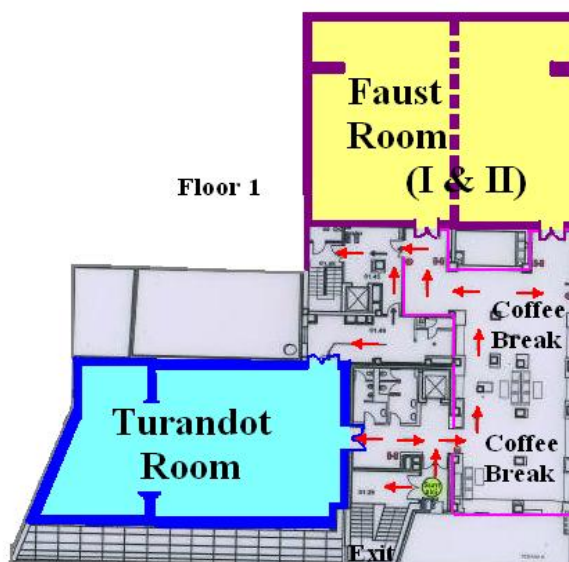


General Conference Program ISQM2011

Wednesday 13 July 2011	Thursday 14 July 2011	Friday 15 July 2011	Saturday 16 July 2011				
Arrival of participants and transfer to Sibiu	08.00 -09.00 Registration						
	09.00 – 11.00 Opening session First key-note addresses (FAUST ROOM)	09.00 – 11.00 Workshop: "Learning outcomes and quality management". (Turandot Room)	09.00 – 10.30 Conclusions and conference closing (Turandot Room)				
	11.00 – 11.30 Coffee break			10.30 - Technical Visit (optional)			
	11.30 –13.30 Second key-note addresses followed by discussions (FAUST ROOM)	11.30 –13.30 Workshop: "Learning outcomes and quality management". (Turandot Room)					
	13.30 – 14.30 Lunch break						
	14.30 – 16.00						
	S I&II Turandot Room	S III Faust I Room	S IV Faust II Room		S VI Turandot Room	S III Faust I Room	S IV Faust II Room
	16.00 – 16.30 Coffee break						
	16.30 – 18.00		16.30 – 17.30				
	S VII Turandot Room	S III Faust I Room	S V Faust II Room		S I&II Turandot Room	S III&IV Faust I Room	S VI&VII Faust II Room
18.00 – 19.30 Registration (Reception Hall)							
19.30 – 22.30 Welcome & dinner Ibis Restaurant	19.30 - 23.00 Galla Dinner – Ramada Restaurant	19.00 – 23.00 Traditional Diner (Dumbrava Sibiului)					

Conference Map Ibis Hotel



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Ioan CURTU	<i>Project Manager</i>
Mihai FLOROIU	<i>Deputy Manager</i>
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Mihaela FLORESCU	<i>Short Time Expert</i>
Daniela Mihaela ISPAS	<i>Short Time Expert</i>
Mihai MARCU	<i>Short Time Expert</i>
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Camelia VASILE	<i>Short Time Expert</i>

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Mihai VOICU	<i>The „Gheorghe Asachi” Technical University of Iasi, (RO)</i>
Lesley WILSON	<i>EUA, (B)</i>

**Opening Conference
Thursday, 14 July 2011**

- 08:00 – 09:00** **Registration**
- 09:00 – 10:00** **Opening session**
Ioan CURTU, President of ARACIS
Mihai FLOROIU, Deputy Manager of ACADEMIS Project “*Outputs of Project ACADEMIS*”
- Message from officials of Sibiu**
Klaus Werner JOHANNIS, Mayor of Sibiu
Horațiu RĂCUCIU, Prefect of Sibiu
IPS Prof. univ. dr. Laurențiu Liviu STREZA, Archbishop of Sibiu and Metropolitan of Ardeal
- Message from Academic Area of Sibiu**
Constantin OPREAN, Rector of University “Lucian Blaga”
Ghita BARSAN, Rector of “Nicolae Balcescu” Land Forces Academy
- 10.00 – 11.00** **First key-note address**
Radu Mircea DAMIAN, Director of the Quality External Evaluation Department of ARACIS: “*Quality Assurance in Higher Education in Romania. Some Conclusions of a System Analysis*”
- Colin TÜCK**, Director of EQAR:
„*What Perspectives for the European Dimension in Quality Assurance?*”
- 11.00 – 11:30** **Coffee Break**
- 11:30 – 13:30** **Second key-note address**
Achim HOPBACH, President of ENQA: „*ENQA Position on the Relationship between Quality Assurance and Rankings*”
- Simona LACHE**, Vice-Rector of Transilvania University of Brasov: “*Gaining Benefits From International Evaluation. Experience of Transilvania University of Brasov*”
- Giuliano AUGUSTI**, President of ENAEE:
“*Quality Assurance of Engineering Education via Programme Accreditation: the EUR-ACE Approach*”
- Adrian MIROIU**, Vice President of ARACIS:
Evaluating HEIs: benchmarks and excellence
- 13:30 – 14:30** **Lunch**
- 14.30 – 18.00** **Parallel Sessions**

Thursday, 14 July 2011
Parallel Sessions Part I
14.30 – 16.00

Session III *The impact of international cooperation in Quality Assurance of Higher Education/ International evaluation in Higher Education Institutions;*

Turandot Room

Moderators: Erika SOBOLEVA & Iacint MANOLIU

- Mihai Valentin VLADIMIRESCU** - New Perspectives and Challenges of the Academic Life in Romania within the Context of the Globalization of the European Higher Education 14.30 – 14.50
- Isabel HUET, José RAFAEL, Nilza COSTA, Cláudia FIGUEIREDO, José OLIVEIRA** -Linking Educational Research to Institutional Measures of Quality Enhancement: a Portuguese Project 14.50 – 15.10
- Vasile NĂSTĂSESCU, Ghită BÂRSAN** - EUR-ACE Label in the Engineering Higher Education of Romania 15.10 – 15.30
- Adrian MARINESCU, Meda UDROIU** - European Guidemarks in Quality Assurance of the Higher Education 15.30 – 15.50

Session III *New environments and challenges in Higher Education*

Faust I Room

Moderators: Ali Nezihi BILGE & Simona LACHE

- Tudor PITULAC, Adriana BONDOR** - An Exception to the RULE "Increasing Competition Improves Quality" – The Higher Education System in Romania in the Last Decade 14.30 – 14.50
- Viorel GULICIUC, Roxana-Eme DREVE, Valeria-Alina MIRON, Emilia GULICIUC** - Higher Education Assessment in the Era of the Digital Natives 14.50 – 15.10
- Mircea COSMA, Paul TUDORACHE** - Particularities of a Strategy for Training the Intercultural Competence 15.10 – 15.30
- Gabriela MIHĂILĂ-LICĂ, Wiegand Helmut FLEISCHER** - Considerations on the Romanian University Education in the 21st Century — between Challenges and Opportunities 15.30 – 15.50

Session IV *Good Practices in Quality Management, new policies and practices in Higher Education*

Faust II Room

Moderators: Colin TÜCK & Radu OPREAN

- Joaquim MOURATO, Carlos AFONSO** - Quality Management System of the Polytechnic Institute of Portalegre 14.30 – 14.50
- Dorian COJOCARU** - The Criteria for Engineering Graduate Program Evaluation vs. the Demands of the Education Market 14.50 – 15.10
- Mariana NOREL, Simona Elena TOMOZII, Doru TALABĂ, Doina USACI, Dejan BOKONJIĆ** - Educational Staff's Opinion about Quality Assurance Standards in Bosnia and Hertegovina 15.10 – 15.30
- Mihai KORKA** – Quality Management Tools Relevant to the Graduate Labour Market 15.30 – 15.50

