



2020
Annual Report

STAR
Social, Humanities and Basic Sciences Accreditation and Rating Association

1. INTRODUCTION

This Annual Report covers the activities of STAR Social Humanities and Basic Sciences Accreditation and Rating Association between January 13, 2020, and December 31, 2020. These activities are given under the following headings. 'STAR' is used as a short title in this Report. Report covers 2 separate periods. Period–I covers the period from the establishment of Association until the acquisition of national accreditation agency status; Period–II covers the period until the new calendar year after recognition as a national accreditation agency.

2. CORPORATE INFORMATION

2.1. Mission, Vision and Quality Policy Mission

2.1.1. Mission

To contribute to the improvement of the quality of education programs in the field of Business And Management Sciences (in Turkey and TRNC) by conducting information, evaluation and accreditation activities for Business and Management Sciences Undergraduate Programs.

2.1.2. Vision

To be a leading accreditation agency in the field with its innovative and continuous development in the accreditation of Business and Management Sciences programs.

2.1.3. Quality Policy

2. Article: Star's Values

To maximize the quality of its evaluation and accreditation activities, STAR will adhere to the following values.

2.1. Service Orientation: STAR Staff establish and maintain a respectful and service-oriented relationship with Undergraduate Programs within the scope of evaluation and accreditation activities. They are sensitive to their current needs and expectations. They are aware that the final evaluator of quality of services is the Undergraduate Program receiving the service.

2.2. Continuous Learning: Continuous learning is a prerequisite for continuous improvement. Therefore, STAR continuously learns from its own activities and performance as well as from the experiences of similar accreditation agencies. The development of STAR Staff is supported and encouraged in a way that creates an environment for them to realize and use their full potential.

2.3. Value Creation: STAR provides services that will create added value for stakeholders, including Social, Humanities and Basic Sciences Undergraduate Programs. The added value of service is monitored through direct feedback. In particular, the Evaluation Teams strive to provide useful feedback for the continuous improvement of evaluation activity of Social, Humanities and Basic Sciences Undergraduate Programs.

2.4. Developing Collaborations: Maximizing the value offered and increasing success depends on the development of collaborations. For this reason, STAR seeks and develops cooperation opportunities with national and international accreditation agencies. For a sustainable cooperation, it is essential to have shared goals between cooperation partners, to establish a

relationship based on mutual trust, respect and openness between each other, where expertise, resources and information are mutually shared, and to work together.

2.5. Ethical Behavior: STAR Staff, as individuals who are responsible to Stakeholders, have adopted a high level of ethical approach that is transparent and accountable. For this reason, STAR Staff exhibit professional behavior by avoiding creating conflicts of interest within the framework of STAR Code of Ethics Directive.

2.6. Transparency and Accountability: STAR bears the responsibility to inform and hold accountable its stakeholders and the public about all its activities and operations, particularly its evaluation and accreditation activities.

2.2. Organization Structure

STAR Social Humanities and Basic Sciences Accreditation and Rating Association consists of 4 main structures: General Assembly, Academic Council, Audit Board and Executive Board. The Accreditation Board of Economic Management, IYBAK Business and Management Sciences Undergraduate Programs and Committees operate as organs under the Executive Board.

Organization Structure

- **Academic Advisory Council**
- **Executive Board**
- **Corporation**
 - FinanceCommittee
 - Managers
 - Secretary General
- **IYBAK**
 - Evaluation Team I
 - Evaluation Team II
 - Evaluation Team III
 -
 - Evaluation Team n
- **Committees**
 - Nominating Committee
 - Education Committee
 - Continuous Improvement Committee
 - Criteria Committee
 - Consistency Committee
 - Archiving Committee
 - Appeals Committee
 - Complaints Committee
- **Audit Committee**
 - Internal Audit Quality Assurance and Development Committee

3. ACTIVITIES

3.1. Accredited Undergraduate Program Information

Since it is the year of establishment, there are no accreditation activities conducted or finalized in the relevant calendar year (2020). An update on this area maybe provided in the next reporting period. As of February 2021, 12 Undergraduate Programs have officially submitted their accreditation applications to the STAR Office.

3.2. Evaluator Educations

STAR aims to create a comprehensive pool of Evaluator and Student Evaluator Nominees covering the areas where they will provide evaluation and accreditation activities, to ensure that the Evaluator and Student Nominees in this pool regularly participate in evaluation and accreditation educations and to educate competent Evaluators and Student Evaluators.

