

Policy on Programme Monitoring and Periodic Review

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1. Introduction

European City University (ECU) is committed to maintaining high standards of academic quality, continuous improvement, institutional accountability, and student-centered education. This policy formalizes the institutional mechanisms used to evaluate, monitor, improve, and sustain the quality and relevance of all academic programs offered by ECU. It

ensures that programme monitoring and review activities are systematic, evidence-based, transparent, participatory, and aligned with international quality assurance standards.

The policy further strengthens the institutional quality assurance practices already described within the ECU Self-Assessment Report (SAR), particularly:

- SAR Section 2.1 – Policy for Quality Assurance
- SAR Section 2.1.1 – Institutional Vision and the Role of Quality Assurance
- SAR Section 2.1.2 – Strategic Plan 2025–2030: An Integrated QA Mandate
- SAR Section 2.3 – Student-Centered Learning and Evaluation of Academic Performance
- SAR Section 2.7 – Information Management
- SAR Section 2.9 – Ongoing Monitoring and Periodic Review of Program
- Appendix 2.1 – Internal Quality Assurance System (IQAS)
- Appendix 2.1B – Annual Evaluation Audit Meeting
- Appendix 2.1.1 – Strategic Plan 2025–2030

This policy is aligned with:

- Standards and Guidelines for Quality Assurance in the European Higher Education Area (ESG 2015)
- Lisbon Recognition Convention principles
- European Credit Transfer and Accumulation System (ECTS)
- ECU Internal Quality Assurance System (IQAS)
- Continuous Improvement principles under ECU’s DIECI framework (Determination, Implementation, Evaluation, Control, Improvement)

2. Purpose of the Policy

The purpose of this policy is to:

1. Establish a formal institutional framework for programme monitoring and periodic review.
2. Ensure continuous improvement of academic quality and student learning outcomes.

3. Monitor programme relevance, effectiveness, and alignment with industry and societal needs.
4. Support evidence-based academic decision-making.
5. Ensure alignment between programme objectives, learning outcomes, teaching methods, and assessments.
6. Promote accountability and transparency across academic units.
7. Strengthen student success, retention, employability, and graduate outcomes.
8. Ensure ongoing compliance with European quality assurance standards.
9. Support institutional strategic planning and academic innovation.
10. Maintain the integrity and competitiveness of ECU's academic programs.

3. Scope of the Policy

This policy applies to:

- All undergraduate and postgraduate academic programs.
- All faculties, schools, departments, and academic units.
- Academic staff, program directors, and quality assurance personnel.
- Internal and external stakeholders participating in programme review processes.

The policy covers:

- Annual programme monitoring
- Periodic programme review
- Curriculum evaluation
- Student feedback analysis
- Graduate outcome analysis
- Industry and stakeholder engagement
- Academic performance monitoring
- Risk identification and improvement planning

4. Guiding Principles

ECU adopts the following principles for programme monitoring and review:

4.1 Continuous Improvement

Programme monitoring shall support ongoing enhancement of curriculum quality, student learning experiences, academic delivery, and institutional effectiveness.

4.2 Evidence-Based Evaluation

Programme decisions shall be based on reliable data, measurable indicators, stakeholder feedback, and documented evidence.

4.3 Student-Centered Learning

Monitoring and review activities shall prioritize student learning outcomes, academic support, accessibility, and student satisfaction. This principle aligns with SAR Section 2.3 (Student-Centered Learning and Evaluation of Academic Performance).

4.4 Academic Integrity and Standards

Programme review activities shall maintain ECU's academic standards, ethical principles, and institutional integrity.

4.5 Stakeholder Participation

Students, faculty members, alumni, employers, industry representatives, and external academic experts shall contribute to programme evaluation and improvement. This approach supports ECU's alumni and industry engagement framework described in SAR Section 2.1.6.

4.6 Transparency and Accountability

Programme review procedures, outcomes, and improvement plans shall be documented and monitored.

4.7 Alignment with Strategic Planning

Programme monitoring activities shall support ECU's Strategic Plan 2025–2030 and institutional mission.

