Master in Data Analytics & Management (M.Sc.) – Accreditation Report

Frankfurt School
of Finance & Management

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General Information

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Programme Management:
Zorica Zujic, Programme Manager
Prof. Dr. Jan Nagler, Academic Director

Academic Programme:
Master in Data Analytics & Management (M.Sc.)

Date of Peer Review Visits:
07.07.2022 (programme presentation)
18.07.2022 (programme assessment)

Quality Assurance Officer:
Ksenija Razum

Peer Review Team:

External Professors:	Federica Brunetta, Associate Professor in Management and Strategy, Luiss Business School
	Jochen Runde, Professor of Economics & Organisation at Cambridge Judge Business School (CJBS)
Business Representatives:	Moritz Thoma, Founder and CEO peekd
External Student:	Lorenzo Gini, Data Science for Government and Public Policy at Herti School

Summary of the Accreditation Results

Conformity Check

☐ All formal criteria were fulfilled.

☒ Not all formal criteria were fulfilled, and conditions were made regarding the following criteria:

       § 5 StakV – Admission Requirements

       § 7 StakV – Modularisation

       § 8 StakV – Credit Point System

☒ The Quality Assurance Officer of Frankfurt School recommended the accreditation of the Master in Data Analytics & Management (M.Sc.).

Review of the curriculum, concept, and quality

☒ All formal criteria were fulfilled.

☐ Not all formal criteria were fulfilled, and conditions were made regarding the following points:

☒ The Peer Review Team recommended the accreditation of the Master in Data Analytics & Management (M.Sc.).

Fact Sheet

Name of programme	Master in Data Analytics & Management			
Degree	Master of Science (M.Sc.)			
Type of programme	Presence	☒	Blended Learning	☒
	Full-time	☐	Intensive	☐
	Part-time	☒	Joint Degree	☐
	Dual	☐	Distance learning	☐
	Berufsbegleitend	☐		☐
Standard period of study in semesters	4 Semesters			
Number of credit points awarded (ECTS)	60 ECTS			
Classification	post-exp. master's degree M.Sc.			
Profile type (if applicable)	Application-oriented			
Study location	Frankfurt am Main			
Start of study on (date) first year it was offered?	04.10.2021			
Date of first accreditation	05.10.2022			
Accredited until	31.10.2026			

Short Programme Profile

The Master in Data Analytics & Management (M.Sc.) is for professionals who wish to obtain the necessary skillset to successfully manage sustainable business innovation through data-driven strategies. The programme is specifically tailored to the needs of managers who want to stay fully employed throughout their studies and at the same time, gain expertise to further develop their businesses.

The idea and the goal of the programme is to teach students how to utilize data to transform the business model into a data and purpose-driven organisation. In order to do so, step one is to cover the technical background such as machine learning, IoT, Blockchain, data visualisation and collecting and aggregating data of course. In a second step, we proceed to translate how such technologies advance and transform a business model as well as to identify the business' strategic implications. The third step builds on the human aspect of digital transformation: focusing on a purpose-driven and sustainable change management, the aspect of leadership constitutes a vital component. For the programme and the students to succeed with the idea and goal of the programme, the students need at least one year of relevant work experience in related fields. This ensures the quality of the programme, content, discussions and the envisioned learning objectives/goals.

The first five modules are supplemented by an additional experiential learning module in cooperation with the SAP Innovation Centre. They will supervise different projects on which students work while studying and in block week VI at the SAP Innovation Centre in Potsdam students will present the project outcomes.

Whilst the students will receive a strong theoretical foundation, the emphasis of the programme will be on the practical application of methods and theory. As such, a significant proportion of the modules involves teaching by practitioners, who have everyday experience with data-driven decision-making and digital transformation.

The programme also provides for a deep understanding of complex real-world challenges as well as the ability to make decisions. Carefully selected case studies are utilised along with regular executive talks with business leaders, focussing both on practical business challenges as well as more ethically centred issues. This allows for the development of a hands-on, real-world approach to student's post-experience master's education.

The duration of the Master in Data Analytics & Management is four semesters with 60 ECTS altogether resulting in a Master of Science (M.Sc.) The Master in Data Analytics & Management is constructed so that 42 ECTS are achieved in the core modules and 18 ECTS in the master's thesis. The language of instruction of the programme is English.

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 programme's curriculum with its learning outcomes and to continuously improve and develop it to meet Frankfurt School's claim for excellence. The accreditation is conducted as follows:

Frankfurt School's Quality Assurance Officer assesses in the conformity check 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 their assessment the Quality Assurance Officer as well as the external Peer Review Team give an accreditation recommendation. The final accreditation decision is taken by the Accreditation & 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 is 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

Is not relevant as the programme was launched in October 2021 and is accredited for the first time.

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 Quality Assurance Officer of Frankfurt School. Most of the criteria were fulfilled and three conditions were made. The Quality Assurance Officer noted that the published requirements for work experience do not correspond to the regulations (§ 5 StakV). This condition is already fulfilled.
Regarding the low response rate, it is difficult to evaluate the programme concept and workload adequately (§ 7 StakV). Additionally, the programme is not compliant with the 300 ECTS regulation (§ 8 StakV).
One recommendation was made. It would be beneficial to describe the Learning Goal 4 more precisely.

The Quality Assurance Officer recommended the accreditation of the Master in Data Analytics & Management.

2. Review of the Curriculum and Concept

The external Peer Review Team acknowledged that the Master in Data Analytics & Management is a highly relevant programme and a response to market needs. They positively highlighted the connection with SAP, the balancing between technical and business aspects (two perspectives also in the classroom) as well as the diversity of nationalities, sectors and first degrees.
The criteria were all fulfilled, and no condition made.
In two recommendations the Peer Review Team suggested clearer information on two processes regarding the curriculum development as well as the continuous improvement.

The Peer Review Team recommended the accreditation of the Master in Data Analytics & Management.

Decision on Programme Accreditation

On 5 October 2022, the Frankfurt School Accreditation & Continuous Improvement Committee decided to accredit the Master in Data Analytics & Management (M.Sc.) as follows.
The Master in Data Analytics & Management (M.Sc.) will be accredited for a period of 4 years (until 31 October 2026) and the seal of programme accreditation of the German Accreditation Council will be awarded.

Programme Management was given 6 weeks' time (29 November 2022) to formally object against this decision or against conditions and recommendations. No objections were raised.
The deadline for completion of the conditions is 31 October 2023.