On February 12, 2020, at STAR, Education Undergraduate Program for Evaluator Nominees,

On February 13, 2020, at STAR, Student Evaluator Nominees Education Undergraduate Program,

On April 16, 2020, 91 Academic Staff from Institutions of Higher Education in Turkey and the Turkish Republic of Northern Cyprus participated in the Education Undergraduate Program for Evaluator Nominee.

On April 21, 2020, 71 Students participated in the Student Evaluator Nominees Education Undergraduate Program.

In line with the mission and objectives of STAR, the pool of Evaluators has been expanded and Evaluators and Student Evaluators have been informed about the process in order to effectively carry out the evaluation and accreditation processes of Business and Management Sciences Undergraduate Programs.

3.3. Information Educations

On February 12, 2020, STAR Executive Board and Committee Members Education Undergraduate Program at STAR Headquarter,

On February 24, 2020, STAR Executive Board and Committee Members Education Undergraduate Program was held at ITO Social Facilities Cemile Sultan Grove.

On April 10, 2020, a Deans Council Workshop was held with the participation of 95 Deans and Academic Staff from Institutions of Higher Education in Turkey and the Turkish Republic of Northern Cyprus. Prof. Dr. Muzaffer ELMAS, Chairman of Turkish Higher Education Quality Council, Prof. Dr. Akile BÜKE, Chairman of the Higher Education Planning, Supervision, Accreditation and Coordination Council of Turkish Republic of Northern Cyprus, Assoc. Prof. Dr. Nurullah GÜR, Faculty Member of the Department of Economics and Finance, Faculty of Business and Management Sciences, Istanbul Medipol University, Dr. Adem AKBIYIK, Deputy Dean of Sakarya University Faculty of Business Administration, STAR Executive Board and Committee Members participated as speakers at the Deans Council Workshop.

On November 21, 2021, IYBAK and Committee Members attended the general introduction and information meeting.

On November 28, 2021, IYBAK and Committee Members attended independent information meetings. The relevant Committee Directives were presented to the Members and the

directives were updated in line with the suggestions for changes.

On 26 December 2020, the second Deans Council Workshop was held with the participation of YÖKAK President Prof. Dr. Muzaffer Elmas and 190 participants from nearly 100 universities. The list of participants was announced on the STAR website. STAR Chairman of the Executive Board Dr. İsmail

İsmail Erkam, Prof. Dr. Recep Şentürk, Chairman of the Academic Council, Assoc. Prof. Dr. Turgay Geçer, Vice Chairman of the Executive Board, Prof. Dr. Ahmet Faruk Aysan, Founding Member, Prof. Dr. Güray Küçükkocaoğlu, Chairman of IYBAK, and some of the IYBAK and Committee Members attended the meeting.

The related information meetings and workshops were organized in order to increase Stakeholder participation, raise awareness of accreditation, and receive suggestions from the units that will conduct STAR activities. As a result, the demand for STAR Information Educations is increasing.

In the next activity period, we will be reporting our Accreditation Seminar Educations that we are giving to Universities in this area. As of February 2021, information seminars were held with 15 institutions.

3.4. International Activities

On 09 December 2020, STAR Chairman Dr. İsmail Erkam Tüzgen, Vice Chairman Assoc. Prof. Dr. Turgay Geçer, Founding Member Prof. Dr. Ahmet Faruk Aysan, Academic Council Chairman Prof. Dr. Recep Şentürk, IYBAK President Prof. Dr. Güray Küçükkocaoğlu and IYBAK Vice President Mustafa Tümer, IYBAK Member Prof. Dr. Ahmet Vecdi Can, Education Committee Vice President Assoc. Prof. Dr. Recep Şentürk, IYBAK Chairman Prof. Dr. Güray Küçükkocaoğlu and IYBAK Vice Chairman Mustafa Tümer, IYBAK Member Prof. Dr. Ahmet Vecdi Can, Education Committee Vice Chairman Assoc. Prof. Dr. Gökçen Arkalı Olcay, Criteria Committee Vice Chairman Prof. Dr. Elif Nuroğlu, Criteria Committee Member Dr. Faculty Member Ayla Esen. More than 300 participants from 35 different countries participated in the online webinar. In addition to the presentation titled Accreditation in the Light of Internationalization by the AQAS Agency for Quality Assurance (AQAS Agency for Quality Assurance), one of the International Accreditation Agencies, the comments of Deans of leading international Universities and Student Evaluators were listened to. The perception of mobility was emphasized.

On December 30, 2020, STAR European, Asian, Middle Eastern, North African Conference on Management & Information Systems (EAMMIS) organized EAMMIS 2021 'Artificial Intelligence Systems and the Internet of Things in the Digital Age' to be held on March 19–20, 2021.

announced on its website (<https://star.org.tr/>) that it is one of the organizers of the conference.