5. Types of Programme Monitoring and Review

ECU implements two levels of programme quality evaluation:

5.1 Annual Programme Monitoring (APM)

Annual Programme Monitoring is a continuous internal quality assurance process conducted every academic year. The purpose of APM is to:

- Monitor programme performance
- Identify operational issues
- Evaluate student progression and retention
- Assess teaching effectiveness
- Review assessment practices
- Identify areas requiring immediate improvement

5.2 Periodic Programme Review (PPR)

Periodic Programme Review is a comprehensive evaluation conducted every five years or earlier when required. The purpose of PPR is to:

- Evaluate long-term programme effectiveness
- Assess curriculum relevance and competitiveness
- Review alignment with industry and academic developments
- Evaluate graduate outcomes and employability
- Determine strategic direction and sustainability
- Recommend major curriculum revisions or restructuring

6. Annual Programme Monitoring Procedures

6.1 Annual Monitoring Cycle

Each academic programme shall complete an Annual Programme Monitoring Report (APMR). The monitoring cycle shall include:

1. Data Collection

2. Programme Evaluation
3. Stakeholder Feedback Review
4. Identification of Issues and Risks
5. Improvement Planning
6. Follow-Up Monitoring

6.2 Key Monitoring Areas

Annual monitoring shall evaluate:

Academic Performance

- Student progression rates
- Completion rates
- Graduation rates
- Grade distribution
- Academic integrity cases
- Capstone performance

Student Experience

- Student satisfaction surveys
- Course evaluation results
- Academic advising effectiveness
- LMS engagement data
- Student complaints and appeals

Teaching and Learning

- Teaching quality
- Assessment effectiveness
- Faculty workload
- Online learning effectiveness

- Curriculum delivery consistency

Programme Relevance

- Industry feedback
- Alumni feedback
- Graduate employability
- Market demand
- Benchmarking against comparable institutions

Operational Performance

- Technology reliability
- Learning resources
- Student support services
- Administrative efficiency

This approach aligns with SAR Section 2.7 (Information Management) and Section 2.9 (Ongoing Monitoring and Periodic Review of Program).

6.3 Programme Monitoring Reports

Programme Directors shall prepare an Annual Programme Monitoring Report containing:

- Programme overview
- Student performance analysis
- Stakeholder feedback summary
- Key risks and challenges
- Improvement actions implemented
- Recommendations for enhancement
- Action plan for the following academic year

The report shall be submitted to the Office of Quality Assurance and Institutional Effectiveness.

7. Periodic Programme Review Procedures

7.1 Frequency of Review

Each programme shall undergo a comprehensive Periodic Programme Review every five years.

Additional reviews may be initiated when:

- Major curriculum revisions are proposed
- Accreditation requirements change
- Student outcomes decline significantly
- Market conditions shift substantially
- Strategic institutional changes occur

7.2 Review Panel Composition

The review panel shall include:

- Program Director
- Faculty representatives
- Office of Quality Assurance representative
- External academic expert
- Industry representative
- Student representative
- Alumni representative

7.3 Areas Evaluated During Periodic Review

The review shall evaluate:

Curriculum Design and Learning Outcomes

- Programme structure
- Learning outcome alignment
- ECTS workload appropriateness
- Curriculum coherence

- Industry relevance
- International benchmarking

Teaching and Assessment

- Teaching methodologies
- Assessment strategies
- Online pedagogy effectiveness
- Student engagement
- Academic integrity measures

Student Outcomes

- Retention and completion rates
- Graduate employability
- Alumni feedback
- Career progression
- Student satisfaction

Faculty and Resources

- Faculty qualifications
- Professional development
- Learning resources
- LMS effectiveness
- Student support systems

Strategic Alignment

- Alignment with ECU Strategic Plan 2025–2030
- Contribution to institutional mission
- Sustainability and scalability
- Market positioning

8. Stakeholder Engagement

ECU recognizes stakeholder participation as essential for effective programme review.

The following stakeholders shall contribute:

8.1 Students

Students shall participate through:

- Course evaluations
- Student surveys
- Focus group discussions
- Student representation on academic committees

This supports the participatory governance approach described in SAR Section 2.3.11.

