

Qualitätsmanagement in der Hochschullehre

*Quality Management in
Higher Education*

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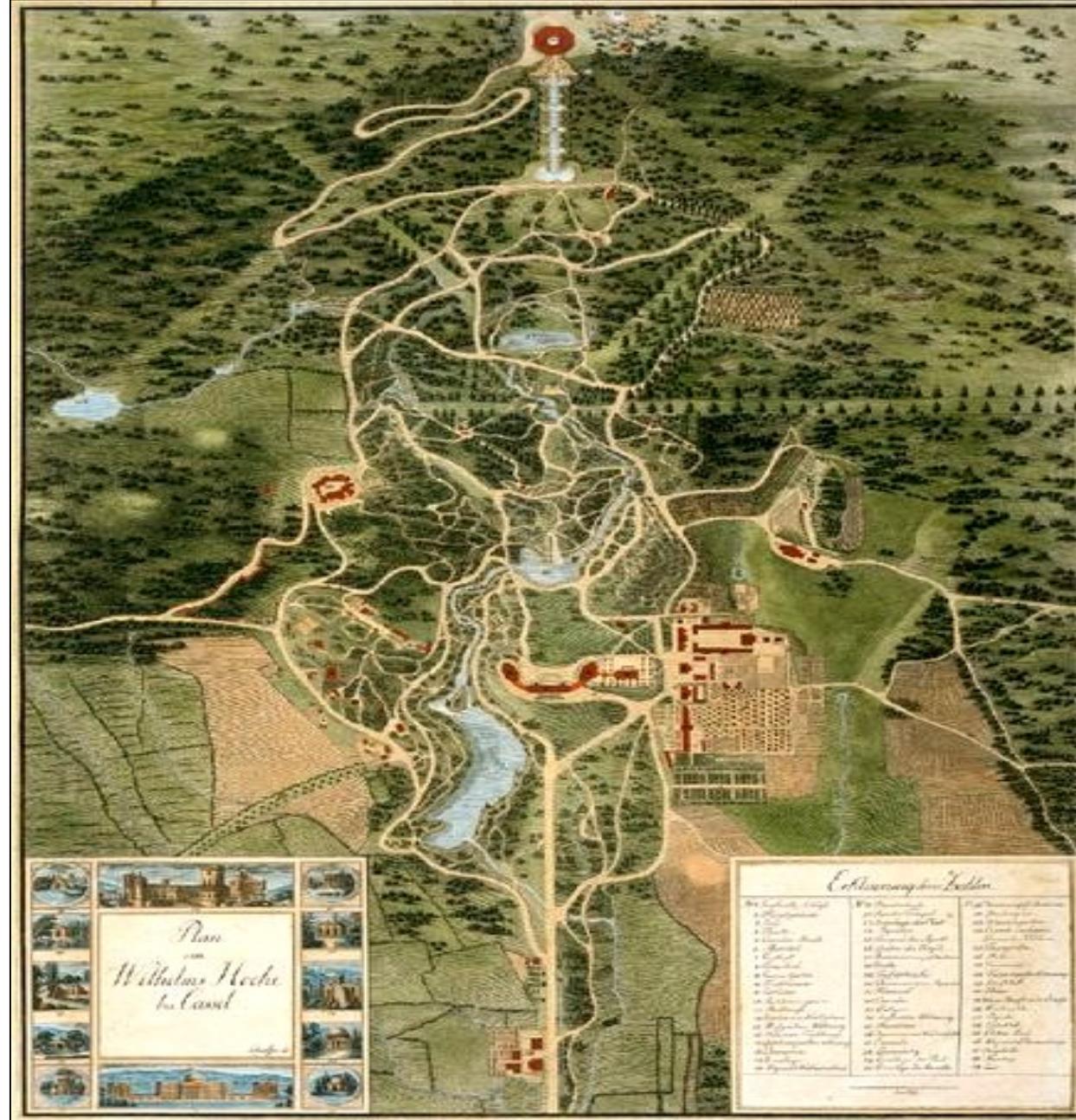