16.00 – 16.30 Coffee Break

Thursday, 14 July 2011
Parallel Sessions Part II
16.30 – 18.00

Session VII *Learning outcomes*

Turandot Room

Moderators: Monica MELLBERG & Mircea IVĂNESCU

- Florentina HĂHĂIANU, Karin MEGHEȘAN** -Management of Emotional Intelligence – Dimension of Quality in Higher Military Education 16.30 – 16.50
- Marcela Rodica LUCA, Mariela PAVALACHE-ILIE, Mihaela VOINEA** - Employability and Prospective of Professional Insertion for Bachelor Level Students in Psychology and Educational Sciences 16.50 – 17.10
- Mansiya KAINAZAROVA, Assem BERNIYAZOVA, Valeriya KRASNIKOVA, Marzhan BERNIYAZOV** - Employability: a Homogenous Concept? Insights from Tracer Studies of the Kazakhstan Institute of Management, Economics and Strategic Research 17.10 – 17.30
- Rodney ALSUP, Dalina DUMITRESCU, Oana FIRICĂ** - Managing Quality in a Business School: from Mission Statement to Assessment of Learning 17.30 – 17.50

Session III *New environments and challenges in Higher Education*

Faust I Room

Moderators: Bruno CURVALE & Radu DAMIAN

- Maiki UDAM, Birgit VILGATS** - Expectations of State, Market and Academia to the Aims of External Quality Assurance of Higher Education in Estonia 16.30 – 16.50
- Iosif URS, Sorin IVAN** - The Metamorphosis of Higher Education in the Knowledge Society: from Elite to Massification. Challenges, Risks, Perspectives 16.50 – 17.10
- Luminita MORARU** - Is the policy of merging in Higher education one dimension of quality assurance? 17.10 – 17.30
- Aurel PIȚURCĂ, Adina POPOVICI** - Quality Assurance – Major Requirement of the Romanian Higher Education 17.30 – 17.50

Session V *Student contribution in Quality Assurance of Higher Education Evaluation*

Faust II Room

Moderators: Isabel HUET & Mihai Aristotel UNGUREANU

- Mariana CĂLIN, Liviu CĂLIN** - Improving the Teaching based on Students' Mental Models 16.30 – 16.50
- Liliana DONATH, Dan MOGA, Ioana Delia DRĂGAN, Paula Iulia CRĂCIUN** - Student Centered Learning from a Quality Culture Perspective 16.50 – 17.10
- Alexandra DOGARU, Ioan TALPOȘ, Vasile DOGARU** - Students' Evaluation of Teaching Effectiveness 17.10 – 17.30
- Maria LEFEGIU, Adina Mihaela MIHAI** - The Involvement of Students in Improving Specific Politics at Higher Education Level 17.30 – 17.50

19.30 - 23.00 Galla Dinner – Ramada Restaurant

**Friday
15 July 2011**

09.00 – 11.00

Workshop (Part 1)
Learning outcome and quality management
Moderators: Roland IBBETT & Pavel NĀSTASE

<u>Roland IBBETT, Frauke MUTH:</u>	09.00 – 09.30
Criteria and Procedures for Obtaining the Euro-Inf Quality Label	
<u>Peteris RUDZAJIS, Marite KIRIKOVA, Renate STRAZDINA,</u>	09.30 - 10.00
<u>Uldis SUKOVSKIS:</u>	
Learning Outcomes in the Mirror of Qualification Frameworks	
<u>Edmundo TOVAR, Marco GARCÍA, Francisco SEGOVIA:</u>	10.00 – 10.30
Measuring Learning Outcomes of Competences and Engineering Student Workload as Part of the Institution's Quality System	
Discussion	10.30 – 11.00

11.00 – 11.30 Coffee Break

11.30 – 13.00

Workshop (Part 2)
Learning outcome and quality management
Moderators: Roland IBBETT & Pavel NĀSTASE

<u>Cornelia RAUE:</u>	11.30 – 12.00
Learning Outcomes of the Bachelor Program Computer Science at the TU Berlin: Mapping Teachers' Intentions to Students' Self-assessments	
<u>Daniel FRANCO, Núria MARZO, Mercè RULLAN, Elena VALDERRAMA:</u>	12.00 – 12.30
Assessing Quality in Informatics Degree Programs through Subject Syllabus	
<u>Rudite CEVERE, Sandra SPROGE:</u>	12.30 – 13.00
Quality Life Cycle of the Study Programme and Methodology for Evaluation	
Discussion	13.00 – 13.30

13.30 – 14.30 Lunch

Friday, 15 July 2011
Parallel Sessions Part III
14.30 – 16.00

Session IV *Good Practices in Quality Management, new policies and practices in Higher Education*

Turandot Room

Moderators: Giuliano AUGUSTI & Oana SÂRBU

Erika SOBOLEVA - Good Practice in Quality Management: External Reviewers Work and Decision-making: Case of AKKORK 14.30 – 14.50

Costel MIRONEASA, Silvia MIRONEASA, Georgiana CODINĂ - The Quality of Management. Application of Risk Management Procedure 14.50 – 15.10

Meda UDROIU, Adrian MARINESCU - Quality Assurance in Intelligence Higher Education 15.10 – 15.30

Session III *New environments and challenges in Higher Education*

Faust I Room

Moderators: Mansiya KAINAZAROVA & Mihai KORKA

Iordan BĂRBULESCU, Alice IANCU, Oana Andreea ION, Nicolae TODERAS -University Civic Engagement ROLE: New Environments and Challenges in the Romanian Higher Education System. Theoretical Considerations 14.30 – 14.50

Iordan BĂRBULESCU, Alice IANCU, Oana Andreea ION, Nicolae TODERAS - University Civic Engagement: A Case Study 14.50 – 15.10

Traian-Lucian MILITARU -The evaluation of the websites' quality application for the websites of universities – 15.10 – 15.30

Luminița – Gabriela POPESCU - Institutionalization of Strategic Responsiveness in Higher Education 15.30 – 15.50

Session VI *Accreditation and recognition of the study program*

Faust II Room

Moderators: Joaquim MOURATO & Vasile NĂSTĂSESCU

Anca BUZOIANU - The International, National and Institutional Implementation of the Bologna Model at the Iuliu Hatieganu University's Medical School -Impact on Medical Education 14.30 – 14.50

Gheorghe SOLOMON - Considerations about Different Framework Standards for the Accreditation of Engineering Programs in Technical High Education 14.50 – 15.10

Ion VIDA-SIMITI, Viorel-Aurel ȘERBAN - Structure of the Romanian University Technical Education System and the Bologna Process 15.10 – 15.30

Emilia Cornelia STOICA - The Importance of Indicators for Measuring Performance in Higher Education 15.30 – 15.50

Friday, 15 July 2011
Parallel Sessions Part IV
16.30 – 17.30

Session VII *The impact of international cooperation in Quality Assurance of Higher Education/ International evaluation in Higher Education Institutions;*

Turandot Room

Moderators: Carlos AFONSO & Mihai FLOROIU

Dalina DUMITRESCU, Rodney ALSUP - The Challenges in Coping with International Business Accreditation Requirements: the IBAB Case Study 16.30 – 16.50

Ioan HORGA – European Studies between the Dynamic Development and the New Challenges 16.50 – 17.10

Tina JUNKKARI - Corporate Planning Services at an Institution of Higher Education – HAAGA-Helia University Of Applied Sciences Case-Study 17.10 – 17.30

Session III/IV *New environments and challenges in Higher Education/ Good Practices in Quality Management, new policies and practices in Higher Education;*

Faust I Room

Moderators: Maiki UDAM & Doinita ARITON

Adrian PĂCURAR - Can European Union Funded Grants Improve Romania's Academic Performances? 16.30 – 16.50

Gheorghe GRIGORAȘ, Paraschiva POPOVICI, Daniela DĂNCIULESCU - The Management and Continuous Improvement Model of Quality in Academic Education from the Perspective of the Education – Research Process 16.50 - 17.10

Sebastian Flaviu HAVAȘI, Georgiana Scumpa IACOB - Ensuring quality through individual study, peer collaboration and teacher coordination 17.10 – 17.30

Session VII/VIII *Accreditation and recognition of the study program/Learning outcomes*

Faust II Room

Moderators: Birgit VILGATS & Romiță Iucu BUMBU

Andra Maria POPA - Beyond the Open Method of Coordination: the Contribution of Higher Education to the Europe 2020 Strategy 16.30 – 16.50