8.2 Faculty Members

Faculty members shall contribute through:

- Curriculum review workshops
- Peer review processes
- Teaching reflection activities
- Programme evaluation meetings

8.3 Alumni

Alumni feedback shall support:

- Graduate outcome analysis
- Curriculum relevance evaluation
- Career impact assessment

This aligns with the ECU Alumni Relations Engagement Framework described in SAR Section 2.1.6.

8.4 Employers and Industry Representatives

Industry stakeholders shall provide feedback on:

- Workforce readiness

- Skill gaps
- Emerging industry trends
- Employability expectations

8.5 External Academic Experts

External reviewers shall support benchmarking and academic objectivity.

9. Data Collection and Information Management

Programme monitoring and review shall utilize data from:

- Learning Management System (LMS)
- Student Information Systems
- Surveys and questionnaires
- Graduate tracer studies
- Faculty reports
- Academic audits
- Complaints and appeals records
- Benchmarking studies
- Accreditation feedback

This data-driven approach supports the information management systems described in SAR Section 2.7. The university shall ensure:

- Data accuracy
- Confidentiality
- Secure storage
- Ethical use of information

10. Quality Assurance Governance

10.1 Office of Quality Assurance and Institutional Effectiveness

Responsible for:

- Coordinating programme reviews
- Monitoring policy compliance
- Preparing institutional quality reports
- Conducting quality audits
- Supporting continuous improvement initiatives

10.2 Program Directors

Responsible for:

- Programme monitoring implementation
- Preparation of annual reports
- Coordination of review activities
- Implementation of improvement plans

10.3 Academic Senate

Responsible for:

- Reviewing programme review outcomes
- Approving major curriculum revisions
- Monitoring institutional academic quality

10.4 Dean of Academic Affairs

Responsible for:

- Oversight of academic standards
- Strategic academic planning
- Resource allocation support

11. Improvement Planning and Follow-Up

Programme review outcomes shall lead to formal improvement plans. Improvement plans shall include:

- Identified issues
- Corrective actions
- Responsible personnel
- Timelines
- Resource requirements
- Success indicators

Progress shall be monitored regularly through:

- Follow-up meetings
- Interim reports
- KPI tracking
- Quality audits

The DIECI quality cycle described in SAR Section 2.1 shall guide all improvement activities.

12. Key Performance Indicators (KPIs)

ECU shall monitor programme quality using KPIs including:

- Student retention rates
- Graduation rates
- Student satisfaction rates
- Graduate employability rates
- Faculty performance indicators
- LMS engagement levels
- Assessment turnaround time
- Academic integrity statistics
- External benchmarking outcomes
- Accreditation outcomes

KPI results shall be reviewed annually.

13. Documentation and Reporting

ECU shall maintain secure documentation of:

- Programme review reports
- Annual monitoring reports
- Stakeholder feedback
- Action plans
- Audit findings
- Senate decisions
- Curriculum revisions
- Quality assurance records

Documentation shall support:

- Accreditation processes
- Institutional transparency
- Continuous improvement
- Strategic planning

14. Staff Development and Capacity Building

ECU shall provide professional development opportunities related to:

- Programme evaluation methodologies
- Online pedagogy
- Assessment design
- Data analysis
- Quality assurance standards

- Curriculum development
- Learning analytics

Faculty development initiatives shall align with SAR Section 2.5.2 (Staff Development and Support) and Section 2.3.8 (Faculty Feedback and Continuous Improvement).

15. Policy Review

This policy shall be reviewed every two years by the Office of Quality Assurance and Institutional Effectiveness. The review process shall consider:

- Accreditation feedback
- Stakeholder feedback
- Institutional strategic priorities
- Technological developments
- Quality assurance best practices

Revisions shall require Academic Senate approval.

16. Conclusion

European City University reaffirms its commitment to academic excellence, institutional accountability, continuous improvement, and student-centered quality assurance through this Policy on Programme Monitoring and Periodic Review.

This policy formalizes ECU's institutional quality assurance practices and strengthens the mechanisms already described within the ECU Self-Assessment Report. Through systematic programme monitoring, evidence-based evaluation, stakeholder engagement, and continuous improvement processes, ECU ensures that all academic programs remain relevant, rigorous, innovative, and aligned with international higher education standards.

By implementing this policy, ECU strengthening its position as a quality-driven European online university committed to accessible, globally relevant, and future-oriented education.

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