

## Decision on the Substantive Change Report by Fundación para el Conocimiento Madrimasd (madri+d)

**Register Committee**  
2023-07-10

**Ref.** RC39/C95

**Ver.** 1.0

**Date** 2023-06-29

**Page** 1 / 2

<b>Decision of:</b>	2023-06-29
<b>Result:</b>	Take note
<b>Report received on:</b>	2023-03-09
<b>Agency registered since:</b>	2015-06-08
<b>Last external review report:</b>	20/02/2020
<b>Registration until:</b>	2025-02-28
<b>Absented themselves from decision-making:</b>	/
<b>Attachments:</b>	1. <a href="#">Substantive Change Report, 2023-03-09</a>

1. The Register Committee considered the Substantive Change Report of 2023-03-09.
2. The Register Committee considered the Substantive Change Report of 2023-03-09.
3. The Register Committee took note of two recently introduced activities:
  - a) The SOFIA programme – an activity for reviewing universities beyond the European Higher Education Area (EHEA)
  - b) The CUALIFAM programme – an activity for certifying programmes offered by business schools
4. Based on the detailed information provided in the Substantive Change Report, the Register Committee had no major concerns that the ESG are complied with in the case of both activities.
5. The Committee further noted the following aspects should be taken in consideration in the next external review of the agency:
 

ESG 2.1: Whether in practice the new standards sufficiently cover all of the aspects of the ESG Part 1

ESG 2.2: Taking in consideration that the activity “SOFIA programme” was mainly developed following agency’s other methodologies for accrediting (smaller) institutions, the next review should look into whether the new standards are fit for purpose taking in consideration that the object of review could be more complex due to its size and organizational structure.

ESG 2.4: Regarding the activity “CUALIFAM programme”, the agency noted in the substantive change report that it includes students in the bodies responsible for awarding the certifications (i.e. the Certification committees). On the website dedicated to the programme, the list of members do not explicitly include students. The next review should further explore whether students are involved in these bodies in practice.

ESG 2.6: In the last review, the agency was found to be partially compliant with the standard as it didn't publish all of the reports on its website. At the current time, it was not possible for the Committee to evaluate whether the status quo has changed without a site visit of a panel. The next review should look into whether the agency also uploads all of the reports from the new activities.

6. The Committee expects that the activities will be analysed in full as part of madri+d next renewal of registration.

## Register Committee

2023-07-10

**Ref.** RC39/C95

**Ver.** 1.0

**Date** 2023-06-29

**Page** 2 / 2

## EQAR Substantive Change Report

Reference #	24582149
Status	Complete
Agency #1	Fundación para el Conocimiento madri+d
Agency acronym	madri+d
Expiry date #1	28/02/2025
Contact #1	Raúl de Andrés
Phone #1	+34 91 781 65 80
Email #1	<a href="mailto:raul.deandres@madrimasd.org">raul.deandres@madrimasd.org</a>
Other organisations?	No
A. Has the organisational identity of the registered agency changed?	No
B. Has the organisational structure changed?	No
C. Changes in EQA activities	1. One or several new external QA activities were introduced
Description new/changed	<p>madri+d has received expressions of interest to expand it's catalogue of evaluation activities with programmes that extend the activity it has been carrying out.</p> <p>One new evaluation process is:</p> <p>- The certification of programmes offered by Business Schools, CUALIFICAM programme, in collaboration with the Spanish Association of Business Schools.</p> <p>This is a new process, with specific criteria and different from other activities carried out by madri+d, but which make use of the experience</p>

of madri+d, mainly in Accreditation of official degree programmes.

---

**1. New EQA activity:**

---

**1**

**CUALIFICAM**

---

**Focus**

study programmes or higher education institutions

---

**ESG 2.1**

The CUALIFICAM process is designed on the basis of Part 1 of the ESG that must be fulfilled by all the evaluation procedures implemented by EQAR registered agencies operating in the signatory countries of the Bologna Declaration. This means that the accreditation process developed under this methodology will ensure that the Higher Education institution under assessment is aligned with the European model in terms of the organisation of its quality assurance and management system. The criteria of the model that ensure the assessment of ESG part 1 are as in table in page 17 of the CUALIFICAM guide.

