

# HERE Seminar QA mechanisms in HE in Europe

## A game with high stakes? Quality Assurance in the EHEA through the lens of soccer



October 2024

Dr. Oliver Vettori, Dean / Director

WU Vienna / ENGAGE.EU University Alliance

OCTOBER 2024



# Exploring the European quality game



What is the game about?

What is at stake?

Who are the players?

What are the rules?

What does the future of the game look like?

# My own relationship with the game



Dean, Accreditations & Quality Management,  
WU Vienna

Reviewer for app. 15 different agencies  
worldwide so far

ENQA reviewer since 2016 (and member of the  
review panel of EQAR in 2021)

Member Editorial Board, Quality in Higher  
Education; Co-Editor Handbook Quality in  
Education and Reserach

20+ journal papers and articles published

# What is the game about?



# What is quality?



# What is quality?



„relative“ (Harvey & Green 1993)  
„subjective“ (Doherty 2008)  
„contextual“ (Vettori et al 2007)  
„value-laden“ (van Kemenade et al 2008)

# Filling the canvas



# Differing perspectives



Value for  
money... good  
job  
prospects...  
excellent  
teachers



# Differing perspectives



autonomy...  
support and  
funding for  
research...  
excellent  
students

# Differing perspectives



Ranking  
positions ...  
efficient  
processes...  
external  
regocnition

VectorStock®

VectorStock.com/12652356

# Why does it matter?



derekeasterby@aol.com

DR. OLIVER  
VETTORI, WU -  
VIENNA

UNIVERSITY OF  
ECONOMICS AND

# Why does it matter?



# What is at stake?



# Why does it matter?



QA for regulating market entrance

QA for ensuring minimum standards

QA for pushing political priorities

QA as part of institutional strategies

QA (quality) as an image factor

# QA as an image factor: WU Vienna

## Triple Accreditation



## Memberships



## Rankings

### Financial Times Ranking

Masters in Management Ranking 2019

> **placed 9th**

Executive MBA Ranking 2019

> **placed 48th**

European Business Schools Ranking 2019

> **placed 41st**

### Economist Ranking

2019 WU Master in International Management

> **placed 5th**

### Handelsblatt/Wirtschaftswoche

> **placed 3rd** (2019 BWL)

> **placed 11th** (2017 VWL)

### QS World University Ranking 2019

> Masters in Finance: **placed 38th**

> Masters in Management: **placed 17th**

> Masters in Marketing: **placed 10th**

> Global Executive MBA: **placed 48th**

# Different approaches: an overview

System-  
accreditation)

Institutional  
Accreditation

Institutional  
Evaluation

System Audit  
(e.g. Finland)

Institutional  
Audit

Rankings?

