

Akademie Media Quality Manual



worldwide locations

# Quality Manual

Version 1.1

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## 1. Introduction

The present quality manual contains Akademie Media's regulations and policies that shall form the framework of its' academic quality and standards. All provisions serve as a basis for Akademie Media's training and programs.

The Akademie Media Quality Manual includes regulations, policies, guidelines as well as key procedures that relate to all offered courses worldwide.

Akademie Media makes the quality manual available for all teachers and the current students through the student portal and for prospective students on their website.

## 2. Akademie Media strategic directions

### 2.1. Vision

Akademie Media targets to be the leading provider for training within the creative media sector with a high value for the quality and satisfaction of customers within the European area.

### 2.2. Mission

- ❖ We provide specialist vocational education as well as higher education courses worldwide to develop the skills of our graduates and convey a realistic picture of the media industry.
- ❖ Our courses are based on practical experience and form the framework for the student's creative processes.
- ❖ Our students access the latest knowledge and a real work environment within their field to enhance their skills.
- ❖ We are globally networked as a professional community in creative media.
- ❖ We endeavour for excellence in academic and student services.

### 2.3. Organisational values

- ❖ We feel confident about our purpose and potential.
- ❖ Our propulsion follows from achieving and advancing together.
- ❖ We are open-minded to development within teaching and organisation.
- ❖ We demonstrate accuracy and precision in enhancing our professional reputation and credibility.
- ❖ We are genuine in the way we behave and impart knowledge.
- ❖ We show respect by valuing and caring for people and the environment.

### **3. Academic standards and quality assurance policy**

#### **3.1. Aims of the policy**

With this policy Akademie Media aims to ensure:

- ❖ the protection of academic standards
- ❖ the promise as well as enhancement of academic quality
- ❖ the implementation of effective quality assurance and improvement within all operations of Akademie Media

The present policy amplifies other relevant policies and key documents as Strategic directions, the Code of conduct, the Quality of learning, teaching and assessment policy, and the Staff development policy.

#### **3.2. Academic standards**

The protection of academic standards is the process by which Akademie Media ensures that all diplomas, qualifications, and credits granted are made based on appropriate academic standards.

All taught programmes consider these academic standards with the appropriateness of learning outcomes concerning the programme aims, content, and qualification level as well as the appropriateness of the syllabus concerning learning outcomes, and the effectiveness of assessment concerning the measurement of the achievement.

#### **3.3. Academic quality**

Akademie Media defines academic quality as activities and functions that promote the student's academic experience including:

- ❖ Learning, teaching, academic guidance, and assessment practices
- ❖ The progress of learning resources and learning support
- ❖ Other functionalities that contribute to the quality of the student's commitment to Akademie Media. This includes recruitment, provision of information, advice on progression and programme planning as well as feedback, consistent student evaluations, careers advice, and guidance. Further, it comprises the academic appeal as well as complaint and grievance procedures.

An academic quality promise means that Akademie Media ensures that the learning opportunities offered to students are at an appropriate level.

Academic quality enhancement means ongoing processes to improve the student's experience. The main focus lies thereby, at the identification and adoption of good practice.

### **3.4. Protection of academic standards**

All programmes or units of credit within Akademie Media come up to a standard of an appropriate level for the relevant qualification. Further, all standards will satisfy any relevant governmental or other regulations if needed and fit into the context of current relevant industry standards and good practice. These academic standards will be monitored regularly to ensure prevalence, relevance, and consistent application.

### **3.5. Assurance quality**

The academic quality promises are:

- ❖ The quality of the student's experience will meet professional and relevant governmental requirements.
- ❖ The quality of the teaching content will regard the approach to relevant industry standards and good practice.
- ❖ In case of renewal or implementation of new quality standards the views of external assessors, teachers and students will be taken into account.

### **3.6. Enhancing quality**

Akademie Media aims to enhance the student's experience continually, which is why there will be feedback and evaluation processes to monitor and review the student's experience. The gained data of this process will be recorded including quality monitoring reports, student feedback, achievement data, etc. A key process in enhancing quality is the identification and promotion of good practice as well as relevant external research and organisations. In addition, Akademie Media is positive about the fact that a quality improvement can only be achieved by continuing commitment to staff development processes.

### **3.7. Review and reporting processes**

Akademie Media will establish a regular review and reporting cycles concerning its academic operations. Academic outcomes and student results will be overviewed semester by semester and in case of a decrease in quality the corresponding procedures renewed and refined.

## **4. Academic honesty**

### **4.1. Policy statement**

Akademie Media considers honesty as a basis of academic integrity and a foundation of research, learning, and teaching. All students and staff are expected to act honestly and ethically within their academic activities, creative endeavours, and the production and reproduction of knowledge through research, learning, and teaching.

