

EVALUATION OF THE ACCREDITATION

STUDY PROGRAM

Master of Science in Business Psychology (MSc)

UNIVERSITY

Middlesex University (London/Great Britain) in cooperation with the KMU Akademie & Management AG (Linz/Austria)

Based on the evaluation of the reaccreditation report and the deliberations of the Accreditation Commission of AQAS during the accreditation procedures on November 5th, 2021, the Accreditation Commission of AAC issues the following:

1. To accept AQAS decision to accredit the study program.
2. The study program "Business Psychology" with the degree "Master of Science" at Middlesex University (London, Great Britain) in cooperation with the KMU Akademie and Management AG (Linz, Austria) is accredited without conditions, in accordance with the AAC criteria for program accreditation, based on the European Standards and Guidelines (ESG).
3. The accreditation will be valid until the September 30th, 2027.

STANDARD 1: INSTITUTIONAL OVERVIEW

The Middlesex University (MU) is a public British university that has been authorized to award university degrees to foreign institutions since 1973. In collaboration with the KMU Akademie & Management AG in Linz, Austria, it offers the Master of Science in Business Psychology (MSc) program, among others. With a main campus in London and additional locations in Dubai, Mauritius, and Malta, it is one of the largest universities in the UK. The KMU Akademie was founded in 2006 to provide further education programs for small and medium-sized businesses. Through a partnership with Middlesex University, it can now also grant academic degrees. The program is located in the MU Business School and is offered in German, with quality assurance provided by Middlesex University. Information about the KMU Academy, Middlesex University, and the programs offered can be found on the KMU Academy's website or in the KMUnity platform.

STANDARD 2: ETHICS AND DIVERSITY

The university offers all the necessary resources for teaching. For tests there are exam centers located in Germany, Austria, and Switzerland. For help, students can turn to the "Student Secretary," where around 15 staff members are assisting students. Important information such as regulations, guidelines, and module handbooks are accessible in the internal online portal for students. A virtual orientation event is offered for new students. After graduation, students can register

in an alumni club. Most teaching is online, so there is a great focus on IT and staff support. Students have access to an E-library where they can find the required study materials online and download them.

The diversity policy of the KMU Academy and its mission statement emphasize equal opportunities and anti-discrimination regarding gender, origin, age, sexual orientation, religious beliefs, various life situations and forms, and physical or mental disabilities. Measures for compensation of disadvantages are incorporated into the study and examination regulations reviewed by Middlesex University.

STANDARD 3: STRATEGIC DESIGN OF PROGRAMS

- Qualification and Learning Outcomes:

The "Business Psychology" program at KMU Academy trains students for various roles in companies, focusing on HR management, marketing and market research, consulting/change management, training, and coaching. The curriculum covers economic, empirical, and psychological subjects, emphasizing practical knowledge for leadership positions. Most students are already employed in relevant fields, and instructors in specialized modules have practical experience in psychology or business. Graduates receive a Master of Science degree.

The "Business Psychology" program spans six part-time semesters, totaling 120 credit points (CP). Each module is worth 10 CP, except for "Science and Research" (5 CP) and the Master's thesis (25 CP). One CP equals approximately 25 hours, primarily allocated to self-study. The first semester covers two business modules and "Science and Research," followed by Marketing and Psychology in the second. Leadership and Organizational Psychology are scheduled for the third semester, with specialized Psychology modules in the fourth. Biopsychology, Social Psychology, and the Master's thesis extend into the fifth and sixth semesters. All module descriptions are published in the handbook.

STANDARD 4: QUALITY MANAGEMENT AND IMPROVEMENT

The KMU Akademie has established a multi-level quality assurance system in its "2016 Strategy Planning" and further developed in the "2021 Strategy Planning", based on the following components:

- Internal quality assurance involves program evaluations, student surveys, faculty assessments, and monitoring student progress. KMU Akademie integrates current research into programs and engages students in quality assurance through committees and evaluations.
- External quality assurance is overseen by Middlesex University, including validation, assessment boards, and external examiners, ensuring compliance with academic standards.

- Third-party certifications and accreditations, such as evaluations by the Austrian Federal Ministry of Science and Research, also contribute to quality assurance.

The programs offered by KMU Akademie are aligned with the quality standards set by the British QAA (Quality Assurance Agency for Higher Education), European Qualifications Framework, and Bologna Process.

STANDARD 5: ADMINISTRATION AND TEACHING STAFF

According to the self-report, about 1300 distance learning students at the KMU Academy are supported by 15 administrative staff members. Currently, the KMU Academy has a pool of seven instructors (including two professors) available for the "Business Psychology" program, which can be expanded if needed.

There is also a plan in place to help our staff grow and improve. A concept for staff development and qualification is established at the university.

