

Summary report on the modification of the administrative decision on accreditation of the location of the study programme of MODUL University Vienna Private University: "Bachelor of Business Administration in Tourism and Hospitality Management"

Upon the application for modification of the administrative decision on accreditation of Modul University Vienna Private University from 28th September 2016, AQ Austria conducted the accreditation procedure of Nanjing as a new location for the study programme "Bachelor of Business Administration in Tourism and Hospitality Management" according to para. 24 Act on Quality Assurance in Higher Education (HS-QSG) in conjunction with para. 2 Private Universities Act (PUG) in conjunction with Decree on Accreditation of Private Universities (PU-AkkVO). In accordance with § 21 HS-QSG AQ Austria publishes the following summary report:

1 Accreditation decision

At its 41st meeting on 28th June 2017 the Board of AQ Austria decides to **grant accreditation** to the modification of the administrative decision on the accreditation of the study programme "Bachelor of Business Administration in Tourism and Hospitality Management" according to para. 24 Act on Quality Assurance in Higher Education (HS-QSG) section 4 and 5 in conjunction with para. 2 Private Universities Act (PUG) in conjunction with para. 9 section 1 Decree on Accreditation of Private Universities (PU-AkkVO) **subject to the following conditions**, because the criteria according to para. 17 PU-AkkVO are fulfilled except for criteria

- para. 17 section 2 lit a: *A sufficient number of scientific or artistic staff is available for the degree programme, possessing the didactic qualifications necessary for teaching at universities and, in the case of certificate university programmes - if required by its profile - also professional qualifications.*



- para. 17 section 4 lit b: *The facilities and equipment required for the degree programme are available.*
- para. 14 section 5 lit d: *The degree programmes offered at the location Nanjing have demonstrably been integrated into MODUL University Vienna Private Universities' quality management system.*

The fulfilment of these conditions must be documented in writing within nine months dated from legal force of the decision and is subject to assessment by AQ Austria. In case of non-fulfilment, the accreditation will be withdrawn according to para. 24 section 9 HS-QSG.

The decision was approved by the Federal Minister for Science, Research and Economy on 21st July 2017. The decision entered into legal force on 25th July 2017.

2 Short information on the application for accreditation

| Information on the applicant institution | |
|---|---|
| Applicant institution | MODUL University Vienna Private University |
| Site/s | Vienna |
| Legal Status | Limited liability corporation (in German: GmbH) |
| Initial accreditation | 30 th June 2007 |
| Date of last extension of accreditation | 1 st January 2015 |
| Number of students | 584 |
| Accredited degree programmes | <ul style="list-style-type: none">• Bachelor of Business Administration in Tourism and Hospitality Management• Bachelor of Business Administration in Tourism, Hotel Management and Operations• Bachelor of Science in International Management• Master of Science in International Tourism Management• Master of Science in Sustainable Development, Management and Policy• Master of Science in Management• Master of Business Administration (certificate university programme)• Master of Business Administration in Sustainable Development and Management (certificate university programme)• Doctor of Philosophy in Business and Socioeconomic Sciences |
| Information on the new location / study programme subject to change | |
| New location applied for | Nanjing, China |
| Study programme applied for the | Bachelor of Business Administration in Tourism and |

| | |
|---|--|
| new location | Hospitality Management |
| Name of study programme | Bachelor of Business Administration in Tourism and Hospitality Management |
| Type of study programme | Bachelor degree programme |
| ECTS | 180 |
| Regular study period | 6 semester |
| Maximum intake per year | max. 120 |
| Academic degree | Bachelor of Business Administration in Tourism and Hospitality Management, BBA |
| Study formate | Full time |
| Language | English |
| Tuition fee per year | RMB 75 000 (approx. 10 000€) |
| Accredited for the following location since | Vienna, 24 th September 2012 |
| Planned start at the location in Nanjing | Winter semester 2017/18 |
| Accreditation application for the modification of the administrative decision | Changes relevant to accreditation pursuant § 12 (1) PU-AkkVO: Location Application for Nanjing as an additional location for the study programme |

3 Short information on the accreditation procedure

MODUL University Vienna Private University submitted an application for modification of the administrative decision on accreditation (1st January 2015) of the study programme on 28th September 2016 for a new location Nanjing, China.

