



**SOCIAL, HUMANITIES
BASIC SCIENCES
ACCREDITATION and
RATING ASSOCIATION**

EVALUATION CRITERIA DIRECTIVE

Introduction and Definitions

The Evaluation Criteria aim to support the quality assurance and continuous improvement of undergraduate programs in Social, Human, and Fundamental Sciences, which consist of at least eight semesters or the equivalent of 240 ECTS credits, in order to meet stakeholder expectations.

Higher education institutions applying for accreditation of an undergraduate program in the field of Social, Human, or Fundamental Sciences must provide evidence that they meet the criteria specified in this directive.

Definitions

The following fundamental definitions must be used in evaluations conducted based on the Evaluation Criteria

- i. **Program Educational Objectives:** General statements describing the career goals and field-specific expectations that undergraduate program graduates are expected to achieve.
- ii. **Program Learning Outcomes:** Statements defining the knowledge, skills, and competencies that students must acquire by the time they graduate from the undergraduate program.
- iii. **Measurement:** The process of identifying, collecting, and organizing data and evidence using various methods to determine the extent to which Program Educational Objectives are achieved and Program Learning Outcomes are met.
- iv. **Evaluation:** The process of interpreting the data and evidence obtained through measurement using various methods.
- v. **Credit:** A unit representing the teaching workload equivalent to either a one-hour theoretical lecture or two to three hours of practical work per week throughout a semester.
- vi. **ECTS Credit:** A credit unit defined under the European Credit Transfer and Accumulation System (ECTS).

A. **GENERAL CRITERIA**

1. **Students**

- 1.1. Students enrolled in the undergraduate program should have the necessary academic background to achieve the Program Learning Outcomes within the expected timeframe. The admission score ranges used for student enrollment should be regularly monitored and evaluated.
- 1.2. Regulations should be established and implemented regarding horizontal and vertical transfers, as well as double major and minor programs.
- 1.3. Efforts should be made to promote national and international student exchange programs.
- 1.4. Students should be provided with academic advising services to guide them in their coursework.
- 1.5. Students should have access to career counseling services to support their career planning.
- 1.6. Student academic performance should be measured and evaluated transparently, fairly, and consistently.
- 1.7. A system should be established and operated to ensure that students meet all graduation requirements for the undergraduate program.

2. **Program Educational Objectives**

- 2.1. The Program Educational Objectives should be clearly defined and must align with STAR's definition of Program Educational Objectives.
- 2.2. The Program Educational Objectives should be consistent with the mission of the higher education institution and faculty.
- 2.3. The Program Educational Objectives should be publicly accessible to stakeholders.
- 2.4. The Program Educational Objectives should be determined in accordance with stakeholder expectations.
- 2.5. The Program Educational Objectives should be regularly reviewed and updated.
- 2.6. A system should be established and operated to assess whether the Program Educational Objectives have been achieved.
- 2.7. The achievement of Program Educational Objectives must be evidenced through supporting data and documentation.

3. **Program Learning Outcomes**

- 3.1. The Program Learning Outcomes should cover all the knowledge, skills, and competencies required to achieve the Program Educational Objectives. They should be defined in a way

that includes both STAR Outcomes and Program-Specific Learning Outcomes. The STAR Outcomes align with the Turkish Higher Education Qualifications Framework (TYYÇ) in the following fields: 34 – Business and Management Sciences, 31 – Social and Behavioral Sciences.

These outcomes should reflect the competencies expected at Level 6 (Undergraduate Level). Each undergraduate program should have its own program-specific learning outcomes clearly defined.

STAR OUTCOMES

1. Possesses theoretical and factual knowledge in the field.
2. Has cognitive and practical skills related to the field.
3. Demonstrates the ability to work independently and take responsibility in the field.
4. Has learning competency related to the field.
5. Possesses communication and social competence in the field.
6. Alan Acquires field-specific competencies.

3.2. A measurement and evaluation system should be established and operated to determine and document the achievement of Program Learning Outcomes.

3.3. It must be proven that students at the graduation stage have achieved the Program Learning Outcomes.

4. Program Curriculum

4.1. A Program Curriculum (Syllabus) must be established to ensure the achievement of Program Educational Objectives and Program Learning Outcomes. The curriculum should include both General Learning Outcomes (General Criteria) and Program-Specific Learning Outcomes (Program-Specific Criteria).

4.2. The teaching methods used in the implementation of the curriculum should be structured to enable students to acquire the necessary knowledge, skills, and competencies.

4.3. A teaching system must be established and operated to ensure the implementation and continuous improvement of the Program Curriculum.

4.4. The Program Curriculum must include the following components:

- 4.4.1. Fundamental courses of the undergraduate program (core courses).
- 4.4.2. Specialized courses of the undergraduate program (major-related courses).
- 4.4.3. Competency-supplementing courses (elective and mandatory).