In order to raise generations that can respond to the social, cultural, economic, scientific and technological needs of our age, Business and Management Sciences education should be built on the concepts of internationalization and quality assurance. The aim of designing these concepts through the activities, collaborations and policies to be determined by the independent Committees within STAR is a reflection of the governance principle. STAR will develop its internationalization policies by taking into account factors such as contributing to the development of the country's human capital, the sustainability of mutual cooperation, increasing the country's competitiveness through the development of different and

multifaceted geopolitical and economic relations, and positively improving the country's reputation. STAR aims to form the Members of the Internationalization Committee from among academics who are well-known in their field, who have experienced the mobility of teaching and lecturing internationally, who are self-renewing with the awareness of continuous improvement, and among different and versatile Stakeholders. In the formation of Internationalization Committee Members, the support of independent IYBAK and Committee Members will be taken advantage of the academic diversity environment. Internationalization Committee aims to expand the internationalization ecosystem by organizing educations and workshops with leading accreditation agencies such as AQAS Agency for Quality Assurance, AACSB Association to Advance Collegiate Schools of Business, which is recognized by YÖKAK. In addition, STAR aims to apply for Membership to the umbrella organizations responsible for the coordination of higher education quality assurance activities; European Association for Quality Assurance in Higher Education (EQA), Asia-Pacific Quality Network (APQN Asia-Pacific Quality Network) American Council for Higher Education Accreditation (CHEA), International Network for Quality Assurance Agencies in Higher Education (INQAAHE International Network for Quality Assurance Agencies in Higher Education).

3.5. Improvement Activities

In the STAR 2020 Working Period, through workshops, educations and external Stakeholder participation, the elements of governance were significantly implemented to spend has succeeded.

On April 10, 2020, the Deans Council Workshop was held remotely (online) with the participation of 95 Deans and Academic Staff from Institutions of Higher Education in Turkey and the Turkish Republic of Northern Cyprus. After the workshop, the criteria were improved based on the written and oral comments of the participants.

On December 26, 2020, the second Deans Council Workshop was held with 190 participants from nearly 100 universities. The list of participants was announced on the STAR website. STAR strengthened its participatory structure by reaching more Stakeholders in the second workshop. Although the Deans Council is under the umbrella of STAR, it will be known as the 'Deans Council' in 2021 as a result of the work of the Continuous Improvement Committee. The working principles of the Deans' Council are specified in the Deans' Council Directive. According to the surveys conducted after the second workshop, it was decided that the Deans' Council would meet twice a year.

The number of IYBAK and Committee Memberships has reached 49 and it is aimed to ensure a high level of academic diversity and participation. IYBAK and Committees attended 3 meetings upon the invitation of the Chairman of the STAR Executive Board, including meetings on November 21, 2020, and November 28, 2020, and the Deans Council Workshop (II) on December 26, 2020. On November 21, 2020, an introductory meeting was held with the participation of IYBAK and Committee Members. On November 28, 2020, independent information meetings were held with the participation of IYBAK and Committee Members. After these meetings, the guidelines were updated based on the comments of the Members.

STAR website was used as the main reference source for directing participants to workshops and education programs, making announcements about activities, and accessing guidelines and documents. Guidelines and documents are kept up to date on the website. IYBAK

Accreditation Board for Undergraduate Programs in Business and Management Sciences can be contacted at iybak@star.org.tr and to contact the Complaints Committee sikayet@star.org.tr mail addresses have been created and added to the website. In 2021, Accreditation Applications are conducted through the relevant e-mail address.

4. GOVERNANCE and ASSESSMENT of ACTIVITIES

4.1. Areas Open for Improvement

The organization should engage in external evaluation processes to assess the compliance of its activities with national and international standards (in particular ESG) and to continuously improve its quality assurance system.

STAR aims to increase its involvement in external evaluation processes in the international arena during 2021. It will organize national workshops and encourage external Evaluators to be involved in the process during campus visits.

4.2. Strengths

STAR has announced its mission and vision on its website, paid attention to conduct its activities in line with these goals, and proved that it has implemented its governance processes and practices by increasing Stakeholder participation. STAR has proven that its practices regarding outcome-oriented program accreditation are in compliance with national and international standards (especially ESG).

STAR has endeavored to act independently in terms of its organizational structure, operational processes and responsibility for official results. The fact that there is no STAR Executive Board Member among the Members of the İYBAK and the Committee and that the guidelines are interpreted by independent external Stakeholders and Members are strong arguments.