Peer Pasternack: Quality Management in Higher Education







Gestaltung förderlicher **Kontexte**

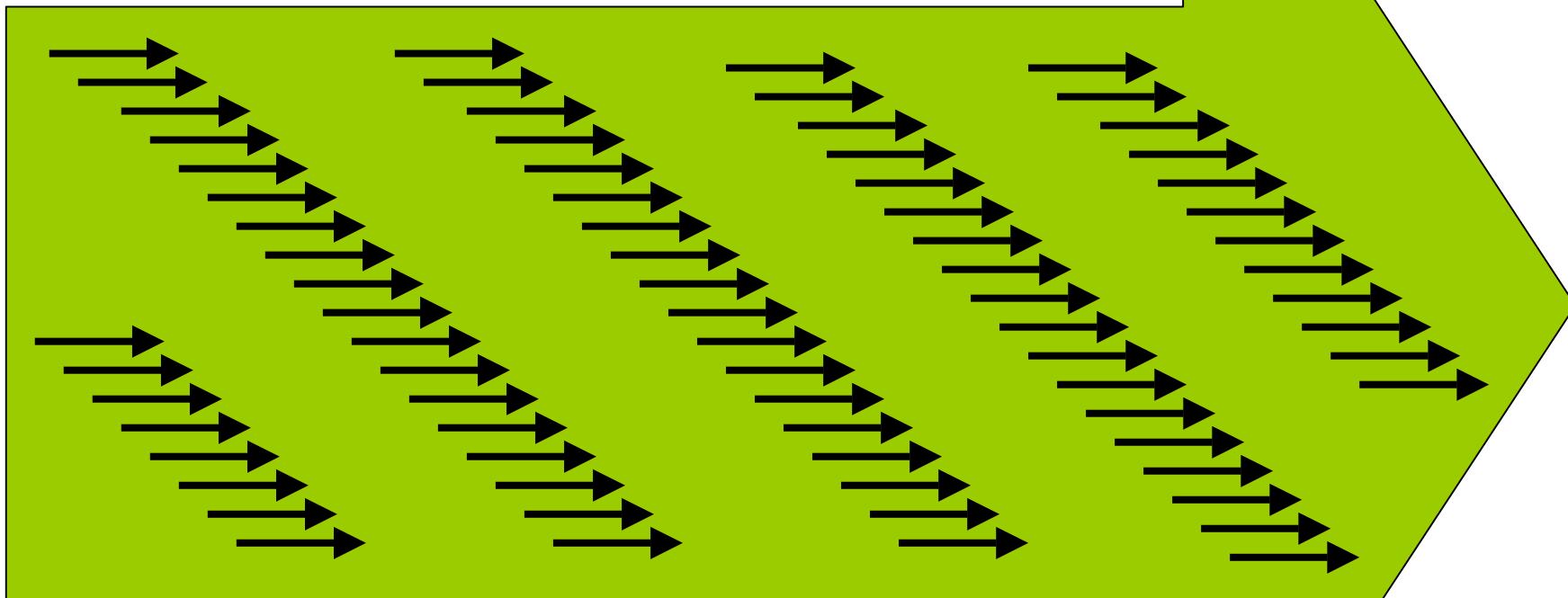
designing
conducive
contexts



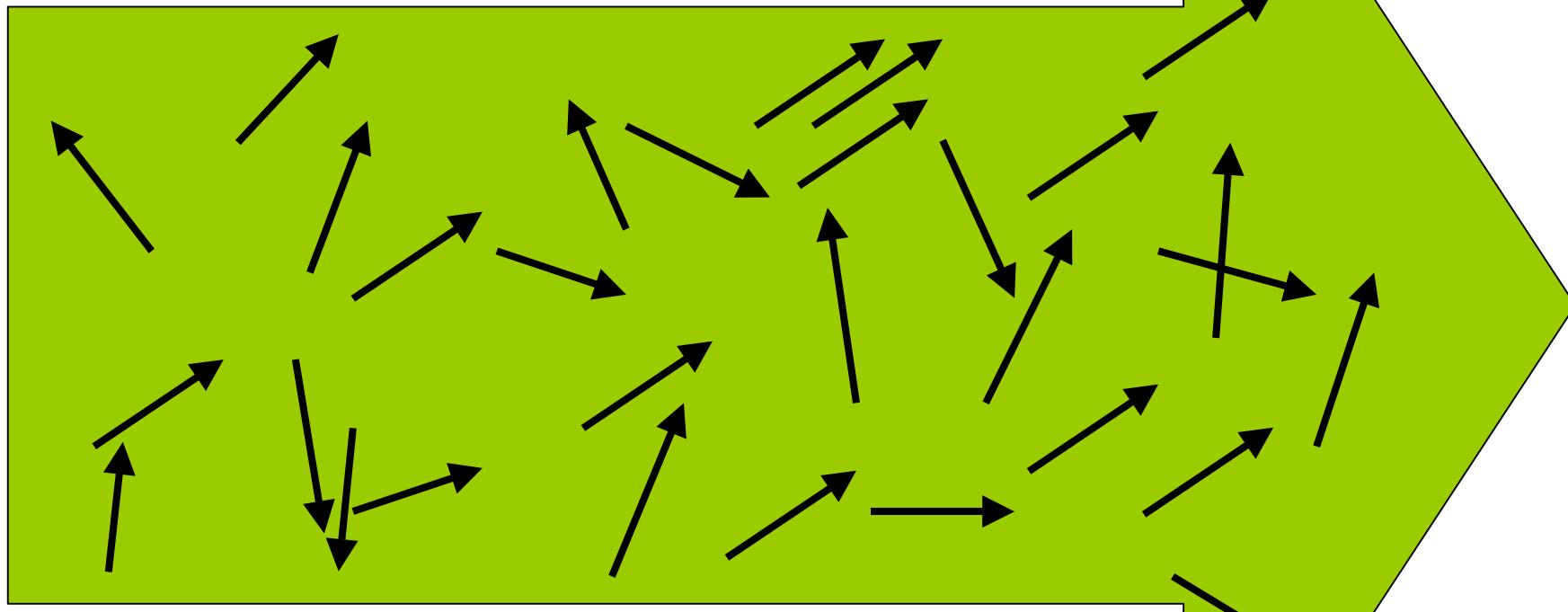
Gestaltung förderlicher Kontexte	Sicherung von Standards
Ermöglichung spezifischer Profile	Überschrei- tung von Standards
	designing conducive contexts
	Safing standards
	enabling specific sections
	crossing standards



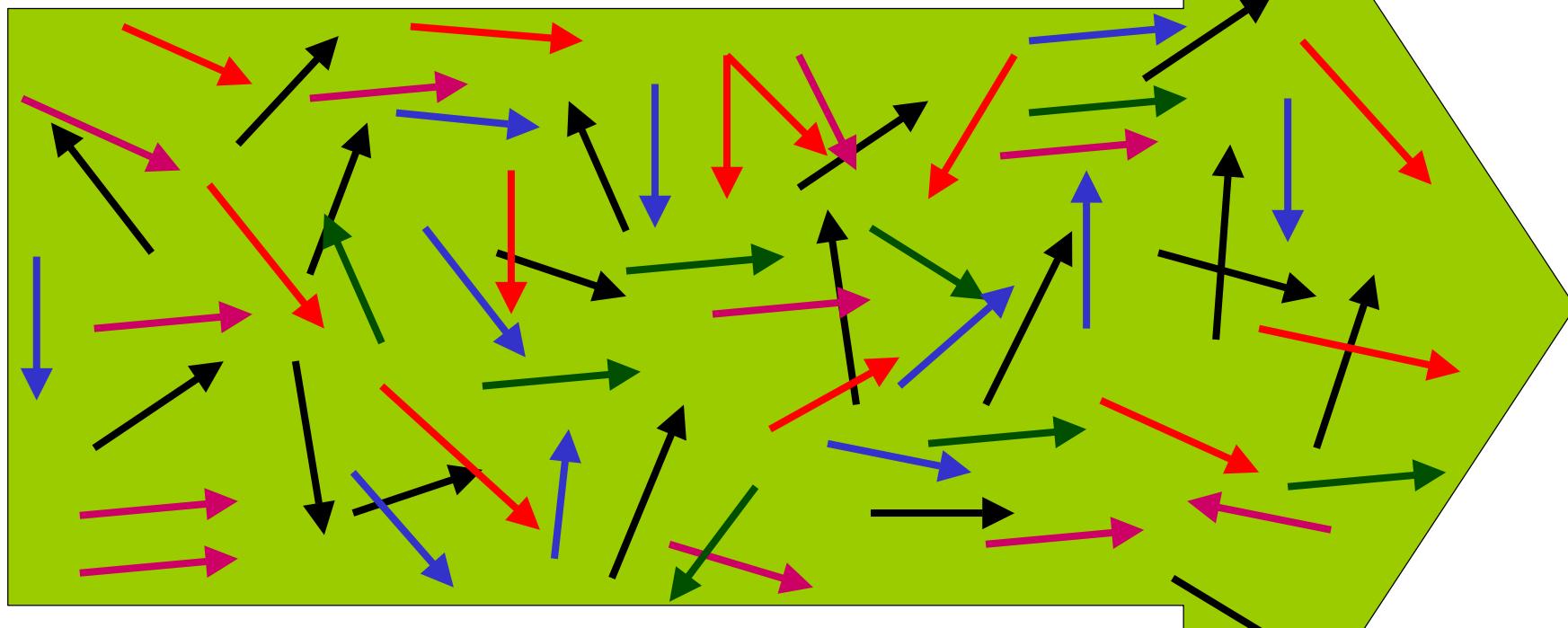
Higher Education?