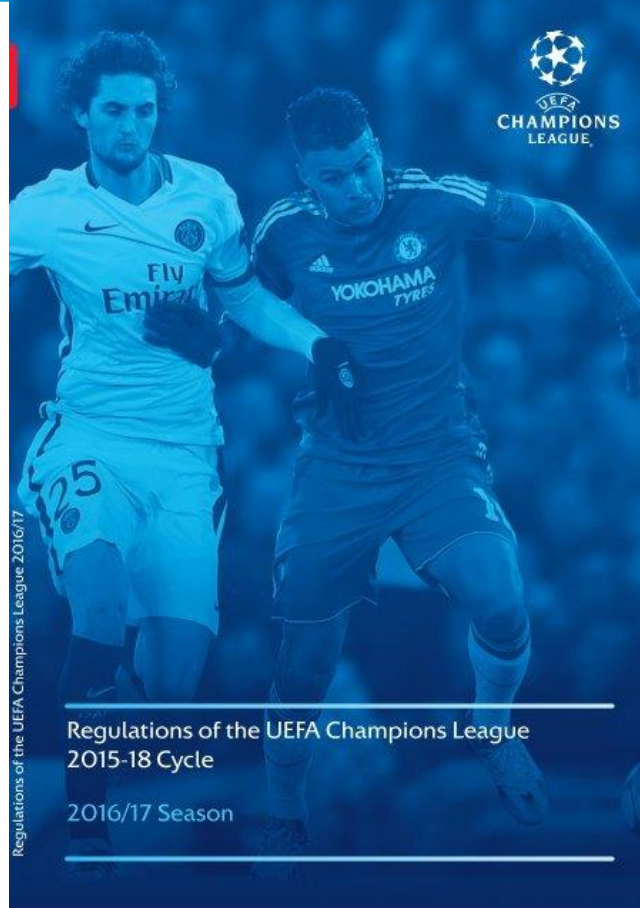
Programme  
Review

Special focus  
evaluations

Programme  
accreditation



# What are the rules?



# European Standards & Guidelines as Metaframework

## Standards and Guidelines for Quality Assurance in the European Higher Education Area (ESG)

- First adopted in 2005 by the Ministers responsible for Higher Education
- Revised Version adopted in 2015
- Three Parts: Standards and Guidelines for internal quality assurance; Standards and Guidelines for external quality assurance; Standards and Guidelines for quality assurance agencies
- Practically all European agencies (and many nationstates) follow the ESG in their own standards and criteria



# ESG Part 1: Internal quality assurance framework

Standard 1.1: Policy for quality assurance

Standard 1.2: Design and Approval of Programmes

Standard 1.3: Student-centred learning, Teaching and Assessment

Standard 1.4: Student admission, progression, recognition and certification

Standard 1.5: Teaching Staff

Standard 1.6: Learning resources and student support

Standard 1.7: Information management

Standard 1.8: Public information

Standard 1.9: On-going monitoring and periodic review of programmes

Standard 1.10: Cyclical external quality assurance

# ESG Part 2: External Quality Assurance

- Standard 2.1: Consideration of internal QA
- Standard 2.2: Design of methodologies fit for purpose
- Standard 2.3: Implementing processes
- Standard 2.4: peer-review experts
- Standard 2.5: Criteria for outcomes
- Standard 2.6: Reporting
- Standard 2.7: Complaints and appeals

