergraduate programme leading to a first higher education degree. The courses are taught entirely in English, with lectures scheduled five days a week, between Monday and Saturday.

The programme equips students with broad interdisciplinary knowledge and skills, allowing graduates to work in a multitude of different business contexts across various sectors and academia.

The degree programme in Computational Business Analytics is divided into a basic study period (first to fourth semester) and a main study period (sixth and seventh semester) with a compulsory semester abroad in the fifth semester. Especially in the first part of the programme, the modules of the sub-areas build on each other, so that a progression in content is guaranteed. In the main study period, students can choose from a series of concentration modules as well as freely selectable modules to sharpen their individual study profile.

The introductory modules are usually designed as a combination of lectures and seminar sessions, including individual and group work. Advanced Bachelor in Computational Business Analytics modules are conducted as seminars.

The Bachelor in Computational Business Analytics modules not only help students to acquire comprehensive theoretical and methodological knowledge, but also to apply this knowledge in a targeted and practical manner. Accordingly, lectures are combined with group work as well as intensive analyses of case studies and the preparation of one's own smaller tasks and projects. Innovative methods of hybrid learning are used in all modules to optimally combine the advantages of classroom teaching, independent learning and personal supervision.

Programme Accreditation at Frankfurt School

The system accreditation enables Frankfurt School to (re-)accredit its academic programmes internally. The aim of the programme accreditation is to assure the compliance with legal regulations and quality standards, to evaluate the programmes curriculum with its learning outcomes and to continuously improve and develop the academic programme to meet Frankfurt School's claim for excellence. It is conducted as follows:

The Frankfurt School Quality Assurance Officer assesses whether the academic programme is compliant with all relevant regulations and standards (formale Kriterien, Part 2 StakV).

An external Peer Review Team assesses the programme's curriculum and concept, the programme delivery and the continuous improvement of the programme (fachlich-inhaltliche Kriterien, Part 3 StakV). The Peer Review Team is composed of independent stakeholders and peers, taking into account different perspectives.

Based on the assessment of the self-report the Frankfurt School Quality Assurance Officer and the external Peer Review Team will give an accreditation recommendation. The final accreditation decision will be taken by the Accreditation and Continuous Improvement Committee (ACIC) and is subject to approval of the School's president. After the final approval the seal of programme accreditation of the German Accreditation Council will be awarded. The accreditation period of a programme can be up to eight years.

The following regulations and standards are relevant for programme accreditation:

- Studienakkreditierungsverordnung des Landes Hessen (StakV)/Musterrechtsverordnung
- Hochschulrahmengesetz (HRG) and Hessisches Hochschulgesetz (HHG)
- Qualifikationsrahmen für Deutsche Hochschulabschlüsse (HQR)
- Standards and Guidelines for Quality Assurance in the European Higher Education Area (ESG)
- European Credit Transfer and Accumulation System (ECTS) Guidelines
- Lisbon Convention
- AACSB 2020 Standards and Guiding Principles
- EQUIS Standards & Criteria
- For MBA Programmes only: MBA Accreditation Criteria (AMBA) and Equal MBA Guidelines
- Frankfurt School General Course and Examination Requirement (GCER) and Specific Programme Regulations, Frankfurt School Bylaws (Grundordnung)

Measures of Improvement since the Last Accreditation

This part is not applicable.

Results of the Programme Accreditation (2022)

1. Review of the formal requirements (Conformity Check)

The assessment of the programme's conformity with formal requirements was conducted by the Frankfurt School Quality Assurance Officer. Most of the criteria were fulfilled and three conditions were made. The Quality Assurance Officer noted that the admission requirements regarding the English language skills and the weighting of the selection criteria during the selection process are not clearly regulated (§ 5 (1) StakV). In addition, the module descriptions need to be revised with regard to examinations and workload information (§ 7 StakV). The template used in the case of recognition of academic competencies also need to be revised and the term "substantial difference" defined more clearly.

Three recommendations were made. It would be beneficial to explain the calculation of the workload. The Programme Development Reports should include detailed key figures and evaluations reports. In addition, the teaching plan should include the lecturer's allocation to the respective modules.

The Quality Assurance Officer recommended the accreditation of the Bachelor in Computational Business Analytics.

2. Review of the Curriculum and Concept

The Peer Review Team positively highlighted the clear structure, the programme design, experience of diversity through e.g., the internship and the integrated semester abroad as well as the permeability and shared elements of the programmes. The creation of the sub-programmes Bachelor in Computational Business Analytics and Bachelor in Management, Philosophy & Economics picks up current trends and is perceived to be a benefit.

The criteria were all fulfilled, and no condition made.

Eight recommendations were made, five recommendations concerning all Bachelor of Science programmes (BBA, CBA and MPE) and three recommendations concerning specifically the Bachelor in Computational Business Analytics.

The five general recommendations include a concrete action plan to reach a more balanced gender diversity within the Bachelor of Science programmes, a regular collection and inclusion of stakeholder input and feedback (including exit and alumni evaluations) in the programmes and the integration of sustainability topics in the foundation phase. In addition, the Peer Review Team suggests providing more information regarding the timing and integration of the internship in the curriculum.

The three specific recommendations for the Bachelor in Computational Business Analytics include the integration of specific math and programming content needed for business analytics into the core courses in the foundational phase of the programme, the revision of the AoL assessment and the development of a marketing strategy in respect to international students and diversity.

The Peer Review Team recommended the accreditation of the Bachelor in Computational Business Analytics.

Decision of Programme Accreditation

At Frankfurt School the decision on programme accreditation is taken by the Frankfurt School Accreditation & Continuous Improvement Committee, based on the results of

- (1) The review of the formal criteria (conformity check) by the Quality Assurance Officer and
- (2) The review of the curriculum, concept, and quality by the external Peer Review Team.

On 11 April 2022, the Frankfurt School Accreditation & Continuous Improvement Committee decided to accredit the Bachelor in Computational Business Analytics (B.Sc.) as follows.

The Bachelor in Computational Business Analytics (B.Sc.) will be accredited for a period of 8 years (until 30 April 2030) and the seal of programme accreditation of the "Akkreditierungsrat" will be awarded.

Programme Management was given 6 weeks' time (until 20 June 2022) to formally object against this decision or against conditions and recommendations. No objections were raised.

The deadline for completion of the conditions is 30 April 2023.