Higher Education



Higher Education in Cross Border Regions



Qualitätsmanagement

=

Qualitäts**bedingungs**-
management

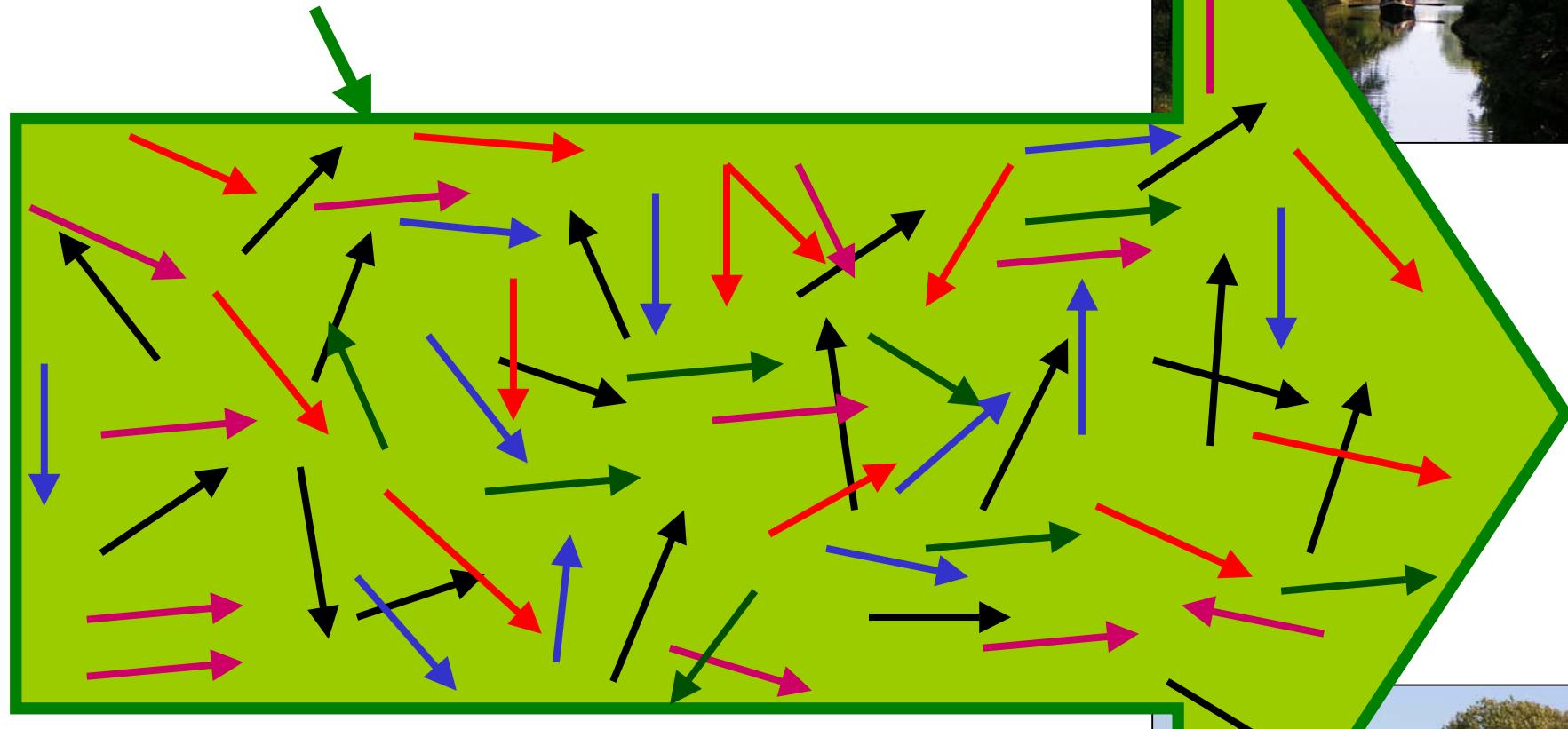
Quality Management

=

Management of the
Conditions of Quality



Quality Management



Qualitätssteuerungsinstrumente an Hochschulen - *Instruments of quality control in universities*

Traditionelle –
traditional

kulturell
integrierte –
cultural
integrated

kulturfremde –
cultural
different



Qualitätssteuerungsinstrumente an Hochschulen - *Instruments of quality control in universities*

Traditionelle –
traditional

Reputation

Qualifikations-
verfahren -
*Examination
procedures*

...

kulturell
integrierte –
*cultural
integrated*

kulturfremde –
*cultural
different*



Qualitätssteuerungsinstrumente an Hochschulen - *Instruments of quality control in universities*

Traditionelle –
traditional

- Reputation
- Qualifikationsverfahren -
Examination procedures
- ...