Mariela PAVALACHE-ILIE, Marcela Rodica LUCA, Ecaterina Maria UNIANU - Satisfaction with the Quality of Study Programs among Final Year Bachelor Level Students in Psychology and Educational Sciences 16.50 – 17.10

Florentina-Daniela MUNTEANU, Alina ZAMFIR, Lizica MIHUT - "Aurel Vlaicu" University of Arad an Entrepreneurial University related to the Regional Economic Strategy 17.10 – 17.30

Thursday, 14 July 2011
Parallel Sessions Part I
14.30 – 16.00

Session III *The impact of international cooperation in Quality Assurance of Higher Education/ International evaluation in Higher Education Institutions;*

Turandot Room

Moderators: Erika SOBOLEVA & Iacint MANOLIU

14.30 – 14.50

Mihai Valentin VLADIMIRESCU - *New Perspectives and Challenges of the Academic Life in Romania within the Context of the Globalization of the European Higher Education*

Abstract:

The aim of this paper is to describe how the academic life in Romania became a part of the "European Area of Higher Education", being influenced by three main points, adopted after the fall of the communist regime: the Bologna process, the Romanian Agency for Quality Assurance in Higher Education (ARACIS) and the New Law of Education. The main objective of all these projects was to enhance the performance of the Romanian Higher Education system. Thus, according to this natural evolution, we can observe an increase in the quality level of the academic competition and a growth regarding the diversity of the students and of their learning needs.

Key words: European Higher Education, Bologna, quality, law.

14.50 – 15.10

Isabel HUET, José RAFAEL, Nilza COSTA, Cláudia FIGUEIREDO, José OLIVEIRA - *Linking Educational Research to Institutional Measures of Quality Enhancement: a Portuguese Project*

Abstract:

At the University of Aveiro (UA), an institutional initiative is taking place for assessing and monitoring the quality of teaching and learning in Higher Education. The Quality Assurance System (QAS) of the teaching and learning process at the UA emerges as extremely important, not only to regulate the teaching and learning process, following the quality assurance orientations at a national and international level, but also to reflect and share teaching practices that enhance the whole academic experience, both from the students, the teachers, and researchers' perspective. The authors explore the design of the model and a research study that aims to integrate the perspectives of students and teachers, through the analysis of quantitative and qualitative data - gathered in the evaluation model, so that: (i) intervention strategies/activities can be conceptualised for coping with the identified problems; (ii) a set of guidelines can be designed for the improvement of the evaluation model and associated instruments, and (iii) the QAS model and its results can be discussed with academia in terms of strengths and weaknesses aiming to engage them in the process of monitoring. This study is an effort to conciliate the educational research carried out by members of the Laboratory for the Evaluation of Educational Quality and the institutional framework for quality assurance.

Keywords: quality assurance systems, evaluation and monitoring, teaching and learning.

15.10 – 15.30

Vasile NĂSTĂSESCU, Ghită BÂRSAN - *EUR-ACE Label in the Engineering Higher Education of Romania*

Abstract:

This paper presents some personal and group experience in knowing, understanding and measure adopting for implementation of EUR-ACE label in higher education assessment of the engineering education. Some essential aspects, like the specific of engineering higher

education, how the EUR-ACE label is understood inside of the general assessment of the higher education, how the EUR-ACE label is seen in the general willing for improving of the higher education quality and which are the methodology and the specific standards proposed by the commission of employers, for implementation of the EUR-ACE label in Higher Education of Romania. All these aspects are presented and discussed in full according with the Framework Standards for the Accreditation of Engineering Programs approved by the ENAEE Administrative Council on 5 November 2008. Ending remarks referring to the gained experience in applying of Romanian standards for EUR-ACE label assessment of some engineering programs. This work can be useful in final adopting of the EUR-ACE Romanian standards and for spreading of the good practices, if the paper will be published and debated in such an international conference, how International Conference on Institutional Strategic Quality Management in Higher Education is.

Key words: EUR-ACE, engineering education, ENAEE, framework standards.

15.30 – 15.50

Adrian MARINESCU, Meda Udroiu - *European Guidemarks in Quality Assurance of the Higher Education*

Abstract:

The development of quality standards determined some the European states to implement in the higher education field one new system whose main objective is represented by the increasing quality of the educational act which win provide the student more chances in their career opportunities. This article presents some European initiatives on this subject (Evaluation Agency for Research and Higher Education - France and Quality Assurance Agency for Higher Education from United Kingdom) and it makes some considerations on the accreditation system of the higher education services suppliers.

Key words: accreditation, higher education, quality standards.

Thursday, 14 July 2011

Parallel Sessions Part I

14.30 – 16.00

Session III *New environments and challenges in Higher Education*

Faust I Room

Moderators: Ali Nezihi BILGE & Simona LACHE

14.30 – 14.50

Tudor PITULAC, Adriana BONDOR - *An Exception to the Rule "Increasing Competition Improves Quality" – The Higher Education System in Romania in the Last Decade*

Abstract:

This article has in attention a problem of lowering quality of Higher Education in Romania in the last decade, due to a complex of factors. Among causes which determine this situation we are interested in: the deficient academic background of the High school graduates in the last years, the inefficient method of recruiting new members of the academic environment, the low interest of the best students to remain in Romania to practice their specialties and to succeed in the chosen careers. All these, and not only cause a low quality of Higher Education in Romania. Besides acknowledging this situation, an important element would be to introduce a minimum of conditions for the ones entering the Higher Education system, and furthermore to calibrate the system of evaluating on an objective scale, implying the minimum for the student to pass each exam. In conclusion, the quality of the education at the higher level is diminished due to some problems, which could be solved if we think of restructuring the basic feature of the system of education.

Key words: quality, performance, change.

14.50 – 15.10

Viorel GULICIUC, Roxana-Eme DREVE, Valeria-Alina MIRON, Emilia GULICIUC - *Higher Education Assessment in the Era of the Digital Natives*

Abstract:

The higher education is confronted with the collision of two very different conceptual sets concerning the teaching/learning, those of the students – more and more digital immigrants and those of their teaching staff – usually and yet Digital Immigrants. This event is requiring correspondingly changes in the designing, realization and the assessment of higher education programmes.

Keywords: digital natives, digital immigrants, higher education, assessment, computational turn.

15.10 – 15.30

Mircea COSMA, Paul TUDORACHE - *Particularities of a Strategy for Training the Intercultural Competence*

Abstract:

The contemporary society is increasingly characterized by expansion of its intercultural dimension, so that the latter has become not only a circumstantial one but also a structural one. The contact between cultures highlights problems whose solutions imply the transition from multicultural to intercultural vision (from juxtaposition of cultures to creative interaction of cultures). In other words for solving intercultural problems is necessary a training of intercultural competence which assures the individuals' opportunity to understand in a coherent way people from different cultures. From this reason during this article we will present a strategy for training the intercultural competence. The strategy will relay on integrated training of students, development of standards and objectives for intercultural competence training, correlation between objectives of intercultural competence training and objectives for teaching, learning and evaluation of disciplines, and the last but not the least reorientation of training methodology from intercultural perspective.

Key words: intercultural education, intercultural competence, strategy, intercultural standards, intercultural objectives.

15.30 – 15.50

Gabriela MIHĂILĂ-LICĂ, Wiegand Helmut FLEISCHER - *Considerations on the Romanian University Education in the 21st Century — between Challenges and Opportunities*

Abstract:

The beginning of the 21st century represents a period during which the Romanian university education finds itself in a new environment and enters a process of change that proves to be quite difficult. This is due to the integration of Romania into the European Union, to the world globalization process, as well as to the major changes in the Romanian economy and in the labor market. Thus, there have appeared a series of challenges and opportunities for the Romanian university education and some of these will be the subject of the present paper.

Keywords: integration process, world globalization, challenges for the Romanian university education, opportunities for the Romanian university education.