At its 38th meeting on 13th December 2016 the Board of AQ Austria decided on the procedure and the expert panel members and appointed the following experts for the review:

| Name | Institution | Role within the expert panel |
|----------------------------|--|--|
| Prof. Dr. Rupert Holzapfel | Bremen University of Applied Sciences, Germany | Head of the expert panel, expert from academia |
| Dr. Axel Jockwer | Entrepreneur, Switzerland | Expert with scientific and practical qualification |
| Annika Hassur | Fudan University, China | Student expert |

Furthermore, the board determined to adapt the focus of the review activity according to the demands of the procedure. The expert panel was asked to evaluate and assess the implementation of the study programme at the new location Nanjing according to the criteria pursuing para. 17 PU-AkkVO, including para. 14 sections 5 lit d and lit e but excluding the curricula. The site visit at the location in Nanjing took place on 16th March 2017 and was attended by the expert panel and project coordinator from AQ Austria.

The Board of AQ Austria took the accreditation decision in its 41st meeting on 28th June 2017.

4 Subject matter of the application

Modul University Vienna Private University applied for the modification of the administrative decision on accreditation regarding a new location, Nanjing, for its existing and accredited study programme "Bachelor of Business Administration in Tourism and Hospitality Management".

In the accreditation application Modul University Vienna Private University states the main intentions of the application for the location Nanjing. The new location shall contribute to the introduction of foreign high-quality education resources and enhance internationalisation in education. Through this cooperation, the institute wishes to get aware of new trends and the latest information on hotel industry with the goal of creating a Chinese model for education of international talents.

5 Grounds for the accreditation decision

The Board of AQ Austria based its decision on the self-documentation and supporting documents submitted by Modul University Vienna Private University, the review report of the expert panel, and the formal statement by Modul University Vienna Private University.

Summarising results from the assessments of the expert panel

(1) Have the accountability and responsibilities of the main institution and the other location (Nanjing) been clearly defined and are they adequate? Is Modul University Vienna Private University able to assert the quality of its study programme in Nanjing and exercise its responsibilities? (§ 14 (5) d PU-AkkVO)

In the review report the expert panel states, that *"with respect to regular operational and administrative processes, responsibilities and accountabilities have been clearly and adequately defined and assigned appropriately to the respective partner institution in the Application for Accreditation of Study Programme document"*. (Review report, p. 8) The evaluation of the study programme as well as quality assurance aspects of its implementation and ongoing delivery remain with Modul University Vienna Private University, where it resides at three levels. The Dean for International Programmes assumes responsibility for the overall coordination of quality assurance, the advisory bodies will be involved in quality assurance strategies and a quality assurance representative will be appointed by the faculty. However the expert panel finds unclarity in important details of the responsibilities and accountabilities of contractual arrangements between the partners, such as the responsibilities for students' wellbeing and academic progress, if, for example, there were any shortfalls in terms of staffing and or financing of the study programme in Nanjing. The expert panel sums up that a positive match between prescribed guidelines and their application in practice can only be established after the commencement of this collaborative partnership and the procedures should thus be assessed and adapted in a cyclic and iterative evaluation process.

With regards to internal or inherent qualities and formal requirements of the study programme, it is the expert panel members' opinion that Modul University Vienna Private University is able to assert the quality of its study programme in Nanjing and that the assessment criterion has been **met**. The expert panel also issues a strong **recommendation**

to develop and implement a risk analysis for the study programme, followed by a crisis management strategy. This should be done by taking into account and integrating evolving expectations and actual experiences of the cooperation on a continuous basis. Secondly the expert panel recommends to clarify the location of the quality assurance representative for the BBA programme between the main institution and the other location.