STANDARD 6: STUDENT AND STAKEHOLDER'S ENGAGEMENT

The institution's quality assurance processes are well-documented and involve stakeholders at multiple levels, ensuring transparency and continuous improvement. An updated handbook containing the study plans for both programs is provided to students in the KMUnity at the beginning of April each year. Before that, teachers give suggestions for changes to the education management during the summer in the previous year. The manuals are then sent to the Academic Quality Service (AQS) in November each year for approval of significant changes.

Student statistics on study duration, retention rates, graduate surveys, and workload assessments will be collected.

STANDARD 7: LEARNING AND TEACHING

- Teaching and learning:

The program is offered as part-time, distance learning course suitable for working professionals. It includes lectures, textbooks, course materials, reflection tasks, and live online sessions as primary teaching and learning methods. Each module is overseen by a responsible individual and coordinated by the educational management to ensure completeness.

- Examination:

The university assesses students through exams, written assignments, presentations, and master's theses, with evaluation details provided in KMUnity. The student handbook, exam dates and locations are also available in KMUnity. All assessments are reviewed and approved by external examiners, and grading criteria are outlined in the Student Handbook.

STANDARD 8: PROGRAM HANDBOOK

- Access and Admission:

The access requirements include:

- German language proficiency at level C1 for non-native speakers
- Academic degree and two years of work experience, or
- High school diploma and four years of work experience, or
- Completed vocational training and six years of relevant work experience.

If these requirements are not met, applicants can also be admitted after a personal interview.

- Accreditation and Recognition:

The rules for recognizing externally obtained credits and the provisions of the Lisbon Convention are located in the study and examination regulations.

- Degree:

Students receive a British university degree certificate and a Diploma Supplement from Middlesex University.

SUMMARY

The **KMU Academy & Management AG** was founded in 2006. KMU Academy demonstrates its professionalism through notable accreditations such as ACBSP, memberships such as AACSB, and listed at EQAR, cementing its commitment to excellence in education.

- <https://www.kmuakademie.ac.at/ueber-uns/partner-referenzen>
- <https://acbsp.org/members/?id=68127676>
- <https://www.aacsb.edu/members?countries=austria>
- <https://www.eqar.eu/qa-results/search/by-institution/institution/?id=2676>

Since 2011, it has partnered with **Middlesex University** to offer part-time, flexible, and location-independent academic programs in German. Middlesex University, established in 1973, is one of England's largest universities. Based in London, it holds system accreditation from QAA (Quality Assurance Agency for Higher Education) and enjoys high academic recognition internationally. In addition to London, Middlesex University has campuses in Dubai, Mauritius, and Malta. Many programs are available for distance learning through academic partners in multiple countries. Students are enrolled directly at Middlesex University, with organizational support provided by the KMU Academy & Management AG. Degrees are conferred by Middlesex University.

- <https://www.kmuakademie.ac.at/ueber-uns/partner-referenzen>

- <https://www.mdx.ac.uk/business-and-partnerships/academic-partnerships/our-partners>

The **QAA** is an independent charity dedicated to advancing the interests of students and higher education. It is globally recognized as a leading authority in quality assurance. Higher education institutions and regulatory bodies rely on the QAA to uphold and improve quality and standards.

- <https://www.mdx.ac.uk/business-and-partnerships/academic-partnerships>
- <https://www.qaa.ac.uk/en/membership/about-qaa-membership/our-members>

In addition to Middlesex University's system accreditation, the programs offered in collaboration with KMU Academy & Management AG have been successfully accredited by the accreditation agency **AQAS**, in accordance with international standards and the ESGs (European Standards and Guidelines).

The Agency for Quality Assurance through Accreditation of Study Programs (AQAS) is an independent non-profit organization dedicated for the accreditation of higher education institutions in Germany. AQAS is an active member in various international associations (Listed in EQAR, Full Member of ENQA, Full member of ECA, Full Member of INQAAHE)

- <https://www.kmuakademie.ac.at/ueber-uns>
- <https://www.aqas.eu/about-our-agency/>
- <https://www.enqa.eu/esg-standards-and-guidelines-for-quality-assurance-in-the-european-higher-education-area/>

CONCLUSIO

The AAC (Accreditation Agency Curacao) evaluated and accepts AQAS's decision of the reaccreditation of the "Business Psychology" program offered by Middlesex University (London, Great Britain) in partnership with KMU Academy and Management AG (Linz, Austria). This accreditation is granted without conditions as it meets AAC criteria, which are based on the ESG (European Standards and Guidelines).

- <https://www.aqas.eu/references/>

The "Master of Science in Business Psychology" (MSc) program of KMU Academy & Management AG is accredited by AAC until September 30, 2027.