



Bachelor in Business Administration (B.Sc.) – Reaccreditation Report



General Information

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Programme Management:

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

Academic Programme:

Bachelor in Business Administration (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 formal criteria were fulfilled, and three conditions were made. The conditions concern § 5 (1) StakV admission requirements, § 7 StakV 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 reaccreditation of the Bachelor in Business Administration.

Fact Sheet of the Academic Programme

Name of programme	Bachelor in Business Administration			
Degree	Bachelor of 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?	2000			
Date of first accreditation	28.04.2001			
Date of reaccreditation	28.03.2019 11.04.2022			

Short Programme Profile

The Bachelor of Science in Business Administration (BBA) is a full-time, 210 ECTS, 7-semester undergraduate programme leading to a first higher education degree and the ability to start a career in various industries, mainly covering business-related fields administration, finance, or management. The courses are taught in English or in a combination of English and German. The curriculum is divided into a foundation phase (semesters 1-4) and a specialisation phase (semesters 4-7). All BBA students must complete at least one semester abroad (semester 5) and an internship with an international focus.

Students acquire the foundations of key critical theories and principles in business administration during the first four semesters. The modules in each area build on each other so that a progression in content is guaranteed. Based on the acquired competencies during the foundation phase, the specialisation phase from semester four onwards

allows students to tailor their individual academic portfolio according to their career plans. Students select two small concentrations from a wide range of topics, such as Auditing & Consulting, Banking & Finance, Digital Business, Consulting & Finance, Corporate Governance und Compliance (German language only), Innovation Management, International Management, Marketing, and Strukturierung von Transaktionen (German language only). In addition, they can choose four elective modules in their final two semesters. The elective pool offers many modules, addressing specific topics from Analytics & IT, Finance and Banking, Business and Society, Managing Organizations or Economics.

The specialisation in International Management curriculum slightly deviates from the general BBA curriculum. International Management students spend two semesters abroad (4th and 5th semester) and have a reduced specialisation phase.

The focus is on conveying basic knowledge in the various sub-disciplines in the first semesters. Teaching methods including "traditional" lectures, seminars, group and individual work phases, and presentations are used, depending on how content, knowledge, and skills can be delivered most adequately. From the second part of the foundation phase onwards, practice-relevant teaching content and concepts such as case studies and simulations begin to play a more significant role.

Generally, lectures are scheduled all weekdays (Monday to Saturday). In the German language foundation phase, students also have the possibility of studying in the so-called 3-day model or the block model. This is relevant for students employed by one of the cooperation partners of Frankfurt School. The 3-day model schedules all courses three days per week (incl. Saturday), allowing students to work three days per week. The block model schedules all semester courses into one quarter (approx. 9 weeks). In this model, students alternate between a more extended period of working at a cooperation partner and studying at Frankfurt School.

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 from the Last Accreditation (2019)

The last programme accreditation took place on 28 March 2019.

The Quality Assurance Officer made conditions regarding the following topics: regulation of language requirements for admission in the Examination Regulations, the Diploma Supplement, incomplete module descriptions and types of assessment and the development of a workload evaluation.

The assessment of the curriculum, concept and quality of the programme was conducted by a Peer Review Team.

The criteria were all fulfilled, and no conditions made.

Both the Peer Review Team and the Quality Assurance Officer recommended the reaccreditation, and the programme was accredited for five years.

The measures of improvement were implemented within the deadline.

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 reaccreditation of the Bachelor in Business Administration.

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 Business Administration.

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 programme specific recommendations for the Bachelor in Business Administration concern the introduction of a Sustainable Finance Course for the Finance Concentration and the clarification of content and workload in the Three-Day-German Track, including an assessment of the workload and learning objectives.

The Peer Review Team recommended the reaccreditation of the Bachelor in Business Administration.

Decision on 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 Business Administration (B.Sc.) as follows.

The Bachelor in Business Administration (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.