---

**ESG 2.2**

The evaluation model is structured in 4 dimensions: Programme Design, Academic and Administrative Resources and Processes, Faculty and Training Programme, Outcomes. These dimensions are broken down into 15 sub dimensions, and these into several analysis units to be met. The methodology has been designed based on other methodologies used in evaluation processes already implemented by madri+d as well as some other references such as EFMD Programme and Accreditation Criteria and Recommendations of the European Council related to higher education. This program has been designed in collaboration with the most relevant association of Spanish

---

Business Schools, the Asociación Española de Escuelas de Negocios, AEEN ([www.aeen.org](http://www.aeen.org)). For the development of the methodology, an experts committee has been set up with representatives of both madri+d and AEEN, including quality assurance experts. The evaluation model proposed by the working group is finally approved by madri+d.

---

### ESG 2.3

---

1

<http://www.madrimasd.org/universidades/cualificam>

2

<https://www.cualificam.com>

---

### ESG 2.3

In this process an evaluation panel visits the business school, after analysing the evidence provided in the by the programme/institution under review.

The only element where there is interaction with another body is the evaluation request from the institution that initiates the evaluation process. There must be a prior endorsement by the AEEN Advisory Board, to assure that minimum essential criteria needed to start the evaluation process are fulfilled.

---

### ESG 2.4

The evaluation bodies of the CUALIFICAM model are the Certification Commission and the visiting panels.

The members of the Certification Commission are appointed by the Director of madri+d.

The members of the panel are selected by technical staff of madri+d and appointed by the Director.

madri+d provides training to all reviewers prior to the start of the evaluation process on the criteria and evaluation methodology of the model. All reviewers must comply with the madri+d code of ethics.

---

The reviewed institution may refuse the participation of any of the proposed reviewers for objective and justified reasons.

The Certification Commission is composed of the following members:

- Chairman: an academic with proven experience and prestige.
- Secretary: with knowledge and experience in the external evaluation of quality systems in higher education.
- Vocals academic vocals or professional vocals with experience in quality assurance as well as business school programmes.
- Student vocal with experience in quality assurance.
- The director of madri+d.

The visiting panel is composed of

- Chairman: director of madri+d.
- Secretary: with knowledge and experience in the external evaluation of quality systems in higher education.
- Vocals academic vocals or professional vocals with experience in quality assurance as well as business school programmes.
- Vocal Student, in programmes similar to those offered by the institution.

---

## ESG 2.5

As well as with other madri+d evaluation processes involving a visiting panel, the consistency of the application of criteria is mainly based on three key aspects:

- 1.- Prior training of the evaluators, aimed at an understanding of the evaluation criteria and methodologies, facilitating an objective, evidence-based evaluation, and a consistent application of the criteria by all evaluators.
  - 2.- A review of all reports by the Certification Commission to ensure a consistent application of
-

the assessment criteria by all panels and to report on the same realities in an equivalent manner. CUALIFICAM programme reports and decisions are only issued after validation and approval by this Commission.

3.- The process of improvement of the system o, based primarily on the analysis of indicators and the carrying out of surveys of all participants in the evaluation processes, reviewers and business schools, which allows for the improvement of all elements, including the consistency of the application of evaluation criteria.

---

## ESG 2.6

---

1

We links to the websites where the evaluation reports will be published. <https://www.madrimasd.org/universidades/cualificam>  
<https://cualificam.com/>

---

## ESG 2.7

At the end of the visit, the visiting panel will draft a report. This report will be forwarded to the Certification Commission.

The Certification Commission, after analysing the visit report, will issue a provisional report. The institution will have a period of 10 working days to appeal the report to the Certification Commission. The final report is issued after analysing the appeals. After the final report the institution can issue a formal complaint which will be analysed by the Guarantees and Claims commission of madri+d.