Thursday, 14 July 2011
Parallel Sessions Part I
14.30 – 16.00

Session IV *Good Practices in Quality Management, new policies and practices in Higher Education*

Faust II Room

Moderators: Colin TÜCK & Radu OPREAN

14.30 – 14.50

Joaquim MOURATO, Carlos AFONSO - *Quality Management System of the Polytechnic Institute of Portalegre*

Abstract:

The Polytechnic Institute of Portalegre (IPP) was the first public higher education institution to be awarded the certificate of compliance by the Portuguese Association for Certification (APCER) in its wholeness. IPP tried to be a pioneer by crossing the Balanced Scorecard methodology with the Quality Management System (QMS). This system is based on a strategic formulation as atop guidance, and covers the entire activity of IPP, taking as a reference the standard NP EN ISO 9001:2008. The scope of the system includes the training offer awarding a degree, the teaching activity, research and development and cooperation and external relations, as well as all support services. To make the system operational two types of working groups were defined: Progress Circle, and Continuous Improvement Groups. The QMS is supported by information systems that ensure open and continuous accessibility of the academic community of the Institute. As main achievements of the QMS we may mention the aggregation of the community towards the set goals, the participatory management, the strengthening of partnerships with the surrounding community, the technological progress that makes our relationship with the student and the community easier, the monitoring of activity and its analysis in order to define new actions, the implementation of good practice that ensures continuous improvement and the open and systematic communication.

Key words: quality, strategic management, higher education institution.

14.50 – 15.10

Dorian COJOCARU - *The Criteria for Engineering Graduate Program Evaluation vs. the Demands of the Education Market*

Abstract:

This paper deals with the problem of the accordance between the demands of the education market and the criteria used by accreditation bodies for the evaluation of graduation programs. The demands of the education market have been evaluated considering the criteria presented by advisers specialized in education market. The ARACIS criteria have been selected as accreditation criteria. A SWOT type analysis has been performed for each implementation that the ARACIS procedures require relative (according) to the criteria identified on the education market.

Key words: graduate program evaluation, quality in education.

15.10 – 15.30

Mariana NOREL, Simona Elena TOMOZII, Doru TALABĂ, Doina USACI, Dejan BOKONJIĆ - *Educational Staff's Opinion about Quality Assurance Standards in Bosnia and Hertegovina*

Abstract:

In Europe there is a coherent and useful external evaluation structure and process in higher education. It is not only the quality of the system but the similarities among the Agencies of

Quality Assurance of all the EU countries. Their aim is to assess the quality of higher education in universities or in other institutions where are developed equivalent study programs, in order to increase the level of employability of the graduates. A new project aiming to create and synchronize new standards and procedures of external assessment in universities from Bosnia and Herzegovina, similar to the EU ones, has been developed by the Kaho Sint Lieven Ghent, in partnership with institutions from Portugal, Spain, Austria and Romania. In the present paper we investigate the opinion of 31 members from the 8 Bosnian state universities towards external standards and process of assessment in higher education.

Key words: reform, Bologna process, quality assurance, assessment procedures, standards.

15.30 – 15.50

Mihai KORKA – *Quality Management Tools Relevant to the Graduate Labour Market*

Abstract:

Quality assurance of learning outcomes has become part of the “higher education business” as academic communities raised awareness of the fact that competitive study programmes offer qualifications which are matching the needs and expectations of the labour market. University management involves nowadays effective tools and procedures which allow for a quick and transparent evaluation of the quality of each study programme from the perspective given by the coverage of the respective qualification by the contents of the delivered courses and the way the progress of enrolled students is assessed during the study programme. The Conference paper is based on the experience of Romanian universities involved in two projects focusing on the interface between quality management of study programmes and graduates’ qualifications.

Key words: quality assurance, academic qualification, learning outcomes, competence descriptors.

Thursday, 14 July 2011
Parallel Sessions Part II
16.30 – 18.00

Session VII *Learning outcomes*

Turandot Room

Moderators: Monica MELLBERG & Mircea IVĂNESCU

16.30 – 16.50

Florentina HĂHĂIANU, Karin MEGHEȘAN -*Management of Emotional Intelligence – Dimension of Quality in Higher Military Education*

Abstract:

Assuming that quality education requires continual improvement of socio-intellectual and human performance and given the pace of social changes, institutions of higher education should aim to continuous development of human resources, trying to find the right answers to students’ needs, as well. From our point of view the students’ needs often aim to both the needs of knowledge and to reality, life practice, while a proper management of emotional intelligence contributes to the improvement of the quality of learning and it is also a predictor of performance in the professional work. The article highlights the issue of emotional intelligence in connection with the quality of higher education and focuses on the perspective of emotional intelligence and performance in military organization. The main idea refers to the understanding and use of emotional intelligence within interpersonal relations in the military, in order to subsequently make the most of the acquired professional competence.

Key words: emotional intelligence, quality education, military organization, professional competence.

16.50 – 17.10

Marcela Rodica LUCA, Mariela PAVALACHE-ILIE, Mihaela VOINEA - *Employability and Prospective of Professional Insertion for Bachelor Level Students in Psychology and Educational Sciences*

Abstract:

Employability becomes more and more a main issue of the quality of the education offered by universities and a major concern for them. The coordinators of the study programs are directly interested to follow up the way the competences delivered by the study programs are fitted to the competence needs on the labour market, therefore it is important to implement ways of assessing the employability of their graduates. The present research is a preliminary one, destined to test and refine an instrument of measuring the insertion of the graduates on the labour market for two bachelor level study programs at Transilvania University: Psychology and Educational Sciences. The results identify the intentions of final year students to continue their studies and to gain work experience during the studies by having a part-time or full-time job if possible.

Key words: employability, professional insertion of graduates, bachelor level, quality insurance.

17.10 – 17.30

Mansiya KAINAZAROVA, Assem BERNIYAZOVA, Valeriya KRASNIKOVA, Marzhan BERNIYAZOV - *Employability: a Homogenous Concept? Insights from Tracer Studies of the Kazakhstan Institute of Management, Economics and Strategic Research*

Abstract:

With acceleration of globalization and the associated internationalization of higher education, the notion of transnational employability of university graduates is gaining the attention of the international scholarly community. Despite of the topicality of the relevant inquiry, the definition of 'employability' is still contested. In this article, the authors suggest refining research of employability by recognizing two dimensions of the term – "entry-employability" and "persistence-employability". The introduction of sub-terms could simplify the definition by narrowing the focus of inquiry and highlighting the responsible agents. The utility of this proposal has been tested by two tracer studies conducted by the Kazakhstan Institute of Management, Economics and Strategic Research.

Key words: Bologna process, employability, alumni, employers, KIMEP.

17.30 – 17.50

Rodney ALSUP, Dalina DUMITRESCU, Oana FIRICĂ - *Managing Quality in a Business School: from Mission Statement to Assessment of Learning*

Abstract:

The objective of this paper is to document and share The Institute for Business Administration in Bucharest (IBAB) Executive MBA program's experience implementing an Assessment of Learning (AOL) and Continuous Improvement Program (CIP) in accordance with the standards of the Association to Advance Collegiate Schools of Business (AACSB) International. The case study describes: 1) how assessment differs from traditional student grading; 2) IBAB's motivation for implementation; 3) the implementation processes; 4) the steps taken to ensure alignment between AACSB standards and IBAB's mission, the curricula design, the assessment process; and 5) the continuous improvement actions subsequent to the learning measurements.

Key words: managerial education, assessment of learning, program-learning goals, curriculum continuous improvement, closing the loop.

Thursday, 14 July 2011
Parallel Sessions Part II
16.30 – 18.00

Session III *New environments and challenges in Higher Education*

Faust I Room

Moderators: Bruno CURVALE & Radu DAMIAN

16.30 – 16.50

Maiki UDAM, Birgit VILGATS - *Expectations of State, Market and Academia to the Aims of External Quality Assurance of Higher Education in Estonia*

Abstract:

In this article, the authors show the expectations of stakeholders to the aims of external quality assurance of higher education. The definition of stakeholders is based on Burke's (2005) accountability triangle where the three angles are academia, market and state. Looking for balance among these actors' expectations should be one of the objectives of higher education quality assurance schemes. Since 2010, the external quality assurance system in Estonia is revised. Accreditation of study programmes is replaced by institutional accreditation and external evaluation of study programme groups. This study is based on focus group interviews with representatives of academia, market and state to map their expectations about aims of external quality assurance in Estonia. The findings of this study pose several aims and different quality indicators which should be focused during development of new external quality assurance system in Estonia as well as in other countries using similar models.