(2) Are organisation, management, and support structures established in the same quality as they are maintained at the main institution? Are adequate support structures available for students seeking advice on scientific, discipline-specific, study-related organisational or sociopsychological matters? (§ 14 (5) d and § 17 (1) m PU-AkkVO)

The expert panel finds that the Students Service Center (SSC) will assume a customer focused multi-faceted function in collaboration with other campus units. Accompanying students from the time of recruitment and prospective enrolment till graduation day and career opportunities, administrative, academic as well as social and health issues of students are coordinated by academic and non-academic staff at the SSC to foster the well-being and success of students. The services are, in the expert panels' opinion, described and detailed in a sufficient and adequate manner. The expert panel draws also attention to the question of support mechanisms for marginalised and disadvantaged students (barrier free studying infrastructure, financial support mechanisms, etc.).

The expert panel finds that the assessment criterion has been **met** adequately and sufficiently and gives a **recommendation** to establish equal organisation and support structures as in the main institution, provide additional support services and facilities for financially disadvantaged, otherwise marginalised minorities and/or physically challenged/disabled students since national legislation and funding permit so.

(3) Is the national legislation at the site in Nanjing observed? Are educational traditions and cultural differences, respected – only if and insofar this would not affect the private university's quality standards? Especially with regard to teaching and learning, including examinations, the students' role in the teaching and learning process as well as in any quality assurance processes? (§ 14 (5) e PU-AkkVO)

The expert panel finds the legal and cultural differences serve as the basis of discrepancies between the Austrian and the Chinese version of the study programme, its accreditation and its delivery. At the location Nanjing the study programme itself is embedded in the 4-year Chinese Bachelor programme that has already been accredited by the Chinese Ministry of Education. In accordance with Chinese law, a compulsory, preparatory first year of study precedes the actual three year BBA programme of the Modul University Vienna Private University. This first year of study includes subjects and study material that are not part of the original Austrian curriculum.

It is therefore the view of the expert panel members that this criterion has been **met**. The expert panel issues following **recommendations** - to enhance learning quality, provide students with access to a standard office package. To improve the interactive learning approach, the staff and students shall be encouraged to use presentations in the classes. To make an attempt towards enhancement of the study and living environments.

(4) Staff (§ 17 (2) a-d PU-AkkVO)

By taking a look at the already existing as well as at the future staff, the expert panel found that there is a sufficient number of qualified scientific staff, necessary for the operation of the study programme. At the moment there are 4 full-time internal scientific employees for the study programme: one professor and at the same time Programme Area Director, one assistant professor, one senior lecturer and a lecturer. A big part of the workload lies upon the shoulders of the Programme Area Director of the BBA-Programme while there is no fallback available. The Programme Area Director is responsible for teaching the central courses as well as for a lot of administrative issues and research activities. The expert panel was also not able to get a proper opinion on the didactical skills neither it could find permanent quality assurance strategy when it comes to pedagogics. By taking a look at the CVs of the resident staff the expert panel is convinced of their didactical abilities but asks for a stronger focus on developing pedagogical issues in a long-term perspective.

The expert panel considers this criterion for just **partially met**. The assessment of the standard leads to following **conditions**:

- (1) To assure continuous teaching and research activities in the study programme, sustainable replacement for the Programme Area Directors' functions should be developed.
- (2) To enhance the qualifications of the scientific staff, further education on pedagogical and didactical methods of the academic staff should be institutionalised.

The existing permanent scientific team consists of 1 full-time professor, 1 full-time assistant professor with a doctoral degree, 1 full-time senior lecturer with a doctoral degree and 1 full-time senior lecturer. The permanent scientific staff for the planned study programme is sufficient and the expert panel considers this criterion to be met.