**kulturell
integrierte –**
*cultural
integrated*

- Evaluation
- Akkreditierung -
Accreditation
- Ranking
- ...

kulturfremde –
*cultural
different*



Qualitätssteuerungsinstrumente an Hochschulen - *Instruments of quality control in universities*

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- Reputation
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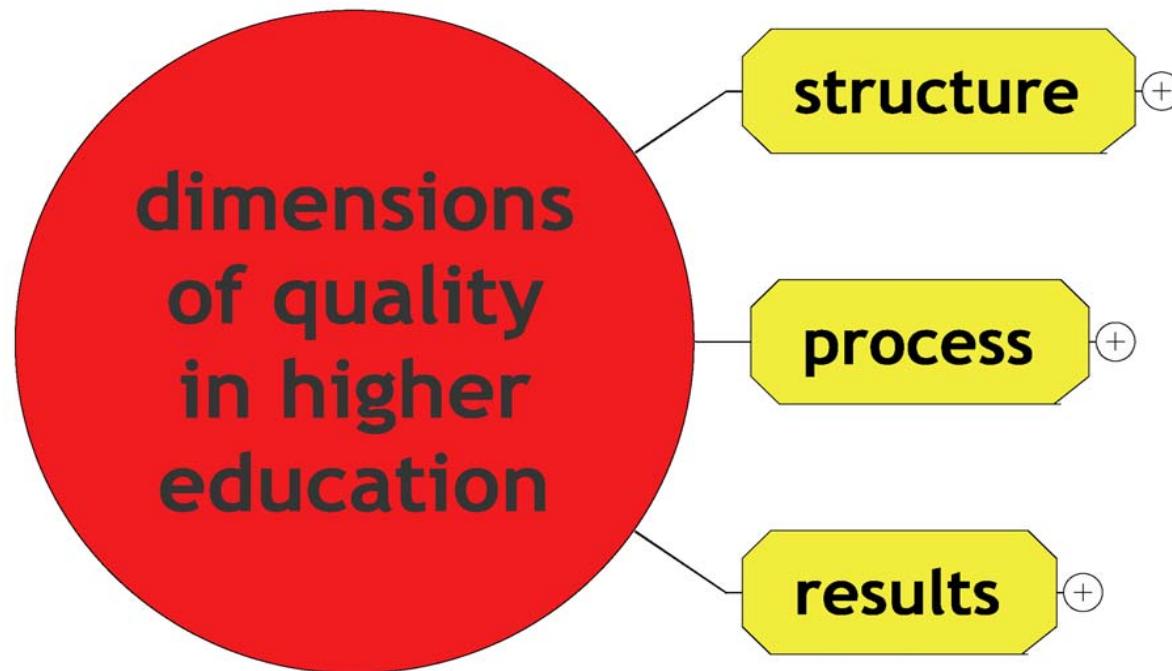