Keywords: external quality assurance, expectations of stakeholders, accountability, improvement.

16.50 – 17.10

Iosif URS, Sorin IVAN - *The Metamorphosis of Higher Education in the Knowledge Society: from Elite to Massification. Challenges, Risks, Perspectives*

Abstract

The traditional university is an institution belonging to the elites and to the elite knowledge. The Knowledge Economy in the era of globalization requires extensive human resources as number, competent and skilled, competitive on the labor market. The process of massification gives access to higher education for larger, more diverse social classes, broadening the recruitment basis for the qualified staff. The Bologna Reform conceptually substantiates the process of higher education massification, placing in the center the inclusive and responsive university. This way the higher education transition occurs from the paradigm of elite to the paradigm of massification, an essential metamorphosis involving the purpose, the mission and its finality.

The most important risk of the paradigm shift is that, by massification, the higher education would become mass education, in the metamorphosis massification - mediocrization. But the Economy and the Knowledge Society need globally skilled and competitive human resources. The massification and quality in education and research should not be excluded, but they must be assumed. Within the process of massification of higher education, the university must remain a place of quality, excellence, performance and competitiveness, of innovation and creativity in education, science and research.

The elite university in the massified education, from the Knowledge Society and globalization era, constitutes the required formula of the education in XXI century. It is the major challenge addressed by the reform to the higher education.

Key terms: elite, massification, access, quality, efficiency, competency, competition, labour market.

17.10 – 17.30

Luminita MORARU - *Is the policy of Merging in Higher Education one Dimension of Quality Assurance?*

Abstract:

The fundamental ground for the merger is the academic benefit that can be achieved by the integration and development of the present activities of each institution. Mergers in the higher education systems may be the solution to increased efficiency in education. In general, there is opposition against the idea. Merger processes should be politically supported but the position of governments seems to be against this process. Governments are trying to get universities to agree to mergers themselves. In terms of quality assurance there are some challenges in integrating the quality assurance systems during the pre-, interim and post-merger phases in a merged university. But the question arises if more competition that would lead to universities concentrating on money-making subjects, could damage the sector's reputation for academic quality?

Key words: merger, quality assurance, effects.

17.30 – 17.50

Aurel PITURCĂ, Adina POPOVICI - *Quality Assurance – Major Requirement of the Romanian Higher Education*

Abstract

In the study conducted, starting from the changes that took place in the social, economic, spiritual and political field of the Romanian society after 1990, we intended to approach the problem of ensuring the quality in the Romanian higher education. To demonstrate the need and desirability of this process, we analyzed the factors which required the assurance of the quality of education. Also, we discussed the acts which have set up quality assurance, the stages of its accomplishment, the institutions called upon to put it into practice. In the final part we highlighted some new aspects of the accreditation process revealed by the field visits, coupled with the requirements of the new law of education. The major conclusion we reached is that quality assurance in Romanian higher education is not optional but necessary and mandatory for the preparation of quality future graduates and a condition for the integration on the labor market of the national, European and international community. Ultimately, quality assurance in general, particularly in education, is a requirement of the new type of social development, a condition of general progress of the Romanian society.

Key words: Providing quality education, accreditation, criteria, standards, organizations providing education.

Thursday, 14 July 2011
Parallel Sessions Part II
16.30 – 18.00

Session V *Student contribution in Quality Assurance of Higher Education Evaluation*

Faust II Room

Moderators: Erika SOBOLEVA & Mihai Aristotel UNGUREANU

16.30 – 16.50

Mariana CĂLIN, Liviu CĂLIN - *Improving the Teaching based on Students' Mental Models*

Abstract:

The idea of this paper came as a result of observation, for several years, the way students learn in their first year of study, the subjects reported that they had to go. As we know, first

year university curriculum includes basic subjects of the various types, all of which form the first role of knowledge and professional skills. However, Statistics is part of a sad and undeserved fame difficult discipline, hard to tackle, which requires preliminary knowledge of the advanced students, and is less likely to get a good grade. This paper aims to investigate how we might identify mental models activated when subjects interact with a computerized statistical type of discipline (which involves classic theoretical knowledge and use of dedicated software - SPSS). Identifying mental model used by students when they process data in a given area, it is very useful because it allows the teacher guiding the way of teaching a "student-oriented" and determining that the transmission is significantly improved knowledge of the curriculum.

Key words: statistical knowledge, mental models, teaching methods.

16.50 – 17.10

Liliana DONATH, Dan MOGA, Ioana Delia DRĂGAN, Paula Iulia CRĂCIUN -
Student Centered Learning from a Quality Culture Perspective

Abstract:

According to the Bologna process, one of the requirements of a modern higher education system is the student centred learning. Alongside with tutorship, the student centred learning fosters creative learning, preparing students for a lifelong learning process. Literature shows that both at school and university level there has been a call for a shift from teacher centred to student centred learning models. A powerful student centred model integrates aspects of student choice of time and place for study, the content of study, the assessment of material, and acknowledgment of prior knowledge and skill. This view highlighted three core characteristics of student centred learning by promoting the idea that students should have more input into: what is learned, how it is learned, and when it is learned.

Key words: education, student, teacher, creativity.

17.10 – 17.30

Alexandra DOGARU, Ioan TALPOȘ, Vasile DOGARU - *Students' Evaluation of Teaching Effectiveness*

Abstract:

Students' Evaluation of Teaching Effectiveness (SETE) is one of the four indicators of performance for teaching-and-research staff quality established by the Romanian Agency for Quality Assurance in Higher Education (RAQAHE) and its primary goal is increasing of academic performance. Inasmuch as SETE may rates popularity or performance, faculties treat students as customers/ products of their teaching programs. Objective rating requires specific training and a quality culture is necessary to sustain those condition parameters of the educational process that are established as standards of value, at this beginning of century when teaching aims at being evaluated as Professional Behaviour. The case study used data offered by SETE, for the first semester in two academic years, 2007/2008 and 2009/2010, at West University of Timisoara (WUT). Conclusions suggested a certain positive relation between smaller number of teaching staff and higher quality teaching (higher SETE ratings).

Key words: teaching, performance, evaluation.

17.30 – 17.50

Maria LEFEGIU, Adina Mihaela MIHAI - *The Involvement of Students in Improving Specific Politics at Higher Education Level*

Abstract:

This article focuses on the implication of the students in the quality assurance process at the higher education level in different ways and presents a model of good practice concerning this issue. The example refers to the implication of a group of students in the process of evaluating the affirmative policy that assigns places to the Roma young people in universities, through the activities of the project "Education Smiles to Us All", project financed by the European Commission through the Youth in Action Programme. We will present youth policies and the importance of young people's involvement at national and European level, and also we will present the historic and conceptual perspective for the affirmative measures.

Key words: quality assurance at the higher education level, affirmative measures, youth policy, young people's involvement, "Education Smiles to Us All".

Friday
15 July 2011
09.00 – 11.00

Workshop (Part 1)
Learning outcome and quality management
Moderators: Roland IBBETT & Pavel NĀSTASE

09.00 – 09.30

Roland IBBETT, Frauke MUTH - *Criteria and Procedures for Obtaining the Euro-Inf Quality Label*

Abstract:

The Euro-Inf Framework is a set of Standards and Accreditation Criteria for Bachelors and Masters degree programmes in informatics, owned and administered by EQANIE, the European Quality Assurance Network for Informatics Education. The key principle of Euro-Inf accreditation is that all graduates of a Euro-Inf accredited degree are expected to have undertaken a defined set of learning activities and to have achieved a defined set of broadly designed learning outcomes. This paper describes the accreditation process operated by EQANIE, from an initial application by a Higher Education Institution through to the final decision. It gives examples of the assessment criteria and the expected learning outcomes for first cycle (bachelor) degree programmes. Finally it describes the current status of EQANIE activity.

Key words: Euro-Inf, informatics degrees, quality assurance, accreditation criteria.