(5) Quality Assurance: Is the study programme offered in Nanjing included in MODUL University Vienna Private University's quality management system? Does the degree programme include a regular quality assurance and enhancement process, taking into account also study conditions and programme organisation and involving all relevant groups, especially students? (§ 14 (5) d and § 17 (3) a-c PU-AkkVO)

The expert panel states that the quality assurance of the study programme offered in Nanjing includes regular evaluation of the courses (Course organisation, course content, didactics) and teaching staff (teaching style, competency etc.) by the students. The programme coordinators plan to follow the same evaluation procedures as in Vienna. The evaluation forms will be analyzed in Pujiang Institute and discussed with the lecturers as well as at the virtual semester conference held commonly with the team of Modul University Vienna Private University every semester. The interviewed students confirmed during the site visit that they regard the evaluations as useful and they feel confident to answer them truthfully and objectively. The expert panel considers the criterion as **met**. The expert panel provides following **recommendations** - to enhance the study programmes' evaluation and general quality assurance, the rectorate should involve more staff in quality assurance system. To enhance the quality assurance, the Modul University Vienna Private University has to set up a fixed schedule for its joint semester conferences with details about its content. To enhance the capacity building, the direct and professional exchange between the staff of Modul

University Vienna Private University and Nanjing should be commenced before the autumn semester 2017.

(6) Funding: Is funding ensured and are the funding sources being transparently documented? Does offering the study programme at the additional location Nanjing lead to a lack of resources and, subsequently, a deterioration in quality at existing main site? (§ 14 (5) d and § 17 (4) a PU-AkkVO)

The expert panel states that the anticipated collaborative partnership is obviously based on business prerogatives. It is assumed that internal rules on financial clearing and payments as well as funding, are sufficient and adequate.

It is therefore the view of the expert panel that this criterion has been **met** adequately and sufficiently.

(7) Infrastructure: Are facilities and equipment required for all study programmes available? (§ 17 (4) b PU-AkkVO)

The expert panel states, that the International Hospitality Management and Dietary Culture College in Nanjing is a well-equipped institute with facilities as a training hotel, coffee shop, kitchen and wine tasting laboratory for training purposes. For the expected annual intake of approximately 120 students per year, the facilities are sufficient. Currently the campus library resources in English in the field of tourism and hospitality management are very limited, although acquisition has already started. It is aimed to increase the library volume up to 2000 titles. Several computers in the library are equipped with VPN to connect to the "home-library" at Modul University Vienna Private University, but this enables students merely to browse through the catalogue. Because of legal reasons students can't download any eBooks online. The subscription for academic journals as EBSCO, Business Premier, ProQuest have been arranged and will be provided for the students soon. Those sources are considered important to do research on the faculty level and for the preparation of teaching/courses.

All in all, the criterion is considered being **partially met**. The expert panel suggests following **conditions**:

- (1) To ensure the implementation of the programme, the English-speaking class information, registration, as well as the study programme internal communication platform have to be set up latest by the beginning of the second semester of the programme.
- (2) To ensure sufficient equipment for the purpose of both self-study and research, the amount of programme related academic literature has to be expanded significantly, in particular literature in English, latest by the beginning of the second semester of the programme.
- (3) To facilitate the programme curriculum and the research in Economics (e.g. Macroeconomics, Microeconomics) and Business Administration (e.g. RH Management, Supply Chain Management), the library should provide access to several relevant academic journals in this field of study latest by the beginning of the second semester of the programme.

The expert panel provides following **recommendations** - to improve the general learning environment and increasing the self-study time of the students, the library opening hours and the class-accessibility should be prolonged or aligned with the course schedule. Also, the living situation in the dormitory could be improved, especially considering the construction of the new campus. To assure the interactive teaching style, the classes should be held in classrooms suitable for the class size.

(8) Research and Development (§ 17 (5) a-d PU-AkkVO)

The expert panel states that the scientific staff is interested and involved in research activities with a focus on cultural differences in human resources and organisation as well as in service satisfaction, loyalty, heritage and branding. At this point the expert panel observes a good mixture of nowadays fields of international scientific interest, but does see neither a proper focus nor a proper strategy on future research activities. Of course *“bachelor students will not do research independently”* but the Application for Accreditation of Study Programme document stays very vague and does not offer a lot of clear opportunities for students to be involved in research activities.

The expert panel considers this criterion only to be **partially met** and suggests following **conditions**:

- (1) To ensure the international standard of the research, a detailed research plan and a research agenda should be provided.
- (2) To ensure the students' involvement in research projects, the research concept and research map should line out tangible options and scenarios of students' involvement in the planned research activities.