4.5. Students must be provided with optional or mandatory internships as part of the undergraduate program.

5. Faculty

5.1. The faculty should be sufficient in number to support: Scientific research, student-faculty interaction, academic advising, academic development, coverage of all areas of the undergraduate program.

5.2. The faculty should possess the necessary qualifications to sustain and enhance the undergraduate program.

5.3. The appointment and promotion criteria must be designed and implemented to fulfill and enhance the qualifications outlined in Sections 5.1 and 5.2.

6. Infrastructure

- 6.1. The physical learning environment should be sufficient to ensure the achievement of Program Learning Outcomes.
- 6.2. The institution must have an infrastructure that: Enables students to engage in extracurricular activities, meets students' sporting, social, and cultural expectations, supports students' professional development, facilitates student-faculty interaction.
- 6.3. Information systems must be adequate to support the achievement of Program Learning Outcomes and Program Educational Objectives.
- 6.4. Library facilities must be sufficient to ensure the achievement of Program Learning Outcomes and Program Educational Objectives.
- 6.5. Physical security measures must be implemented in the learning environment.
- 6.6. Educational and physical accessibility opportunities must be provided for students with disabilities.

7. Institutional Support and Financial Resources

- 7.1. Institutional support, constructive leadership, financial resources, and budget policies must ensure the quality, development, and sustainability of the undergraduate program.
- 7.2. Financial resources should be sufficient to: Recruit and maintain a qualified faculty, support academic development initiatives.
- 7.3. Adequate financial resources must be allocated to: Establish, operate, and maintain the necessary infrastructure for the undergraduate program.
- 7.4. Administrative and technical staff assigned to the undergraduate program must be sufficient in both quantity and quality to support the achievement of Program Learning Outcomes.
- 7.5. External support services procured for the undergraduate program must be adequate in both quantity and quality to meet the Program Learning Outcomes.

8. Institutional Structure and Decision-Making Processes

- 8.1. The institutional structure and the decision-making processes within faculties and departments must be organized in a way that ensures the achievement of Program Learning Outcomes and Program Educational Objectives.

9. Distance Education for the Program

- 9.1. A distance education policy must be established for the undergraduate program.
- 9.2. To ensure the quality and compliance of the undergraduate program's distance education, institutions must provide evidence related to: Information systems, user competencies, teaching processes, technical personnel, external support services, cybersecurity measures, compliance with personal data protection regulation, ethical principles.

10. Program-Specific Criteria

- 10.1. The achievement of Program-Specific Criteria must be proven with evidence. Each Program-Specific Criterion must be linked to relevant courses in the curriculum. If an undergraduate program falls under multiple program categories due to its title, each category must meet its respective Program-Specific Criteria.

11. Continuous Improvement

- 11.1 Continuous improvement efforts related to evaluation criteria must be conducted regularly. These improvement efforts should be systematically based on concrete, collected data.

B. PROGRAM-SPECIFIC CRITERIA**Criteria for Undergraduate Programs Related to Business and Related Fields**

These criteria apply to undergraduate programs that include titles such as; Business Administration, Business Engineering, Business Management, Business-Economy, International Business, International Business Management, International Business and Trade, Business Mathematics, Business Economics, International Entrepreneurship, and related fields.

Graduates must:

- Possess theoretical and conceptual knowledge in core business areas such as management, organization, planning, marketing, finance, and accounting.
- Be competent in conducting research on economic and social aspects of the business world.
- Have the ability to analyze international and national business practices and generate new knowledge.
- Complete core courses related to business, economics, statistics, accounting, finance, marketing, production management, human resources, and organizational theory.

Criteria for Undergraduate Programs Related to International Trade and Related Fields

These criteria apply that include titles such as; International Trade, International Trade and Finance, International Trade and Finance Management, International Trade and Logistics, International Trade and Logistics Management, International Trade and Business, International Trade and Marketing, and related fields.

Graduates must:

- Have domain knowledge in economics, business, foreign trade, and law related to international trade.
- Be capable of analyzing and interpreting international trade theories, concepts, and models.
- Have the ability to analyze international trade data, derive meaningful conclusions, and report findings effectively.
- Complete core courses related to business, economics, statistics, trade finance, international marketing, e-commerce, foreign trade operations, and customs regulations.

Criteria for Undergraduate Programs Related to Management Information Systems and Related Fields

These criteria apply to undergraduate programs that include titles such as; Management Information Systems, Business Information Management, Business Analytics, Information Management, Business Informatics, and related fields.