09.30 - 10.00

Peteris RUDZAJIS, Marite KIRIKOVA, Renate STRAZDINA, Uldis SUKOVSKIS - *Learning Outcomes in the Mirror of Qualification Frameworks*

Abstract:

Industry can be regarded as the main customer of a university. Therefore it is essential to ensure that knowledge, skills and competences of graduates correspond to the needs of industrial organizations – potential employers of the university graduates. Nowadays the needs of the industry are reflected in different qualification frameworks that are developed for the purposes of professional certification, standardization and cooperation. Analysis of the correspondence between the learning outcomes of study programs and these frameworks helps to assess the quality of study programs and define their development strategies and tactics. The abovementioned analysis can be enhanced by a software tool that enables linkage between different conceptual structures.

Key words: Learning outcome, conceptual structure, qualification, knowledge management.

10.00 – 10.30

Edmundo TOVAR, Marco GARCÍA, Francisco SEGOVIA - *Measuring Learning Outcomes of Competences and Engineering Student Workload as Part of the Institution's Quality System*

Abstract:

The Internal Quality Assurance System designed at the Universidad Politécnica de Madrid's Facultad de Informática includes strategic goals as the „measurement of the performance of the public higher education system” and the „improvement of teaching and research and the management of higher education institutions”. This paper describes partial mechanisms used, as part of a process, to assure the quality of each of the building blocks of the educational programmes, including the objectives of the degree, and the developed competence. In particular, we analyze how, through the Internal Quality Assurance System, students attained overall outcomes to improve the study program and how to measure learning outcomes from a key competence of this program.

Key words: Quality Assurance of Higher Education, learning outcomes, rubrics.

Friday
15 July 2011
11.30 – 13.00

Workshop (Part 2)
Learning outcome and quality management
Moderators: Roland Ibbett & Pavel Năstase

11.30 – 12.00

Cornelia RAUE - *Learning Outcomes of the Bachelor Program Computer Science at the TU Berlin: Mapping Teachers' Intentions to Students' Self-assessments*

Abstract:

For about four years the Technische Universität Berlin (TU Berlin) undertakes learning outcome oriented evaluations of study programs on the one hand by asking teachers for the learning outcomes intended to impart in their courses or modules and on the other hand by evaluating students' learning outcomes by asking them for a self assessment along the same catalogue of learning outcomes. The program manager of the Bachelor und Master Program Computer Sciences pioneered this systematic evaluation at his school. The article sketches the underlying method used and presents exemplary results of the comparison between intended and self assessed learning outcomes.

Key words: evaluation, learning outcome, student self-assessment.

12.00 – 12.30

Daniel FRANCO, Núria MARZO, Mercè RULLAN, Elena VALDERRAMA - *Assessing Quality in Informatics Degree Programs through Subject Syllabus*

Abstract:

The adaptation process of the European Space of Higher Education (ESHE) has involved big changes for European universities. One of the most important changes has been the need of establishing quality assessment systems through the whole process. At Universidad Autònoma de Barcelona (UAB), we have established a special quality assurance protocol focused on our degree programs within the Bologna Process directives. That protocol is based on our academic curriculum memories as well as on the Subject Syllabus of every single academic subject, and it allows us to verify that required skills, expected learning outcomes and established evaluation activities all comply with the necessary requirements. In order to support the implementation of such protocol, a new software application has been developed. Its purpose is to guide and to provide for an easier evolution through the process, to all parts involved, (academic managers, academic degree's coordinators, teachers in charge of a particular subject, etc). This document describes the defined protocol, as well as the subject syllabus's structure of all subjects with their especially developed supporting software application. Likewise, it shows its application to the computer science engineering studies currently offered by UAB, and the way that this protocol allowed to detect errors and incoherencies in the deployment and in the teaching process of the first course of the academic program. Finally, it shows how we managed to improve the quality of our studies through solving those issues.

Key words: ESHE process, quality assurance, subject syllabus, quality protocol, computer science studies.

12.30 – 13.00

Rudite CEVERE, Sandra SPROGE - *Quality Life Cycle of the Study Programme and Methodology for Evaluation*

Abstract:

Quality improvement of the study process and study programmes has been a topic of great interest of recent years in the European Higher Education Area. The methodology for

evaluation of internal and external quality of the study programmes is being developed at the Faculty of Information Technologies, Latvia University of Agriculture. The methodology is developed based on the analogy with quality model of the software products, and it can be applied to the defined study programme. Evaluation of the quality attributes included in it answers the following questions: are the necessary elements of knowledge and skills included in the programme; is it easy to teach and to learn the programme; how efficient is the programme; and how easy it is to modify the programme. Methods of quality evaluation in different stages of quality assurance and involvement of the students in quality assurance activities are discussed in the present paper.

Key words: quality model, software quality, study programme quality.

Friday, 15 July 2011
Parallel Sessions Part III
14.30 – 16.00

Session IV *Good Practices in Quality Management, new policies and practices in Higher Education*

Turandot Room

Moderators: Giuliano AUGUSTI & Oana SÂRBU

14.30 – 14.50

Erika SOBOLEVA - *Good Practice in Quality Management: External Reviewers Work and Decision-making: Case of AKKORK*

Abstract:

In the article is described good practice of AKKORK considering work with reviewers. Also are determined the goals and objectives of the Agency concerning work and independence of AKKORK reviewers. It describes the regulations of reviewer candidatures nomination for education audit procedures conduct, principles and criteria of reviewers' recruitment, training and certification. There are considered responsibilities and reviewers' activity regulations during planning and conduct of education audit. There are described principles of reviewers' conclusion drawing and report preparation, recommendations elaboration aimed at the HEI activity improvement and of reviewers' final conclusion drawing.

Key words: reviewers selection, quality assurance, evaluation, responsibilities of reviewers, independence.

15.10 – 15.30

Costel MIRONEASA, Silvia MIRONEASA, Georgiana CODINĂ - *The Quality of Management. Application of Risk Management Procedure*

Abstract:

Achievement of management objectives is conditioned by risks management. Identification and analysis of the risk constitutes a way that management must go through by establishing stages included in the methodologies / procedures. Establishment of risk was achieved at Stefan cel Mare University of Suceava using a procedure which takes into account their eight goals. The stages of the procedure are based on the principles of risk management and are developed starting from an analysis of internal and external environment. Establishing the analysis goals takes into account a number of criteria for risk assessment. The stages of implementation take into account a monitoring phase of risk activities in order to generate immediate activities when events occur.

Key words: risk, management, evaluation, objective, criteria.

15.30 – 15.50

Meda UDROIU, Adrian MARINESCU - *Quality Assurance in Intelligence Higher Education*

Abstract:

Quality assurance in higher education, intelligence gets a great value due to its specificities in Romanian higher education area. Education of Intelligence is characterized by a combination of specific factors psychology, communication and information. Thus, implementation of quality management system aims on the one hand, common elements of quality assurance in higher education, and on the other hand, specific components of national security and military education. Standards for protection of classified information, intelligence education directly applicable standards provide a series of changes in information flows, which is reflected in new methods of implementing quality standards.

Keywords: quality assurance, intelligence academic studies, military education.

Friday, 15 July 2011
Parallel Sessions Part III

Session III *New environments and challenges in Higher Education*

Faust I Room

Moderators: Mansiya KAINAZAROVA & Mihai KORKA

14.30 – 14.50

Iordan BĂRBULESCU, Alice IANCU, Oana Andreea ION, Nicolae TODERAS - *University Civic Engagement ROLE: New Environments and Challenges in the Romanian Higher Education System. Theoretical Considerations*

Abstract:

This paper is intended to be a critical analysis of the involvement of Romanian higher education institutions in improving the level of civic engagement within the communities they serve. The article addresses some theoretical considerations, introduced and developed regarding the civic involvement of universities in developing the communities they assist. The analysis is carried out through the principles of responsibility, responsiveness and accountability. The end of the article includes some recommendations for new methodology addressing evaluation and quality assurance from an institutional level viewpoint, as well as from the perspective of study programmes.

Key words: civic-reflexive university, civic engagement, university civic responsive role, accountability.

14.50 – 15.10

Iordan BĂRBULESCU, Alice IANCU, Oana Andreea ION, Nicolae TODERAS - *University Civic Engagement: A Case Study*

Abstract:

In this article, we aim to present an illustrative case study concerning civic engagement of Romanian universities. Some of the initiatives of the Department of International Relations and European Integration (DIREI) of the National School of Political Studies and Public Administration are analyzed. We believe that DIREI's initiatives could be considered good practices examples and could provide useful guidelines for developing university civic responsive role.