4.3. Performance Measures

Performance Measures		
Criteria	Answers	Description
Total accreditation period	300	The time between the accreditation application date and the decision date should be considered in days. A numerical value that will be used to calculate the Average Completion Time of the Accreditation Process should be written.
Total number of Undergraduate Programs applied for accreditation services	0	Please specify the total number of programs for which accreditation services are provided. This information will be used to calculate the Average Completion Time of the Accreditation Process.
Total number of Evaluators	0	The total number of Evaluators should be indicated by a number. This information will be used to calculate the Average Number of Evaluators.
Total number of active programs	0	The total number of active programs should be indicated with a number. Used to calculate the Average Number of Evaluators.

Number of Information Meetings	0	Number of Information Meetings should be written in numbers
Number of Evaluator Educations	4	Number of Evaluator Educations Figure and should be indicated with.
Average Completion Time of Evaluation and Accreditation Process		Total accreditation period / Total number of programs offered accreditation services. The period between the accreditation application date and the decision date should be considered in days.
Average Number of Evaluators		Total number of Evaluators / Total number of active programs

4.4. Evaluation

STAR has managed to reach many Stakeholders by adhering to governance principles and practices through workshops and education programs organized in 2020. In the internationalization dimension, it aims to fulfill improvements with the help of collaborations, Stakeholder connections and academician diversity. Deans will continue to support STAR as natural Members of the Deans Council. With the new calendar year, accreditation activities continue to increase in both quantity and quality. Unlike other accreditation organizations, STAR aims to increase participation by continuing to organize free accreditation seminars.

5. CONCLUSION

I am pleased to state that STAR has continued its continuous development since its establishment in this period. STAR aims to contribute to the improvement of the quality of Business and Management Sciences Undergraduate Programs in Turkey and Turkish Republic of Northern Cyprus by conducting education, workshops and information activities related to the evaluation and accreditation processes in the 2019–2020 working period. STAR, Business and Management Sciences Undergraduate Programs apply an approach that takes into account the Stakeholders and attaches importance to interaction with Stakeholders in the activities it organizes. In order to raise generations that can respond to the social, cultural, economic, scientific and technological needs of our age, Business and Management Sciences education should be built on the concepts of internationalization and quality assurance. The aim of designing these concepts through the activities, collaborations and policies to be determined by the independent Committees within STAR is a reflection of the governance principle. STAR will develop its internationalization policies by taking into account factors such as contributing to the development of the country's human capital, the sustainability of mutual cooperation, increasing the country's competitiveness through the development of different and multifaceted geopolitical and economic relations, and positively improving the country's reputation. The Internationalization Committee Members are academics who are well-known in their fields, who have experienced international mobility in teaching and lecturing, who are self-renewing with the awareness of continuous improvement, and who are different and versatile Stakeholders from among the Members of the internationalization Committee. The formation of the Internationalization Committee Members will benefit from an environment of academic diversity with the support of independent IYBAK and Committee Members. The Internationalization Committee aims to expand the internationalization ecosystem by organizing educations and workshops for the continuity of cooperation with leading accreditation agencies such as AQAS Agency for Quality Assurance, AACSB Association

to Advance Collegiate Schools of Business, which is recognized by YÖKAK. In addition, STAR aims to apply for membership to the umbrella organizations responsible for the coordination of higher education quality assurance activities; European Association for Quality Assurance in Higher Education (EQA), Asia-Pacific Quality Network (APQN Asia-Pacific Quality Network) American Council for Higher Education Accreditation (CHEA), International Network for Quality Assurance Agencies in Higher Education (INQAAHE International Network for Quality Assurance Agencies in Higher Education). In the coming period, it is planned to complete institution-specific accreditation seminars, and to conduct Evaluator and Student Evaluator Nominee education programs with wider participation. STAR's core mission of program evaluation and accreditation activities will continue unabated in 2021. It is aimed to start the accreditation process of 30 Business and Management Sciences Undergraduate Programs from 10 Institutions of Higher Education in the next evaluation period and to increase the total number of programs accredited by STAR to at least 30 in a total of 15 Institutions of Higher Education by December 2021. The areas that are expected to be developed and continuously improved will be updated with the support of Stakeholder opinions and will be published on the web page. STAR wishes to organize and support education, workshops and informative events at national and international level in order to realize its objectives. STAR, as a non-governmental organization, will fulfill the continuous development and improvement of the Business and Management Sciences Undergraduate Programs with a social responsibility approach.

Yours sincerely,
Dr. İsmail Erkam TÜZGEN
Chairman of Executive Board