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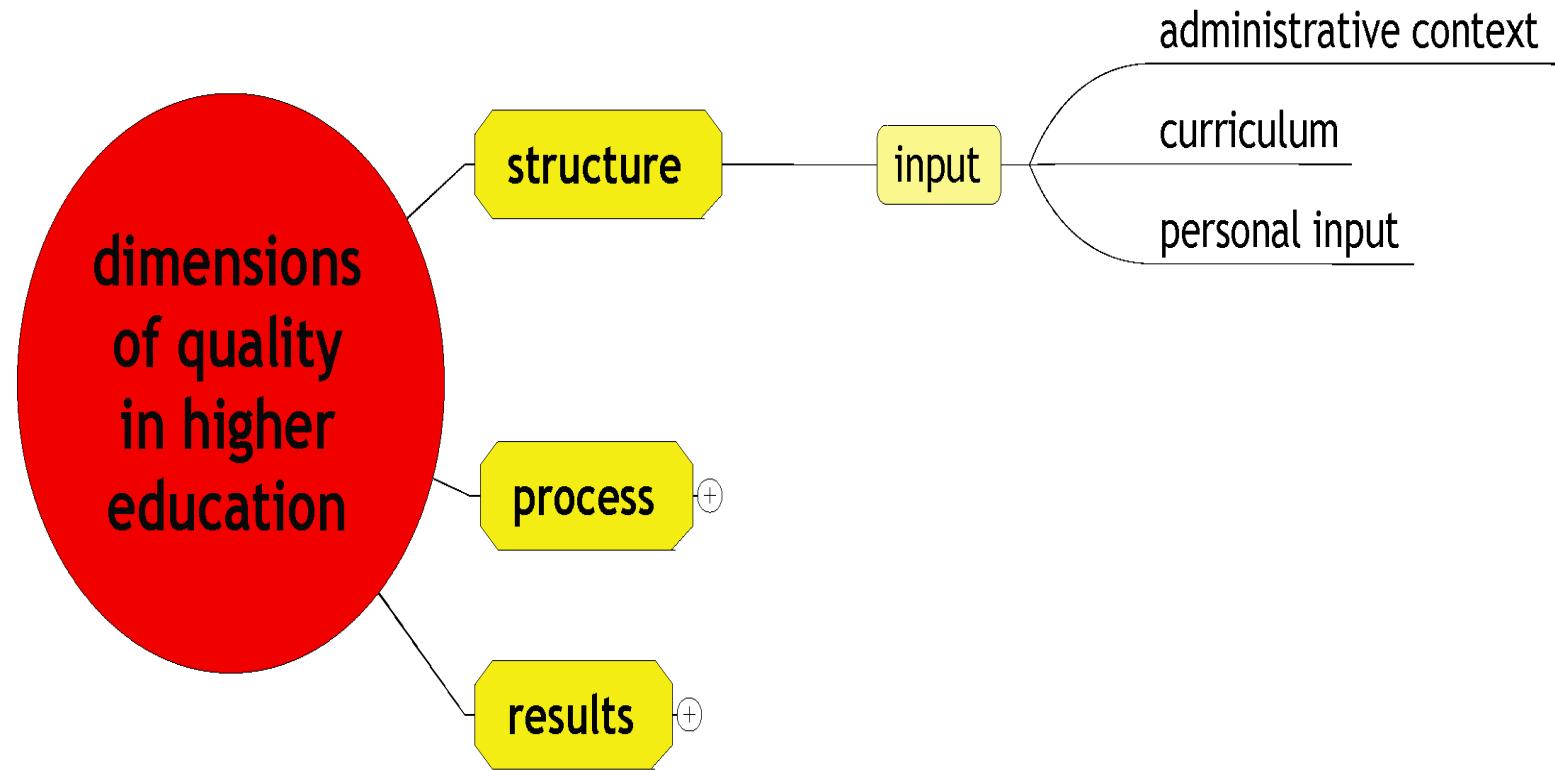
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- Akkreditierung -
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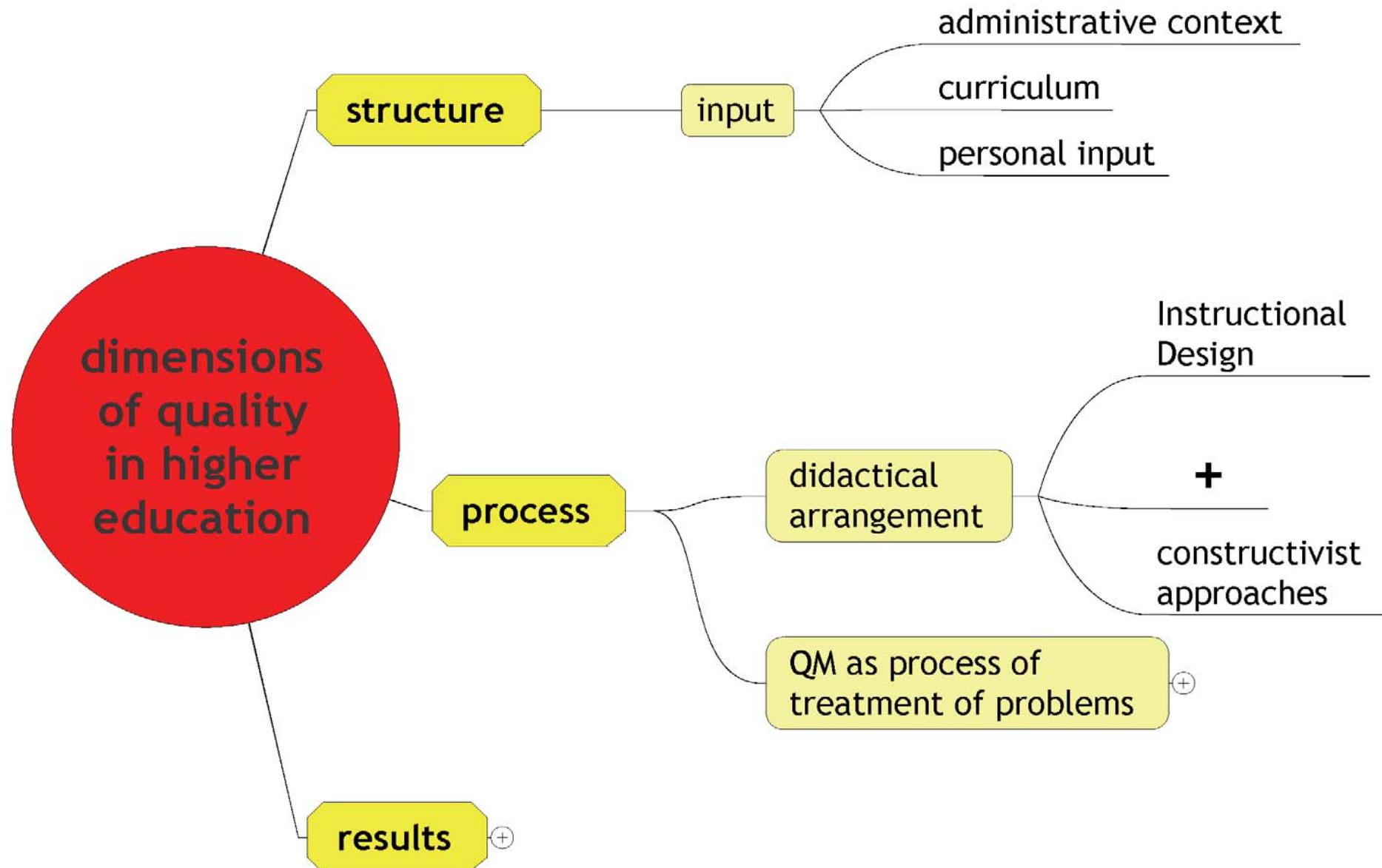
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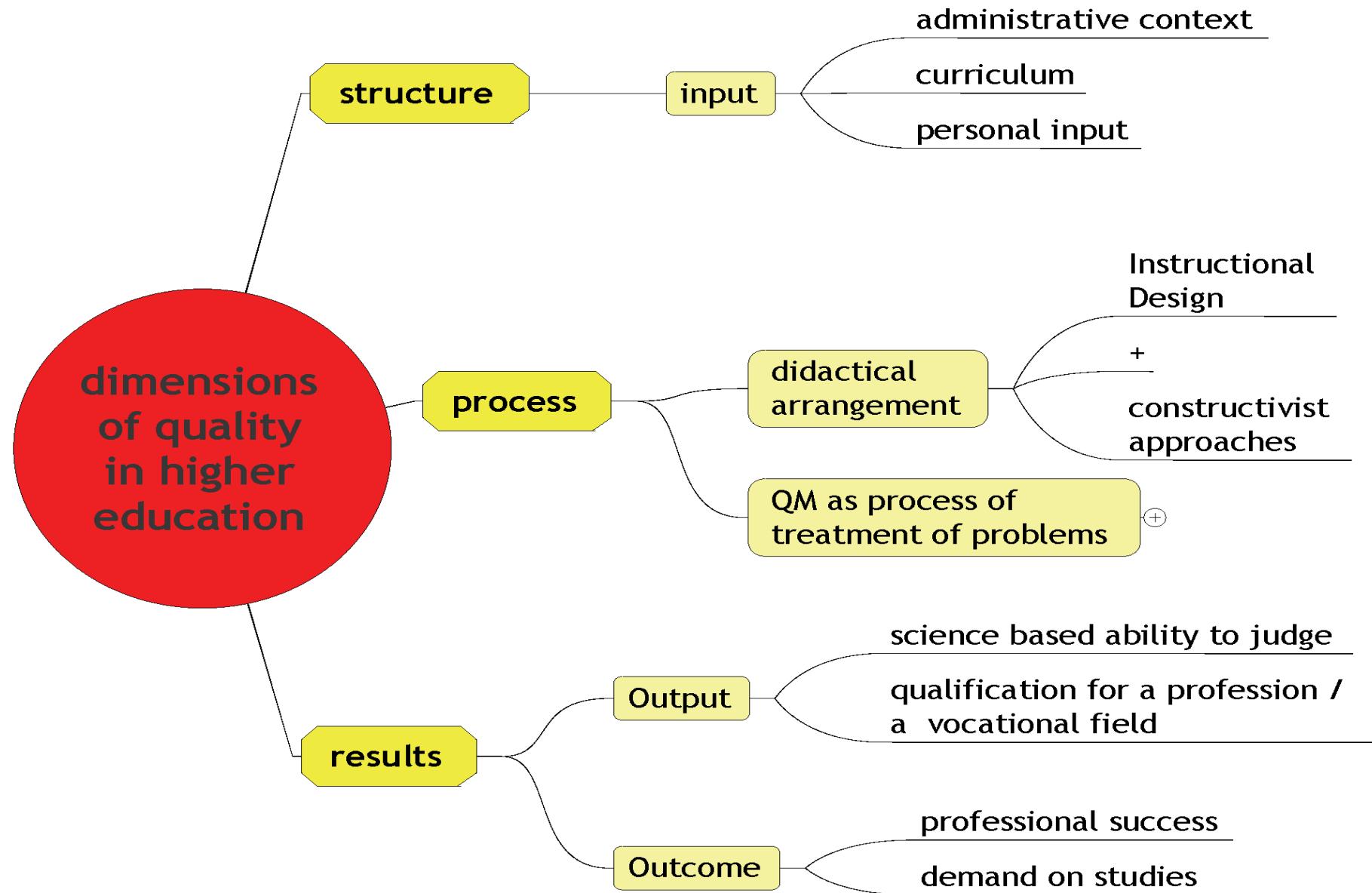
- QM-Handbuch –
Quality manual
- Benchmarking
- Null-Fehler-Programm – *Zero defects concept*
- Human Resource Management
- ...