Key words: civic engagement, university civic responsive role, good practices.

15.10 – 15.30

Traian-Lucian MILITARU - *The evaluation of the websites' quality – application for the websites of universities*

Abstract:

This paper describes the quality evaluation of websites own by some representative universities from Romania, using the Web Quality Evaluation Method (WebQEM) developed between 1998-2000 by a group of researchers from the National University of La Pampa

(Argentina) led by Luis Olsina. The evaluation process was done using the Online QualityEvaluation tool (www.evaluarea-calitatii.ro), an online evaluation application which was created in 2010 by Lucian Militaru in order to provide a world wide accessible and flexible framework for quality evaluation to developers and evaluators. In the first part of this paper, WebQEM method is presented. In the second part, a case study of using the WebQEM and Online QualityEvaluation tool to evaluate websites own by some representative universities from Romania is presented. The final conclusion of the experiment was that all the analysed websites have a satisfactory quality, all the scores being higher than 60 on a scale from 0 to 100.

Key words: WebQEM, ISO9126, ISO14598, LSP, computer assisted.

15.30 – 15.50

Luminița – Gabriela POPESCU - *Institutionalization of Strategic Responsiveness in Higher Education*

Abstract:

The aims of this paper are to design a model for, of a model for institutionalizing strategic responsiveness at the Romanian higher education system. The starting point of this research is the current state of the Romanian education system which is proving lack...and above too much formalism that demonstrates lack of strategic vision, lack of communication with the external environment and too much formalism, seriously vulnerable to challenge and increasingly turbulent external environment. The strategic responsiveness model proposed is likely to reduce these vulnerabilities, and even provides a “vision of the future” where the higher education sector plays a visible and prominent role in the discourse of society and in same time in and in forging its future technological possibilities and social transformation. In order to make this model to be viable it has to. The condition of this model to be viable is to be framed in a strategic responsiveness space where are developed new types of relationship between universities and their stakeholders and which encourage and facilitates their efforts to engage one another in on-going debate and cooperation.

Key words: strategic responsiveness, dynamic capabilities, strategic responsiveness space, dual management system.

Friday, 15 July 2011 Parallel Sessions Part III

Session VI *Accreditation and recognition of the study program*

Faust II Room

Moderators: Joaquim MOURATO & Vasile NĂSTĂSESCU

14.30 – 14.50

Anca BUZOIANU - *The International, National and Institutional Implementation of the Bologna Model at the Iuliu Hatieganu University's Medical School - Impact on Medical Education*

Abstract:

Romania is participating in the Bologna process since and actively acting in Prague 2001, Berlin 2003, Bergen 2005, and London 2007. From 2002 the faculty was the leading higher education institution in the negotiation process in respect for European directive No93/16/EEC and 2005/36/EC. *Instruments, criteria and implementation:* 1. Adoption of a system of easily readable and comparable degrees 2. Adoption of a system essentially based on two main cycles, undergraduate and graduate: We are concerned about negative consequences in

implementing a two-cycle structure in medical education. 3. Establishment of a system of credits such as the ECTS system. Implementation of ECTS and the grading system as measure of the workload involved in a specific learning/teaching activity. 4. Promotion of mobility: continuous growth in international mobility and student exchange. 5. Promotion of European co-operation in quality assurance: cooperation with WFME, GMC, IIME, LCME, CIDMEF, AMEE – AMSE – MEDINE etc. 6. Promotion of the necessary European dimensions in higher education: Focus on language learning. 7. Integrate lifelong learning into the overall strategy: CME and CPD by modern teaching methods. 8. Higher education institutions and students: Recognition of students as competent, active and constructive partners (25% from all structures). 9. Promoting the attractiveness of the European Higher Education Area: Attractive professional offers for both European and non-European students. 10. Establish a European research area: Research Methodology Master degree; Doctoral school

Key words: ECTS, students, Bologna, medical schools.

14.50 – 15.10

Gheorghe SOLOMON - *Considerations about Different Framework Standards for the Accreditation of Engineering Programs in Technical High Education*

Abstract:

Accreditation of study programs or institutional gives formal recognition that the entity is competent to carry out specific activities. In this paper are presents two international framework standards for accreditation, ABET and EUR-ACE, one from United States and another from European Union, with intended purpose to demonstrate the equivalence between the main criteria and the main indicators utilized for quality assessment.

Key words: quality assessment, accreditation, student outcomes.

15.10 – 15.30

Ion VIDA-SIMITI, Viorel-Aurel ȘERBAN - *Structure of the Romanian University Technical Education System and the Bologna Process*

Abstract:

The paper presents a critical study on the contents of the classified list of domains and specializations in higher education, the fundamental field of "Engineering Sciences", compared with the proposed structure of the "Bologna" process," in regard to their number, duplication, overlaps and inappropriate names, their influence on the superior engineering skill names, conclusions and proposals. One of the first steps of the reform in higher education should be focussed on its content. An expression of an education system is defined by the structure of the classified list of fields and specializations. Within the fundamental domain of "Engineering Sciences", the classified list of Bachelor areas and specializations comprises 27 university degree studies domains, with a table of over 177 specializations and studies programs. We believe in the need of taking a serious decision (even of political nature and assumption) in order to reconsider the much too large and artificial structure of the current university studies classified list.

Key words: technical education system, Bologna process, engineering science, specialty domains.

15.30 – 15.50

Emilia Cornelia STOICA - *The Importance of Indicators for Measuring Performance in Higher Education*

Abstract:

Evaluate teaching is a complex task, because this activity meets multiple objectives that are not all directly and immediately measurable. In an area as easily quantifiable, indicators may not be a pale reflection of reality or, worse still, generate perverse effects have eyes only for some partial indicators in purpose and in imperfect its measure might reduce the quality of education delivered. Although rankings raise questions of method, their comparative nature is an element of transparency and, therefore, understand the meaning of fault classifications, taking account: the producing methodology classification and its motives; the audience; the unit of comparison (schools ranking, ranking by discipline or interdisciplinary classification of

degrees, research units, possibly ranking of countries ...); the indicators used and their method of production; selected weights; the significance of differences between institutions and between countries. To examine the fault classification is identifying good practices, that is to say set a framework, by providing answers to questions regarding: the purpose of classification; types of clients; principles determinaters; the unit of comparison; the least bad method of developing a ranking.

Key words: education, indicators, labor market, ranking, strategy.

Friday, 15 July 2011
Parallel Sessions Part IV
16.30 – 17.30

Session I/II *The impact of international cooperation in Quality Assurance of Higher Education/ International evaluation in Higher Education Institutions;*

Turandot Room

Moderators: Carlos AFONSO & Mihai FLOROIU

16.30 – 16.50

Dalina DUMITRESCU, Rodney ALSUP - *The Challenges in Coping with International Business Accreditation Requirements: the IBAB Case Study*

Abstract:

This paper presents the experience of the Institute for Business Administration from Bucharest (IBAB) in their quest for AACSB accreditation for the Executive MBA (EMBA) program. This case study describes IBAB's: 1) motivation for field accreditation in general and more specifically AACSB accreditation, 2) the main stages an institution must go in getting and maintaining the AACSB accreditation, 3) the implementation processes involved and adopted by IBAB so far, 4) the steps taken to ensure alignment between IBAB's internal processes and procedures and the quality requirements of AACSB International. The conclusions refer to the future efforts and adjustments IBAB must make in order to achieve initial business accreditation.

Key words: field accreditation, business accreditation, AACSB accreditation.

16.50 – 17.10

Ioan HORGA – *European Studies between the Dynamic Development and the New Challenges*

Abstract:

The paper present some conclusions developed in our research about the European Studies courses provided on BA, MA and PhD levels at universities belonging to 12 European Union Member States. On the one hand, achieving a core curriculum is needed to provide universities with an education tool for job opportunities at the level of local, regional, national, European, and international interactions. On the other hand, we can notice that a core curriculum is not necessary, but a wide diversity framework for debate, theoretical reflection and new approaches for European development.