(9) National and international co-operation (§ 17 (6) a-b PU-AkkVO)

The expert panel sees the fundamental idea of this study programme in the inflow of know-how to improve the education of local students. The good international reputation of Modul University Vienna Private University is supposed to help to choose fitting “counterparts” for Nanjing Tech University. Currently the expert panel cannot state any national or international academic cooperation. Instead the main focus is on the cooperation with industry partners for internship placement. There are plans for faculty staff exchange, which could be carried out between Modul School Nanjing and Modul University Vienna Private University or the newly built Modul Campus Dubai.

The expert panel considers the criterion as **met** and provides following **recommendations** - to ensure the mobility of students, the programme should design, strategise and implement overseas study opportunities for Chinese students. To secure the implementation of the academic exchange for students, the strategy, details and procedures of the exchange at Modul School Nanjing should be written down and implemented as soon as possible. The current students have to have the chance to go on an exchange in their second or third year. To support the mobility of students, the students from Modul School Nanjing should have the option either to complete the mandatory internship abroad or to study one to two semesters abroad or both. To encourage and enable mobility of the students and staff of the Modul School Nanjing, the Modul University Vienna Private University has to examine if Erasmus+ can be applied for and search for additional funding options. To enable the mobility of the

staff of the Modul School Nanjing, the organisation of the faculty exchange has to be conceptualised and in line with student exchange.

(10) Is the study programme offered in Vienna (main institution) and the location Nanjing of uniform quality? (§ 14 (5) d PU-AkkVO)

The main issue with the uniform quality according to the expert panel, given all the circumstances of the to-be-implemented study programme, is the question of students' qualifications and prerequisites before they enter the programme, finally and not in the preliminary admission form. The expert panel was not convinced or satisfied that the study programmes offered in Vienna and Nanjing are of uniform quality. While there is a process in place that governs the assessment and improvement of Chinese students' English language skills, the outcome appears to allow students with insufficient knowledge of the English language to continue studying in this programme. Such a lenient interpretation of language requirements does not appear to be in the best interest of either party. Neither students and lecturers nor the programme as such or the institutions involved for that matter will benefit from 'dragging' students along who lack the competence to study in English.

It is therefore the view of the expert panel members that this criterion has been **partially met**, with the following **condition**:

- (1) To ensure the uniform quality of the study programme, the English language requirements for application and enrolment have to be revised and reassessed and set to the level of B1.1 in accordance with the Common European Framework of Reference for Languages: Learning, teaching, assessment (CEFR).

Finally, in the summary of the review report the expert panel comes to the conclusion that the partnership between NJPJI and Modul University Vienna Private University is a well-planned and organised collaborative effort, which by all means should be beneficial for all business partners as well as for students and therefore recommends the Board of AQ Austria to accredit the Nanjing Tech University Pujiang Institute as a new location for the study programme.

Summarising results from the formal statement by the applicant institution

Modul University Vienna Private University submitted a **statement** to the review report and expressed gratitude for the overall positive assessment by the expert panel and replies to the proposed conditions and recommendations issued by the expert panel. In some extent Modul University Vienna Private University accomplishes to clear issues and doubts expressed by the expert panel in the review report. The reactions and planned as well as already implemented adaptations due to the proposed conditions by the expert panel by Modul University Vienna Private University are listed below:

The expert panel proposed -

1. To assure continuous teaching and research activities in the study programme, sustainable replacement for the Programme Area Directors' functions should be developed.

In the statement Modul University Vienna Private University replies with a proposal for the development of the functions and replacement for the Programme Area Director. Firstly the

Modul University Vienna Private University states that in the case of a short-term unavailability, the function of the Programme Area Director will be covered *“by a professor from NTUPJI or somebody from the MU academic staff”* (Statement, p.2). In case of a permanent dropout an international job call will be issued. Additionally to support the faculty development the Modul University Vienna Private University plans to fill in the position of an Associate Professor one year earlier than planned, by 9/2020.

2. To enhance the qualifications of the scientific staff, further education on pedagogical and didactical methods of the academic staff should be institutionalised.