# ESG Part 3: Standards for Quality Assurance Agencies

Standard 3.1: Activities, Policies and Processes for Quality Assurance

Standard 3.2: Official Status

Standard 3.3: Independence

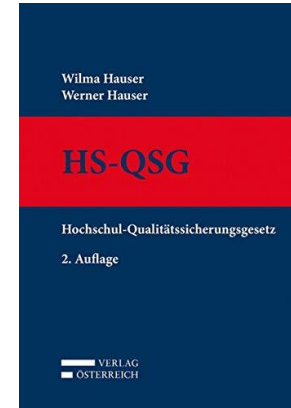
Standard 3.4: Thematic Analysis

Standard 3.5: Resources

Standard 3.6: Internal Quality Assurance and Professional Conduct

Standard 3.7: Cyclical external review of agencies

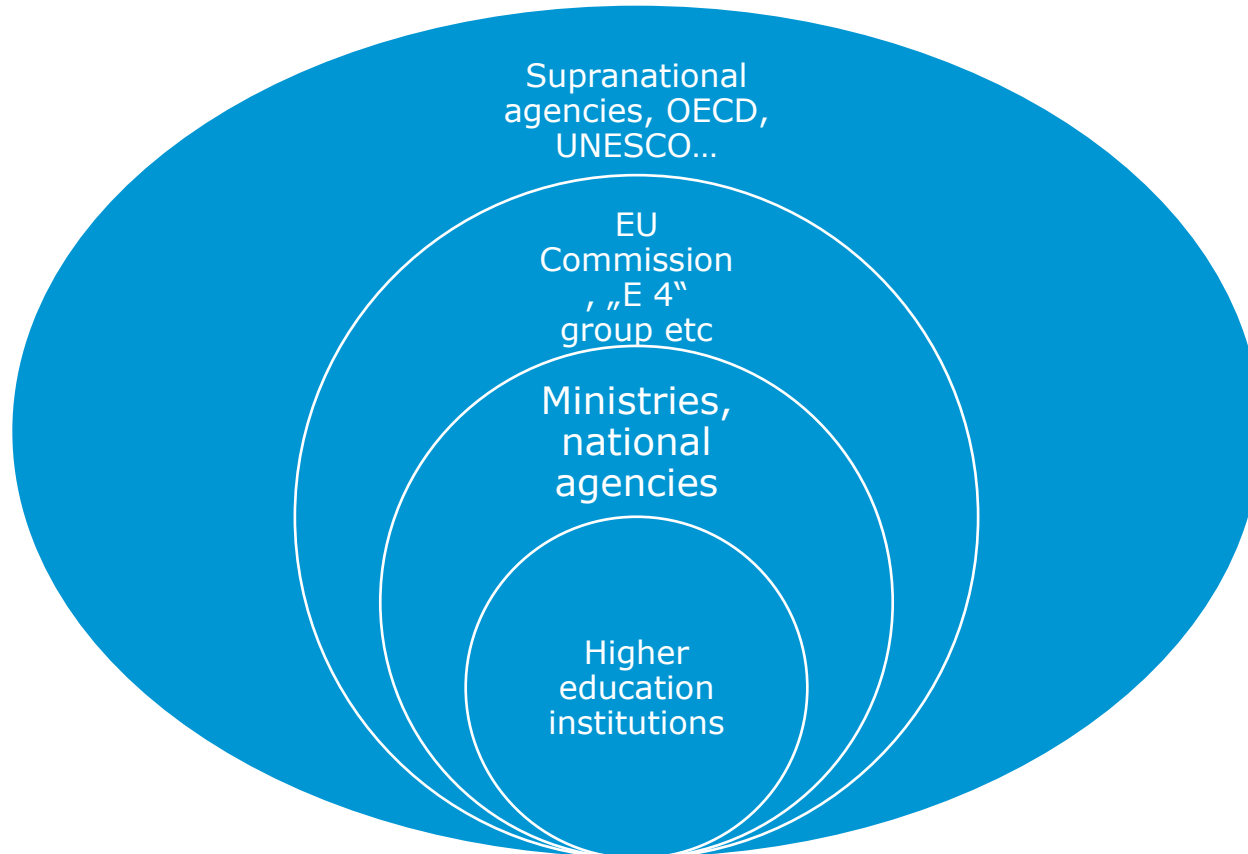
# But there is more than one rulebook



# Who are the players?



# Different „layers of players“





# European level institutions



# European level institutions/2



# Supranational institutions



# What does the future of the game look like?



# European quality assurance and recognition system in higher education



Transversal  
recommendations for  
all quality assurance  
systems



System-specific  
recommendations for  
more agile  
transnational  
cooperation

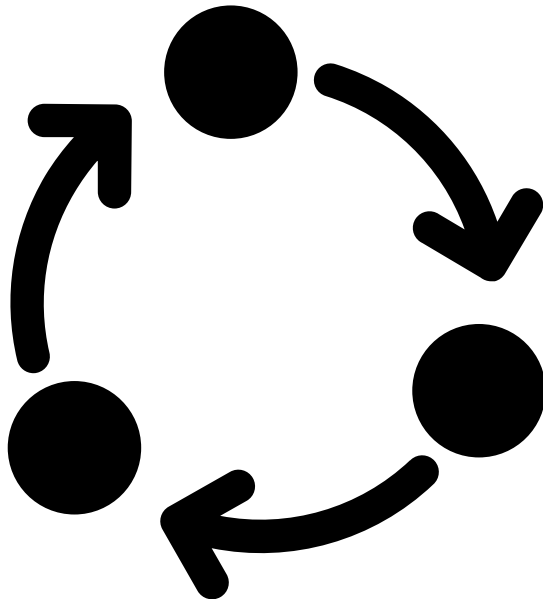


Laying the  
foundations towards  
a European degree



Implementing  
automatic recognition

# Quality Assurance directions



- Focus on transnational cooperation and mobility
- Moving towards institution-level quality assurance
- New European framework for an external multi-institutional based approach
- Strengthen links between quality assurance and automatic recognition

# Trending topics

QA of joint  
operations

QA of  
microcredentials

QA of digital  
learning and  
assessment

Linking QA to SDGs



# And of course: the never ending appeal of „quality culture“





# A game that is never ending?





VIENNA UNIVERSITY OF  
ECONOMICS AND BUSINESS

**Dr. Oliver Vettori**

Dean Accreditations & Quality  
Management  
Director Program Management & Teaching  
and Learning  
Welthandelsplatz 1, 1020 Vienna, Austria

T +43-1-313 36-5503  
akkreditierungen@wu.ac.at  
www.wu.ac.at