Key words: European Studies, Core Curriculum, BA, MA and PhD levels.

17.10 – 17.30

Tiina JUNKKARI - *Corporate Planning Services at an Institution of Higher Education – HAAGA-Helia University Of Applied Sciences Case-Study*

Abstract:

HAAGA-HELIA University of Applied Sciences is a private institution (with 600 employees) authorized by the Finnish government. HAAGA-HELIA prepares professionals for business

and services. It offers for students (approximately 10 000) a versatile choice of studies in Finnish, Swedish and English. Fields of education are business, hotel, restaurant and tourism management, information technology, journalism, management assistant training, sports management and vocational teacher education. The authorization by the Finnish government determines the educational mission, fields of education, student numbers and location. HAAGA-HELIA has autonomy in its internal affairs. The development plan for education and research, adopted by the government every four years, outlines education and research policy for the years to come. In addition to legislation, the Government Programme and the development plan, provision is governed by performance agreements. Corporate Planning Services is an internal service activity formed to support management. In practice this means analyses of information coming from three basic streams: information from The Finnish government and other authorities, implementation data from HAAGA-HELIA's own databases and external information. Based on expertise these information flows will be analyzed and simplified in focused form to help the decision makers in everyday management and strategic planning.

Key words: Corporate planning services, performance management, development discussions.

**Friday, 15 July 2011
Parallel Sessions Part IV**

16.30 – 17.30

Session III/IV *New environments and challenges in Higher Education/ Good Practices in Quality Management, new policies and practices in Higher Education;*

Faust I Room

Moderators: Maiki UDAM & Doinita ARITON

16.30 – 16.50

Adrian PĂCURAR - *Can European Union Funded Grants Improve Romania's Academic Performances?*

Abstract:

Within our study we intend to develop a brief analysis upon the totally new academic domain from within contemporary Romanian System of Higher Education. We are talking about the new possibilities for the young researchers which are made available through grants from EU. Our undertaking is centered around two questions. First one is about the chances of the new type of funding and the new type of dealing with academic standards brought by these EU grants to raise the quality of Romanian academic standards and performances. Do these grants with their set of benchmarks can change something in the essence within the academic system in nowadays Romania? The second question is about an issue in its strictly scientific perspective: can these grants really impose a set of academic standards which later can bring us to the point from which the scientific progress will be indeed possible in Romanian System of Higher Education? In other words, can these grants fulfill the task of integrating the Romanian academic community into the international academic environment? Our conclusions will recommend caution and patience regarding the evaluation of the efficiency of these EU funded grants. We propose some methods for the task of a proper evaluation of the efficiency of these EU funded grants. We think that this goal is more actual than never for Romania because after EU integration Romanian System of Higher Education has for the first time in history the chance not only to obtain a substantial financial support but also to benefit for a real and authentic Western academic expertise.

Key words: scientific research, human resources, post-doctoral fellowships.

16.50 - 17.10

Gheorghe GRIGORAȘ, Cătălina Soriana SITNIKOV, Paraschiva POPOVICI, Daniela DĂNCIULESCU - *The Management and Continuous Improvement Model of Quality in Academic Education from the Perspective of the Education – Research Process*

Abstract:

The paper presents the contents of a CNCSIS grant project which is meant to candidate within a future CNCSIS contest, a project targeting to create a model of quality management able to reunite the two main axes of higher education – education and research, and to ensure the sustainable improvement of quality from the point of view of the actors directly involved in these processes of university level education: students and professors. Starting from the current issue of quality management in university education and its trends at national and international level, the research team will analyze and evaluate quality management models applied in university education. For creating the original model, we will consider internal and external environment of institutions of higher education with the help of strategic management models aiming to elaborate a set of strategies and strategic objectives for quality. The research team will build a knowledge-based structure that will allow development of the model. In parallel, we will assess the capacity of implementing the model in the Romanian institutions of higher education, based on a specific set of indicators developed within the project. In order to implement the management and sustainable improvement model of university education quality, the research team will design and elaborate the computing platform for this model.

Keywords: academic education, quality management, quality model, strategic management, strategies of quality.

17.10 – 17.30

Sebastian Flaviu HAVAȘI, Georgiana Scumpa IACOB - *Ensuring quality through individual study, peer collaboration and teacher coordination*

Abstract:

The learning methodology experienced in the first year of study at the European Masters' in Translation Studies and Terminology of the Babeș-Bolyai University in Cluj-Napoca, member of the EMT network (European Masters' in Translation Network of the Directorate-General for Translation of the European Commission), focuses on the needs and requirements of a solid and thorough learning process aimed at the development of market-oriented skills and competences. This presentation illustrates, from the students' perspective, the learning process structured on three main levels of action and interaction. The syllabus and teacher-guided individual study precedes teacher initial feedback which is due to shed new indications for peer collaboration. Finally, the teacher coordination comes not as an intervention, but rather as a competent and experienced guidance.

Key words: skills, peer collaboration, students' perspective, quality.

Friday, 15 July 2011

Parallel Sessions Part IV

16.30 – 17.30

Session VII/VIII *Accreditation and recognition of the study program/Learning outcomes*

Faust II Room

Moderators: Birgit VILGATS & Romiță Iucu BUMBU

16.30 – 16.50

Florentina-Daniela MUNTEANU, Alina ZAMFIR, Lizica MIHUT - *“Aurel Vlaicu” University of Arad an Entrepreneurial University related to the Regional Economic Strategy*

Abstract:

From the beginning of its existence the university has constituted an active presence in the collectivity life, fundamental benchmark. The formation of the university is naturally overlapping with the growth of the cities and later on with the development of the metropolis.

Initially, the university had as mission just the teaching - an admirable vocation remained as such till present. However, this mission, as much as important might be, it cannot elude another function obtained by the university, namely the knowledge development, which awards a fundamental degree – the scientific research. Recently, the university has assumed a third mission, the one to directly contribute to the social and economical development, to become mentor of the regional development. In a progressive and constant way, the “Aurel Vlaicu” University of Arad has created its own institutional culture, destined to confer personality and prestige to the university. The performance of the university represents nowadays the biggest challenge at the international level, challenge to which the entire Romanian higher education has to cope.

Key words: entrepreneurship, research, development, transfer of knowledge.

16.50 – 17.10

Mariela PAVALACHE-ILIE, Marcela Rodica LUCA, Ecaterina Maria UNIANU -
Satisfaction with the Quality of Study Programs among Final Year Bachelor Level Students in Psychology and Educational Sciences

Abstract:

The paper presents the results of an exploratory research which deals with the issue of satisfaction with the quality of study programs in final year bachelor level students in psychology and educational sciences. The research uses the Tuning methodology in identifying the level of importance and the level of achievement of the main competences targeted by the respective study programs. The results show important discrepancies between the level of importance and the level of achievement of these competences, which indicate the need for revising the curricula of the study programs in order to respond to the expectations of the students and to improve the employability of the graduates.

Key words: satisfaction with study programs, competencies, graduates' employability, bachelor level.

17.10 – 17.30

Andra Maria POPA - *Beyond the Open Method of Coordination: the Contribution of Higher Education to the Europe 2020 Strategy*

Abstract:

The purpose of this paper is to demonstrate that the governance of the actions and initiatives to be undertaken within the Europe 2020 Strategy in the field of Higher Education implies more than an open method of coordination EU-governance model. The open method of coordination appeared in the context of the Lisbon Strategy as a way of helping EU Member States achieve the Lisbon goals through developing joint actions and initiatives. It has been primarily applied to the employment and economic policies, but it has been extended to other policies – e.g. education – as well. Due to the failure of the Lisbon Strategy in reaching its targets, the open method of coordination is believed to be insufficient for reaching the goals of the new Europe 2020 Strategy. The author has chosen to assess the contribution of the Higher Education domain to the achieving of the Europe 2020 education goals through analyzing the governance mode of the actions which have to be undertaken in this field in the next 10 years. The normative basis for this analysis is the Treaty of Lisbon, where it is stated that education is a policy field where the EU holds only the competence to support, coordinate and complement the actions undertaken by the Member States.

Key words: open method of coordination, higher education, Europe 2020.