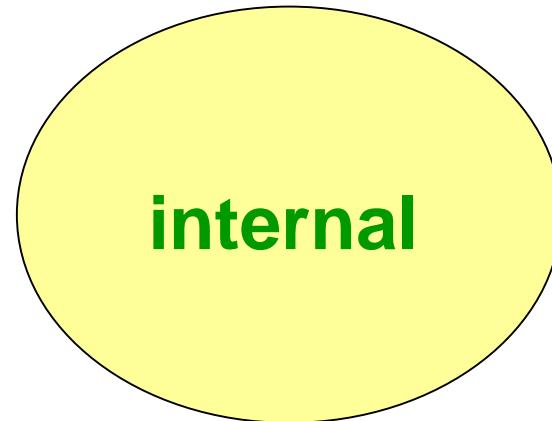




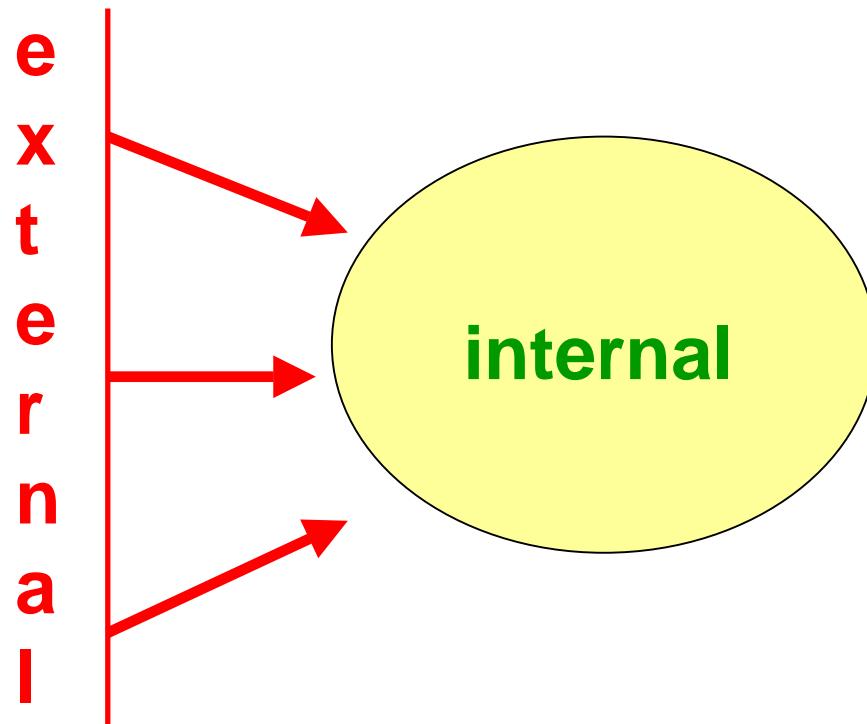




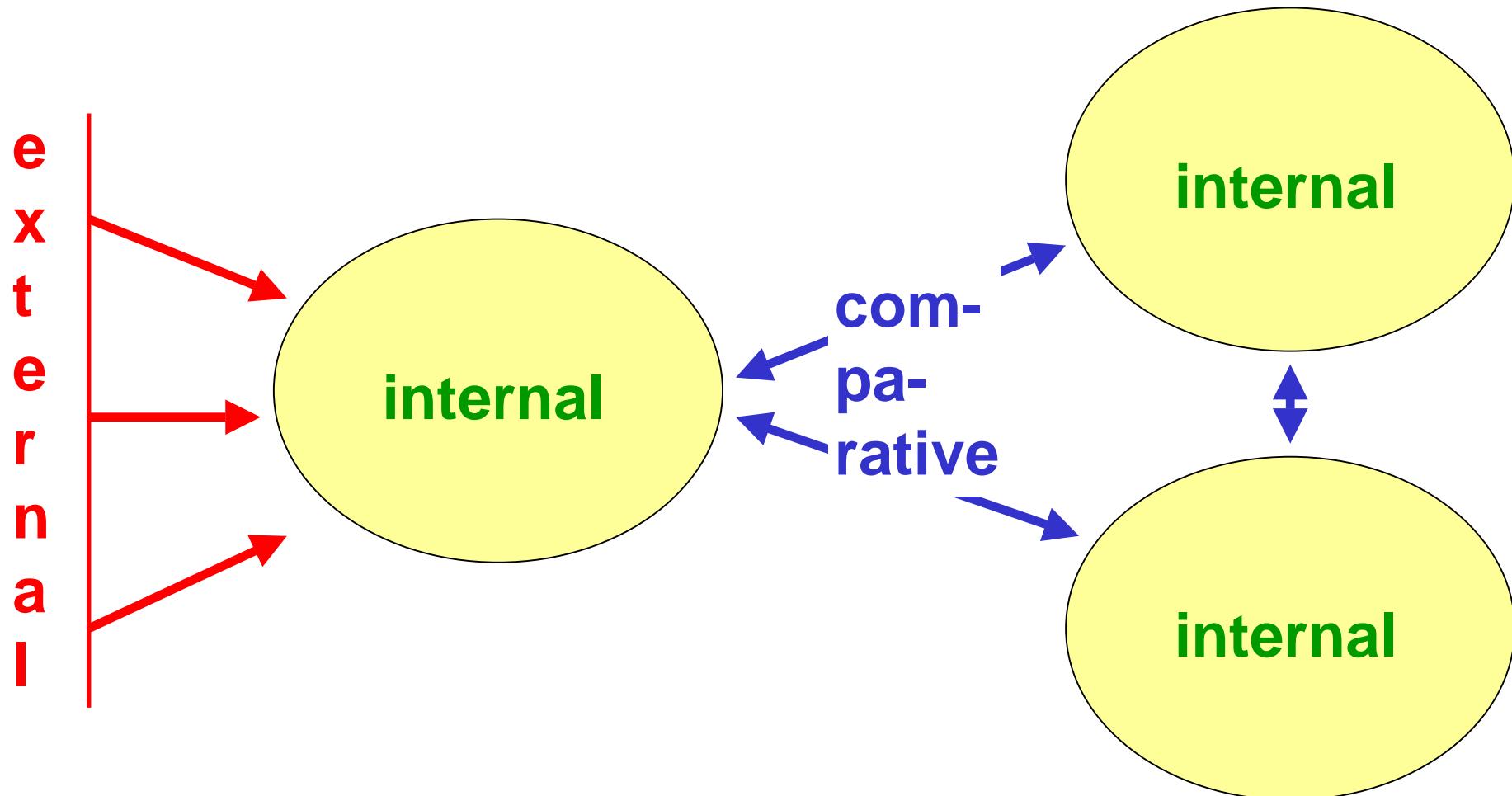
Qualitätsmanagementsystem an Hochschulen - *Quality management system in universities*