Modul University Vienna Private University states, that similar practice to Vienna will be installed also in Nanjing, as there already are scheduled faculty trainings and workshops, which take place at least once per semester. Modul University Vienna Private University lists a number of scheduled lectures and an action plan, which both verify an already existing institutional tradition of internal staff education on different relevant topics.

3. To ensure the implementation of the programme, the English-speaking class information, registration, as well the study programme’s internal communication platform have to be set up latest by the beginning of the second semester of the programme.

Modul University Vienna Private University replied in its statement, that such a website is already under construction and will be running by June 2017.

4. To ensure sufficient equipment for the purpose of both self-study and research, the amount of programme related academic literature has to be expanded significantly, in particular literature in English, latest by the beginning of the second semester of the programme.

Modul University Vienna Private University replies with following development plan for the acquisition of the books for the library in Nanjing: *“With 87 books the stock of books went beyond this minimum for teaching purposes. By the end of 2017 the holdings will comprise 220 books and will further increase to 370 by the end of 2018, [...] By the end of 2020 the library will hold about 600 different titles.”* (Statement, p.3) Additionally Modul University Vienna Private University names the library of the campus and the Nanjing Tech University as the source of academic literature for the prospective study programme.

5. To facilitate the programme curriculum and the research in Economics (e.g. Macroeconomics, Microeconomics) and Business Administration (e.g. RH Management, Supply Chain Management), the library should provide access to several relevant academic journals in this field of study latest by the beginning of the second semester of the programme.

Modul University Vienna Private University refers in the statement to the already purchased EBSCO-BSP bundle of full-text journals and magazines and the plan to extend the subscriptions to Cornell Hospitality Quarterly, Journal of Travel Research, Tourism Economics. MODUL University Vienna Private University already has a running trial subscription and plans to purchase two journal titles in June 2017. However the conditions concerning library equipment and other digital and analog resources necessary for teaching and research should be handled uniform and the accessibility of the planned resources to the students has to be examined thoroughly, because at the moment it does not seem like the equipment is

adequate for academic teaching and research of the faculty and for the implementation of the research plan.

6. To ensure the international standard of the research, a detailed research plan and a research agenda should be provided.

In its statement the Modul University Vienna Private University propounds its comprehensive "5 years 'research plan for MODUL School Nanjing (2018-2022)". This research plan focuses on the details of the instruments in addition to the strategic goals outlined in the accreditation documents and is divided into "short-term objectives (1-3 years)" and "medium-term objectives (4-5 years)". Some of the stated instruments for the implementation of the research plan are to enter strategic partnerships with tourism investors and national and international hotel groups, airports and airlines; to establish research cooperations with leading national universities; research cooperations in Asia; individual international research cooperations; to establish cooperations with tourism (research) institutions and networks; to build a knowledge base about grant opportunities as well as to raise research funds.

7. To ensure the students' involvement in research projects, the research concept and research map should line out tangible options and scenarios of students' involvement in the planned research activities.

Modul University Vienna Private University states that the planned bachelor study programme will offer a number of interfaces, which are suitable for involving students to research activities such as courses with applied research training experiences. Additionally Modul University Vienna Private University states that *"the bachelor students get exposed to applied and grounded research ideas and projects through the above mentioned interfaces. This can be done top-down or bottom-up: i.e. either through research activities of faculty members, which are already ongoing or research ideas and projects triggered by and evolving from course projects, from internships or bachelor thesis projects."* (Statement, p.11)

8. To ensure the uniform quality of the study programme, the English language requirements for application and enrolment have to be revised and reassessed and set to the level of B1.1 in accordance with the Common European Framework of Reference for Languages: Learning, teaching, assessment (CEFR).

The Modul University Vienna Private University states that The Study Regulations set the requirements for admission to the 3 years' BBA programme in Tourism and Hospitality Management at a minimum proficiency level of B2 according to the Common European Framework of Reference for Languages. The only difference compared to the Study Regulations in Vienna is that students in Nanjing have one year time to show this evidence during which they can already start with the first and second semester courses of the BBA programme. If students ultimately do not achieve the B2 (IELTS¹: 6.0) level they can change to the parallel Chinese bachelor programme.