After the end of each evaluation process, madri+d will request an assessment of the process from all the parties involved: the Institution being evaluated, the visiting panel and the International Accreditation Committee, in which, in addition to their assessments, they can make any comments or complaints.

---

### ESG 3.4/ESG 3.6

The CUALIFICAM process is integrated into madri+d's internal quality assurance system, certified ISO 9001. The management of this process will be equivalent to that of all quality assurance processes already in place. For example, the activities of selection and training of evaluators, publication of reports, surveys and meta-evaluations and monitoring of performance indicators of the activity, analysis of results, etc. will be equivalent.

Similarly to any other quality assurance process, once sufficient evaluation results have been obtained, thematic analyses will be carried out to promote higher education improvement

<b>D. Activity outside the scope of the ESG</b>	No
<b>Submit form?</b>	I am ready to submit the change report form
<b>Last Update</b>	2023-03-09 14:43:19
<b>Start Time</b>	2023-03-09 14:38:41
<b>Finish Time</b>	2023-03-09 14:43:19
<b>IP</b>	2.136.79.79
<b>Browser</b>	Chrome
<b>Device</b>	Desktop
<b>Referrer</b>	<a href="https://www.eqar.eu/">https://www.eqar.eu/</a>



## EQAR Substantive Change Report

Reference #	23619865
Status	Complete
Login Username	raul.deandres@madrimasd.org
Login Email	raul.deandres@madrimasd.org
Agency #1	Fundación para el Conocimiento madri+d
Agency acronym	madri+d
Expiry date #1	28/02/2025
Contact #1	Raúl de Andrés
Phone #1	+34 91 781 65 80
Email #1	<a href="mailto:raul.deandres@madrimasd.org">raul.deandres@madrimasd.org</a>
Other organisations?	No
A. Has the organisational identity of the registered agency changed?	No
B. Has the organisational structure changed?	No
C. Changes in EQA activities	1. One or several new external QA activities were introduced
Description new/changed	<p>madri+d has received expressions of interest to expand it's catalogue of evaluation activities with programmes that extend the activity it has been carrying out.</p> <p>One new evaluation process is:</p> <p>- The accreditation of universities that do not belong to the European Higher Education Area, mainly in Latin America (Colombia, Ecuador), SOFIA programme.</p>

This is a new process, with specific criteria and different from other activities carried out by madri+d, but which make use of the experience of madri+d, mainly in: SISCAL madri+d - Internal Quality Assurance Certification

---

**1. New EQA activity:**

---

**1**

SOFIA programme

**Focus**

study programmes or higher education institutions

---

**ESG 2.1**

The "SOFIA Label" is designed on the basis of Part 1 of the ESG that must be fulfilled by all the evaluation procedures implemented by EQAR registered agencies operating in the signatory countries of the Bologna Declaration.

This means that the accreditation process developed under this methodology will ensure that the higher education institution under assessment is aligned with the European model in terms of the organisation of its quality assurance and management system.

The correspondence of the assessment criteria of the model that ensure the assessment of ESG part 1 are shown in the attached table.

---

**ESG 2.2**

The evaluation model is structured in 4 dimensions: planning, implementation, compliance and improvement programme, associated with the continuous improvement cycle proposed by Deming (PDCA: Planning, Doing, Checking and Acting). These dimensions are broken down into 11 standards to be met.

The methodology has been designed in parallel to the other methodologies used in evaluation processes already implemented. The main difference is that in this case the scope of the external evaluation process includes the entire university. For this reason, two aspects beyond

---

ESG have been included, namely the impact on research and the impact on the environment. For the development of the methodology, committee has been set up with representatives of the main stakeholders concerned: academic representatives of the universities, students, as well as quality assurance experts. The evaluation model proposed by the working group is finally approved by the director of madri+d.

---

## ESG 2.3

---

1

<https://www.madrimasd.org/sellosofia>

---

## ESG 2.3

Not applicable.

In this process an evaluation panel visits the university, after analysing the evidence provided in the Self Assessment Report.

madri+d does not subcontract any evaluation activity, and no other body is involved in the evaluation.