Qualitätsmanagementsystem an Hochschulen - *Quality management system in universities*

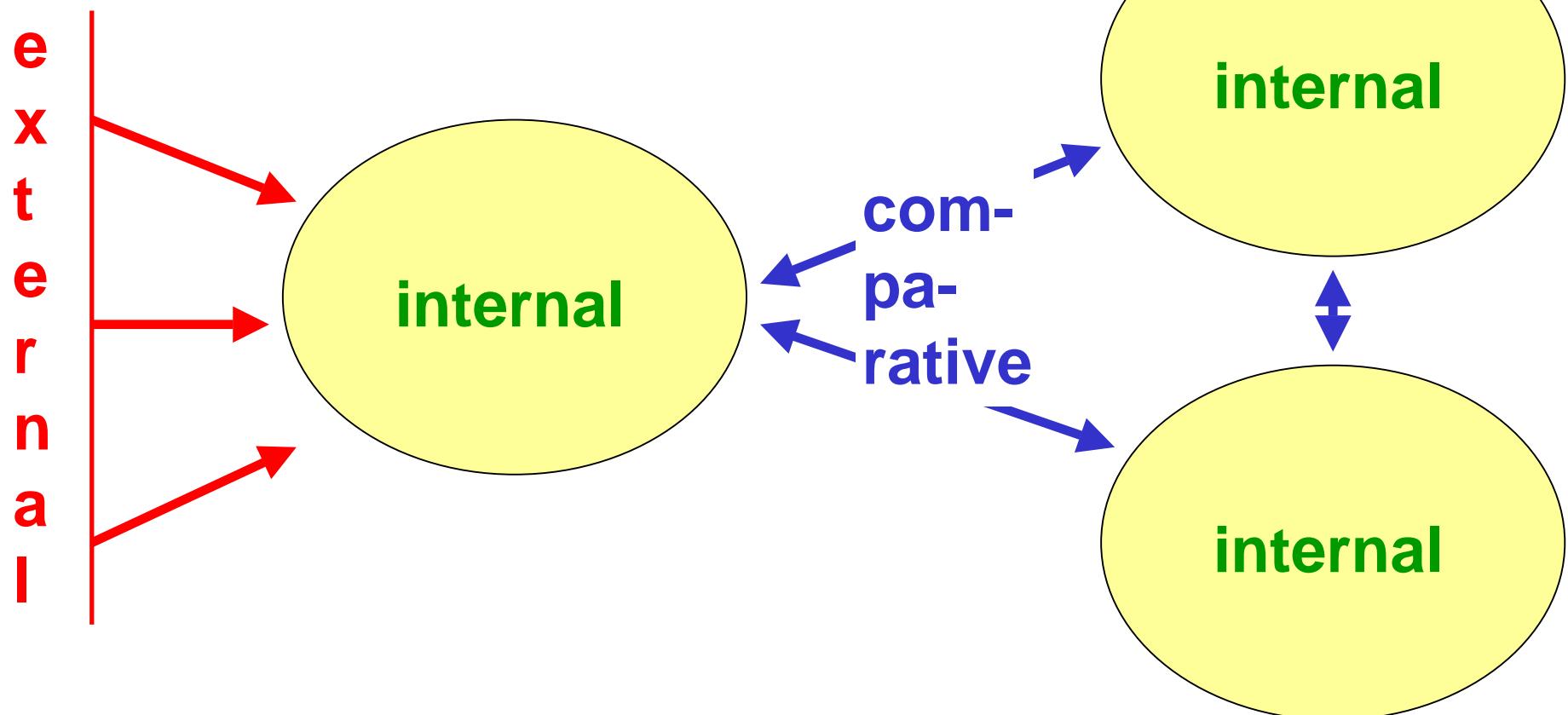


Qualitätsmanagementsystem an Hochschulen - *Quality management system in universities*