Graduates must:

- Understand key concepts such as data, information, and knowledge within the field of Management Information Systems and be proficient in data collection, storage, updating, security, and modern programming languages.
- Have the competence to develop and manage databases related to data collection, storage, and updating.
- Possess programming logic, algorithmic thinking skills, and the ability to analyze business-related challenges.
- Complete core courses in business, economics, information systems, algorithms, databases, IT infrastructure, programming languages, web and mobile applications, and cybersecurity.

Criteria for Undergraduate Programs in Finance and Related Fields

These criteria apply to undergraduate programs that include titles such as; Finance, Financial Mathematics, International Finance, and related fields.

Graduates must:

- Understand the time value of money, risk-return balance, and key financial theories and applications.
- Have knowledge of financial markets, institutions (banks, investment firms), and financial products (stocks, bonds, etc.), and be able to analyze financial data and propose solutions.
- Understand the national and international financial systems and their interactions.
- Complete core courses in business, economics, statistics, financial management, financial mathematics, financial accounting, financial regulations, investment analysis and portfolio management, and international finance.

Criteria for Undergraduate Programs in Banking and Related Fields

These criteria apply to undergraduate programs with titles such as; Banking, Banking and Finance, Banking and Financial Management, and related fields.

Graduates must:

- Understand the fundamental theories, principles, and practices of the banking sector.
- Be able to analyze banking data, identify key issues, and develop solutions.
- Critically assess banking information and demonstrate a commitment to lifelong learning and professional development.
- Complete core courses in business, economics, statistics, monetary policy, financial management, financial markets, banking law, investment analysis, and international finance.

Criteria for Undergraduate Programs in Labor Economics and Industrial Relations

These criteria apply to undergraduate programs with titles such as; Labor Economics, Labor Economics and Industrial Relations, and related fields.

Graduates must:

- Understand fundamental concepts, theories, and principles in labor economics and industrial relations.
- Conduct research on economic and social aspects of the labor market, analyze findings, and draw conclusions.
- Analyze labor market dynamics, unemployment, and the economic impacts of labor policies.
- Complete core courses in business, economics, statistics, labor economics, industrial relations, labor law, accounting, finance, marketing, employer-employee relations, collective bargaining, trade unions, social security, and human resources.

Criteria for Undergraduate Programs in Public Administration and Related Fields

These criteria apply to undergraduate programs with titles such as; Public Administration and related fields.

Graduates must:

- Have knowledge of public administration, political institutions, and political theories.
- Analyze public administration topics from interdisciplinary perspectives.
- Understand the structure and functions of local, national, and international institutions.
- Complete core courses in business, economics, statistics, public law, political history, public finance, Turkish public administration, and Turkish economy.

Criteria for Undergraduate Programs in Political Science and Related Fields

These criteria apply to undergraduate programs with titles such as; Political Science, Political Science and Public Administration, Political Science and International Relations, and related fields

Graduates must:

- Understand fundamental theories, concepts, and principles of political science.
- Analyze current social and political events, compare political systems, and evaluate political developments.
- Comprehend how political science interacts with other disciplines such as economics, diplomacy, public administration, and sociology.
- Complete core courses in history of political thought, political systems, political economy, constitutional law, fiscal policies, local governments, administrative law, and EU relations.

Criteria for Undergraduate Programs in International Relations and Related Fields

These criteria apply to undergraduate programs with titles such as International Relations, International Relations and the European Union, European Union Studies, Global and International Relations, and similar fields.

Graduates must:

- Understand the fundamental concepts, theories, and principles of international relations.
- Be competent in analyzing the dynamics of interstate relations, balance of power, diplomatic relations, and the formation of international policies.
- Be able to explain contemporary issues in international relations, analyze the effects of globalization on foreign policy and international relations, and understand the intersection of economics, politics, and diplomacy.
- Complete core courses in world history, history of political thought, political systems, political economy, international law, foreign policy, international diplomacy, and EU relations.

Criteria for Undergraduate Programs in Economics and Related Fields

These criteria apply to undergraduate programs with titles such as Econometrics and similar fields.

Graduates must:

- Have knowledge of econometric theories and applied techniques.
- Be able to apply appropriate econometric techniques for different data types (time series, cross-sectional, panel data) and integrate this knowledge with economics, business, and sociology for comprehensive analyses and new insights.
- Be competent in comparing econometric methods, analyzing their advantages and limitations, and providing economic interpretations of econometric models.
- Complete core courses in business, economics, statistics, mathematics, accounting, econometrics, operations research, time series analysis, and econometric/statistical software applications.

Criteria for Undergraduate Programs in Statistics and Related Fields

These criteria apply to undergraduate programs with titles such as Statistics and similar fields.