Furthermore, Modul University Vienna Private University appreciated the formulated recommendations of the review report and listed already taken or planned actions on how to fulfil the suggestions.

¹ International English Language Testing System

Reasoning for the decision of the Board of AQ Austria

The expert panel recommends the Board of AQ Austria to grant accreditation under **eight conditions**. In her statement Modul University Vienna Private University addresses all conditions raised by the expert panel. After the consideration of the statement of the Modul University Vienna Private University the accreditation could be outspoken under the following remaining **four conditions**:

- (1) To assure continuous teaching and research activities in the study programme, sustainable replacement for the Programme Area Directors' functions should be developed.
- (2) To ensure sufficient equipment for the purpose of both self-study and research, the amount of programme related academic literature has to be expanded significantly, in particular literature in English, latest by the beginning of the second semester of the programme.
- (3) To facilitate the programme curriculum and the research in Economics (e.g. Macroeconomics, Microeconomics) and Business Administration (e.g. RH Management, Supply Chain Management), the library should provide access to several relevant academic journals in this field of study latest by the beginning of the second semester of the programme.
- (4) To ensure the uniform quality of the study programme, the English language requirements for application and enrolment have to be revised and reassessed and set to the level of B1.1 in accordance with the Common European Framework of Reference for Languages: Learning, teaching, assessment (CEFR).

The Board of AQ Austria amended two of the above mentioned conditions.

The Board of AQ Austria followed the proposed condition (1) on the functions of the Programme Area Director. The proposed amendment of the condition focuses on establishing sustainable support structure of the functions of the Programme Area Director currently and not just focusing on scenarios of possible replacement.

The Board of AQ Austria rephrases the following condition:

- To assure continuous teaching and research activities in the study programme, sustainable **replacement** for the Programme Area Directors' functions should be developed.

Into:

- To assure continuous teaching and research activities in the study programme, sustainable **support structure** for the Programme Area Directors' functions should be developed.

The Board of AQ Austria followed the proposed condition (4) on the proficiency of the English language, but reformulates that. The level of English proficiency in the expert panels' proposed condition should be corrected to B.2, as mentioned in the statement of the Modul University Vienna Private University. This condition not just addresses the level of proficiency of the English language but also points out the need to set this level as the entry level to the BBA programme and to eliminate the "conditional admission" to the BBA programme.

The Board of AQ Austria rephrases the following condition:

- To ensure the uniform quality of the study programme, the English language requirements for application and enrolment have to be revised and reassessed and set to **the level of B1.1** in accordance with the Common European Framework of Reference for Languages: Learning, teaching, assessment (CEFR).

Into:

- To ensure the uniform quality of the study programme, the English language requirements for application and enrolment have to be revised and reassessed and set to **the level of B2** in accordance with the Common European Framework of Reference for Languages: Learning, teaching, assessment (CEFR) **without an option of a conditional admission to the study programme.**

Finally, the Board of AQ Austria decided to grant accreditation to the study programme "Bachelor of Business Administration in Tourism and Hospitality Management" subject to 4 conditions:

- (1) To assure continuous teaching and research activities in the study programme, sustainable support structure for the Programme Area Directors' functions should be developed.
- (2) To ensure sufficient equipment for the purpose of both self-study and research, the amount of programme related academic literature has to be expanded significantly, in particular literature in English, latest by the beginning of the second semester of the programme.
- (3) To facilitate the programme curriculum and the research in Economics (e.g. Macroeconomics, Microeconomics) and Business Administration (e.g. RH Management, Supply Chain Management), the library should provide access to several relevant academic journals in this field of study latest by the beginning of the second semester of the programme.
- (4) To ensure the uniform quality of the study programme, the English language requirements for application and enrolment have to be revised and reassessed and set to the level of B2 in accordance with the Common European Framework of Reference for Languages: Learning, teaching, assessment (CEFR) without an option of a conditional admission to the study programme.

6 Annex

- Review report of the expert panel, 12th May 2017
- Formal Statement by MODUL University Vienna Private University, 29th May 2017