### **4.2. Purpose**

With this policy, Akademie Media wants to provide directions on matters of academic honesty and misconduct. All students and staff are expected to observe the rules, policies, regulations, procedures, and guidelines, and the standards of relevant academic disciplines and professional practice. Actions will be taken against any student or staff member who defies the provisions of this policy.

### **4.3. Ambit**

This policy applies to all staff and students involved in Akademie Media's courses worldwide.

### **4.4. Definitions and categories of academic misconduct**

As academic misconduct, Akademie Media describes behaviour that breaches rules, policies, directions, and guidelines and includes an unfair advantage for self and others. This implicates but is not limited to plagiarism, collusion, cheating, and fraud.

### **4.5. Confidentiality**

Confidentiality is an essential element of any matters within student and Akademie Media. It must be maintained at all times.

### **4.6. Guidance**

Students are expected to take great care to mark language and ideas from other sources, including published materials, the internet, and information or opinions gained from other people. These ideas or facts must be cited properly

and should provide references at direct quotation, paraphrasing, multiple summation, statistics, and controversial facts.

When unsure students should ask for guidance from their trainers or Akademie Media's management. Even though group work can be a useful way of learning it is not acceptable for members of a group to submit identical assignments or projects by simply copying the work done as a group. This means that all projects and papers must be submitted individually.

## **5. Code of practice on ethics**

Akademie Media is involved to operate ethically in every field to ensure the highest possible standards of liability.

The academy has an agreed set of key values that all staff should demonstrate within teaching and in dealing with students like honesty and integrity, mutual support, which includes respect and dignity within student interactions, a strong personal commitment to colleagues and students as well as a strong sense of responsibility. Akademie Media demands all staff members of acting honestly, faithful, decent, reasonably and in good faith at all times.

In addition, Akademie Media sees autonomy, beneficence, non-maleficence, confidentiality, and integrity as the main ethical principles within their operations.

## **6. Code of conduct**

The Code of conduct demands that all students and staff employed by or acting on behalf of Akademie Media will stick to the highest standards of professional conduct. This includes ethical and collegial manners as well as efficient, fair, impartial, and honest performances. In addition, the staff is expected to promote and protect the interests, and the reputation of the academy, at all times.

Further, the students and staff are demand, to follow all relevant laws, procedures, rules, and requirements of the academy, including relevant local, national, and regional legislations such as anti-discrimination, child protection, copyright, disability discrimination, equal opportunities, human rights, racial and sex discrimination, and privacy information protection.

As professional conduct, Akademie Media sees among others a commitment to professional standards in teaching, learning, research, administration, and industry involvement. Further the observance and promotion of professional respect within all activities at all times, as well as an awareness and adherence to policies and procedures developed by Akademie Media. Concerning students, the academy awaits a commitment to learning and appropriate behaviour towards fellow students and staff.

All staff and students related to Akademie Media shall treat other members of staff and students with respect, courtesy, fairness, and equity. Besides, they shall

ensure that their personal behaviour does not affect the work performance, the health, safety, or welfare of others.

Akademie Media expects from all students and staff behaviour that must not harass or discriminate colleagues, students, members of the public or other persons on the grounds of sex, marital, status, age, race, ethnicity, national origin, physical or intellectual impairment, sexual preference, political or religious convictions.

Furthermore, the academy and its staff commit to maintaining the confidentiality, integrity, and security of information for which they are responsible. In addition, Akademie Media ensures that personal information regarding students and staff is secured against misuse, unauthorised access, and loss, alteration, or inappropriate disclosure resting upon provision of the law.

## **7. Equal opportunity, disability, and inclusion**

Akademie Media encourages the concept of equal opportunities for all students and staff and targets to ensure that all students, prospective or contemporary, are treated fairly, regardless of ethnicity, gender, beliefs, or disability. Therewith the academy wants to ensure opportunities for all people, irrespective of their individual or social background.

## **8. Feedback to and from students**

### **8.1. Feedback to students**

Akademie Media will supply feedback to students on assignments they have submitted **helpfully and respectfully**. This takes place via a feedback report after the class has been successfully finished. In addition, feedback may be communicated verbally after and during class. Once a student has passed the required exams, he/she receives a certificate about his/her results at the final examinations.

### **8.2. Feedback from students**

Feedback from students takes place within two steps. First the trainer seeks a verbal feedback from the students at the end of the course. In advance the academy will distribute program feedback forms digitally after the successfully finished class. This form will be completely anonymous. Akademie Medias aim is to receive an impression on the student's view on the quality of the class they have taken and their personal experience of being a student of the academy. Outcomes of the feedback will be forwarded to the trainers of the respective class to discuss if there should occur any changes and to solve problems if necessary.