Graduates must:

- Understand the mathematical foundations, theories, and concepts of statistics.
- Be able to apply theoretical and practical knowledge in statistics, collect and evaluate statistical data, and select appropriate techniques for analysis and interpretation.
- Have the ability to solve statistical problems using quantitative and qualitative data, model statistical findings, and present results using appropriate tables and graphics.
- Complete core courses in statistics, economics, mathematics, probability, numerical methods, regression analysis, sampling, time series analysis, data science, and statistical software applications.

Criteria for Undergraduate Programs in Logistics and Related Fields

These criteria apply to undergraduate programs with titles such as Logistics, Logistics Management, and similar fields.

Graduates must:

- Understand and apply fundamental logistics theories and concepts.
- Have knowledge of customs operations, foreign exchange transactions, accounting, supply chain management, distribution channels, and global markets, with the ability to analyze these topics effectively.
- Be capable of evaluating foreign trade, macroeconomic policies, public finance, and customs regulations, as well as identifying, analyzing, and solving logistics problems using logistics information systems and analytical methods.

- Complete core courses in business, economics, statistics, customs regulations, logistics, marketing, supply chain management, distribution channels, logistics modeling, foreign trade, and transportation modes.

Criteria for Undergraduate Programs in Finance and Related Fields

These criteria apply to undergraduate programs with titles such as Finance and similar fields.

Graduates must:

- Understand fundamental finance theories and concepts.
- Be able to analyze public budgeting and financial management systems, interpret their functions, and comprehend the Turkish Tax System and financial policies.
- Have the competence to apply theoretical and practical financial knowledge to analyze and compare financial systems.
- Complete core courses in economics, statistics, public law, public finance, financial policy, tax law, the Turkish tax system, and the Turkish economy.

Criteria for Undergraduate Programs in Accounting and Related Fields

These criteria apply to undergraduate programs with titles such as Accounting, Accounting and Auditing, Accounting and Financial Management, and similar fields.

Graduates must:

- Understand fundamental accounting theories and concepts.
- Be proficient in interpreting and comparing national and international accounting standards, generally accepted accounting principles, and accounting record systems.
- Be able to analyze and interpret accounting documents, financial data, financial reports, and financial statements.
- Complete core courses in economics, statistics, accounting theory, commercial law, financial accounting, managerial accounting, cost accounting, financial statements, financial reporting, tax regulations, auditing, and accounting software applications.

Criteria for Undergraduate Programs in Human-Resources and Related Fields

These criteria apply to undergraduate programs with titles such as Human Resources, Human Resources Management, and similar fields.

Graduates must:

- Understand fundamental theories and concepts in the field of human resources.
- Be able to collect, process, analyze, and evaluate human resources data.
- Be competent in designing research methods, conducting surveys, and applying appropriate analytical techniques for human resources studies.
- Complete core courses in economics, statistics, labor law, accounting, management, sociology, social security, occupational safety, compensation systems, organizational behavior, career management, and human resources software applications.

Criteria for Undergraduate Programs in Marketing and Related Fields

These criteria apply to undergraduate programs with titles such as Marketing and similar fields.

Graduates must:

- Define and interpret fundamental theories and concepts in marketing.
- Be competent in using modern techniques, tools, and information technologies required for marketing applications.
- Have the ability to analyze market research, sales, and advertising data, identify marketing problems, and propose solutions.
- Complete core courses in economics, statistics, business, marketing principles, distribution channels, marketing management, and market research.

Criteria for Undergraduate Programs in Entrepreneurship and Related Fields

These criteria apply to undergraduate programs with titles such as Entrepreneurship, International Entrepreneurship, and similar fields.

Graduates must:

- Understand fundamental theories and concepts in entrepreneurship.
- Be competent in conducting market research and preparing key components of a business plan, including marketing, production, management, and financial plans, through practical studies and case analyses.
- Be able to apply their entrepreneurial knowledge and skills in their career.
- Complete core courses in microeconomics, statistics, business, sales, marketing, finance, accounting, advertising, consumer behavior, and brand management.

Criteria for Undergraduate Programs in Insurance, Actuarial Sciences and Related Fields

These criteria apply to undergraduate programs with titles such as Actuarial Sciences, Insurance and Actuarial Sciences, Insurance and Social Security, Banking and Insurance, Insurance and Risk Management, and other programs including the terms "Insurance" or "Actuarial" in their names.

Graduates must:

- Define and interpret fundamental theories and concepts in the fields of insurance and actuarial sciences.
- Be competent in analyzing industry trends, data, and developments, as well as evaluating economic indicators and national and international market changes to create future projections.
- Have the ability to apply modern techniques and computational tools required for insurance and actuarial calculations.
- Complete core courses in economics, statistics, business, financial mathematics, insurance law, actuarial mathematics, social security systems, and reinsurance.