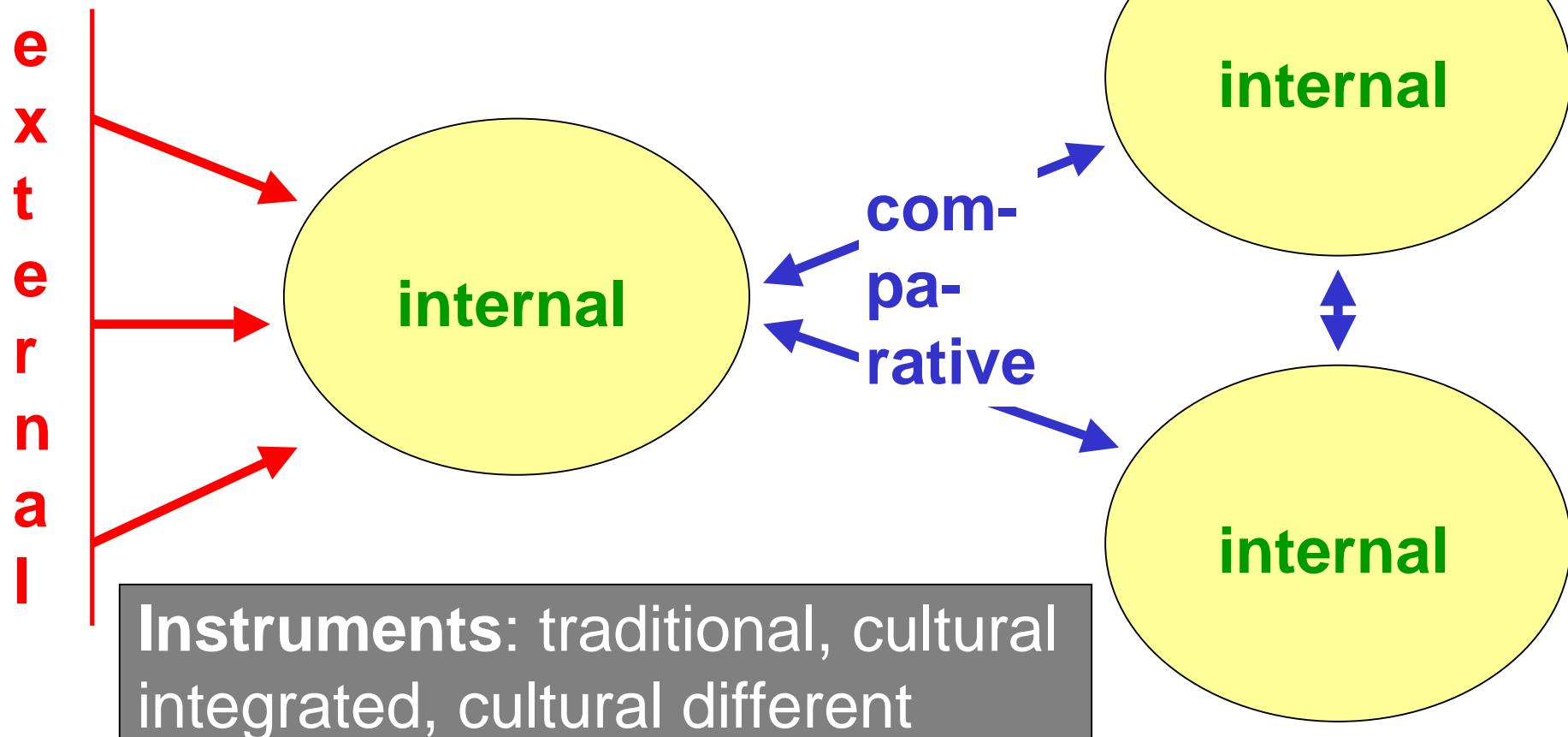
Qualitätsmanagementsystem an Hochschulen - *Quality management system in universities*

Dimensions: structure, process, results



Qualitätsmanagementsystem an Hochschulen - *Quality management system in universities*

Dimensions: structure, process, results



Typische Fehler – *characteristic mistakes*

Qualitätsbürokratie

Mehr Aufwand als
Nutzen für Lehrende
und Studierende

Wahrnehmung des QM
als Kontrollregime

Bombardement mit
verschiedensten
Instrumenten

Quality bureaucracy

*More efforts than
benefits for lecturers
and students*

*QM noticed as too
regulated*

*Too much instruments
are overwhelming*



Ursache – *reason*

Orientierung an den technischen Aspekten:
statt **QUALITÄTS**management
Qualitäts**MANAGEMENT**

Orientation on technical aspects:
*Not **QUALITY**management*
*but **Quality** **MANAGEMENT***



Lösung – *solution*

Gemeinsam geteilte *inhaltliche* Prinzipien
+
differenzierte Umsetzung

Common shared *contentual* principles
+
differentiated realisation



Gemeinsam geteilte inhaltliche Prinzipien – *Common shared contentual principles*

Beispiel Studium und Studierende:

Autonomie der Studierenden

Zugänglichkeit und
Kommunikation

Integration und Unterstützung

Forschungsorientiertes
Lernen

Professionalität statt
Employability

Fairness und Transparenz

Example Study and Students:

Autonomy of Students

Accessability and
Communication

Integration and Support

Research oriented
learning

Professionality and not
Employability

Fairness and Transparency







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