---

## ESG 2.4

The evaluation bodies of the SOFIA model are the International Accreditation Committee and the visiting panels.

The members of the International Accreditation Committee is appointed by the Director of madri+d.

The members of the panel will be appointed by the International Accreditation Committee.

madri+d provides training to all reviewers prior to the start of the evaluation process on the criteria and evaluation methodology of the model. All reviewers must comply with the madri+d code of ethics.

The university may refuse the participation of any of the proposed reviewers for objective and justified reasons.

The International Accreditation Committee is composed of the following members:

---

Chairman: an academic with proven experience and prestige.

Secretary: with knowledge and experience in the external evaluation of quality systems in higher education.

Two academic or professional vocals with experience in quality assurance.

Student vocal.

The director of madri+d.

The visiting panel is composed of

Chairman: an academic with proven experience and prestige.

Secretary: with knowledge and experience in the external evaluation of quality systems in higher education.

Academic vocal with experience in quality assurance.

Vocal Student in programmes similar to those offered by the institution.

Optionally, a professional vocal

---

## ESG 2.5

As well as with other madri+d evaluation processes involving a visiting panel, the consistency of the application of criteria is mainly based on three key aspects:

- 1.- Prior training of the evaluators, aimed at an understanding of the evaluation criteria and methodologies, facilitating an objective, evidence-based evaluation, and a consistent application of the criteria by all evaluators.
  - 2.- A review of all reports by the International Accreditation Commission to ensure a consistent application of the assessment criteria by all panels and to report on the same realities in an equivalent manner. SOFIA programme reports and decisions are only issued after validation and approval by this Commission.
  - 3.- The process of improvement of the system o,
-

based primarily on the analysis of indicators and the carrying out of surveys of all participants in the evaluation processes, which allows for the improvement of all elements, including the consistency of the application of evaluation criteria.

---

## ESG 2.6

---

1

We provide a link to the section of the programme's website where the evaluation reports will be published. <https://www.madrimasd.org/sellosofia>

---

## ESG 2.7

At the end of the visit, the visiting panel will send a report within a maximum period of 20 days. This report will include proposals for improvement of the institution based on the evaluation carried out. The institution shall have 10 days for the detection of factual errors and, if necessary, the visiting panel shall be notified. The visiting panel will forward the new version of the visit report to the International Accreditation Committee.

The International Accreditation Committee, after analysing the visit report, will issue the final report. The institution will have a period of 20 working days to appeal the report to the Complaints Committee, a body independent of the Visiting Panel and the International Accreditation Committee.

After the end of each evaluation process, madri+d will request an assessment of the process from all the parties involved: the Institution being evaluated, the visiting panel and the International Accreditation Committee, in which, in addition to their assessments, they can make any comments or complaints.

---

## ESG 3.4/ESG 3.6

---

The SOFIA process is integrated into madri+d's

internal quality assurance system, certified ISO 9001. The management of this process will be equivalent to that of all quality assurance processes already in place. For example, the activities of selection and training of evaluators, publication of reports, surveys and meta-evaluations and monitoring of performance indicators of the activity, analysis of results, etc. will be equivalent.

Similarly to any other quality assurance process, once sufficient evaluation results have been obtained, thematic analyses will be carried out to promote university improvement

<b>D. Activity outside the scope of the ESG</b>	No
<b>File #1</b>	<a href="#">Correspondence_ESG_SOFIA_eng.pdf (69 KB)</a>
<b>Submit form?</b>	I am ready to submit the change report form
<b>Last Update</b>	2023-03-09 14:38:29
<b>Start Time</b>	2023-03-09 14:34:44
<b>Finish Time</b>	2023-03-09 14:38:29
<b>IP</b>	2.136.79.79
<b>Browser</b>	Chrome
<b>Device</b>	Desktop
<b>Referrer</b>	<a href="https://fs22.formsite.com/EQAR_forms/substantive-change/form_login.html">https://fs22.formsite.com/EQAR_forms/substantive-change/form_login.html</a>