



PROCESS MANUAL ANNEXES

2025

**EFMD Online Course
Certification System**



EOCCS PROCESS MANUAL ANNEXES

Document Version 2025¹

¹ The EOCCS documents are revised periodically and it is the responsibility of the Institution to always use the latest version of the documents. Older versions of the EOCCS documents are only acceptable by prior approval from the EOCCS Office. The periodical changes to the documents are always published on the EFMD website at the beginning of each year.

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ANNEX 1

EOCCS Application Form



EOCCS APPLICATION FORM

Dated/updated:



2025

EFMD Global

Online Course Certification System

Instructions

The Application Form must be signed by the head of the Institution. One Application Form needs to be filled in for each applicant course or a suite of courses. For a definition of an online course, please refer to the EOCCS Standards & Criteria.

*The Datasheet (Part A) and Course Self-Assessment Report CSAR (Part B) of this Application Form are assessed against the EOCCS Standards & Criteria. Part A is intended to provide succinct factual information about the Institution and the applicant course therefore data about the Institution should be strictly limited to those necessary to understand the course. Descriptions should be clear and concise. There should be many more facts and data than opinions. EOCCS will trust the data provided at this stage since it will be checked at a later stage, if applicable. Part B forms the basis for discussion between the Review Panel and the applicant Institution and therefore it must cover the full range of the EOCCS quality standards and associated criteria grouped into 4 chapters as outlined in the EOCCS Standards & Criteria. **The total length of the document should not exceed 15 pages excluding the annexes with a font size not smaller than 11.** The Institution may add annexes to the Application Form as appropriate (e.g. course guidelines, study guides). Please make sure that this document contains page numbers. For Institutions applying to EOCCS for the first time, it should be noted that no additional information provided by the Institution besides that contained in this application will be conveyed to the EOCCS Certification Board. **All the sections, descriptions and instructions must neither be deleted nor altered when completing this document.***

I, the undersigned

(Name)

(Position)

representative of

(Name of organisation)

Tel: _____ E-mail: _____

confirm the application of my organisation to go through the **EOCCS process – EFMD Global Online Course Certification System** for the following course²:

(name of course(s)/suite of courses)

I confirm the accuracy of the information supplied in the EOCCS Application Form (dated and any subsequent revisions) and agree that my Institution will pay the EOCCS fees as they fall due through the

² If part of a B.A., M.A./M.Sc., MBA, etc., indicate the exact name of the programme.

process. I also confirm that we will accept the certification process, the results of this process and the decisions of EFMD Global in respect of the certification. EFMD Global, its directors, employees, consultants, dependent or independent, voluntary or not, shall not be liable on tortious or contractual basis for any direct or indirect, foreseeable or unforeseeable damages resulting from the certification process, the conception and implementation of the standards, systems or procedures, nor for the certification decision. The aforementioned shall also not be liable for the use by the Institution of the recommendations nor for any delay in the certification process.

I fully understand and agree with EFMD Global general terms and conditions below.

General Terms and Conditions

1. The signatory of this Application Form certifies he/she is a representative who is authorised to commit her/his organisation to go through the EOCCS Process for the above-mentioned course.
2. The fees payable for the EOCCS process are defined in the EOCCS Fee Schedule effective at the date of the final submission of the Application Form.
3. In case the review process requires an onsite visit, the reviewed Institution will be charged directly by the visiting experts for their travel, accommodation and other direct expenses for the peer review visit.
4. Invoices and expenses claims shall be paid preferably by bank transfer, free of any bank charges, within thirty (30) days of presentation of the invoice. The review fee however, is due within fourteen (14) days prior to presentation of the course to the EOCCS Certification Board.
5. The fees are exempted from VAT (Swiss VAT 0% - Export).
6. In case the Institution decides unilaterally to stop the process, cancellation must be confirmed in writing.
7. The Swiss law shall apply to any and all disputes arising out of the process. In case of dispute, only the courts of Geneva are deemed competent.

Signature: _____ Date: ____/____/____

Stamp of the organisation:

Institution:

Department:

Address including Post/Zip Code:

.....

Website:

City and Country:

Phone: Fax:

VAT Identification Number (Please provide for invoicing purposes):
(see art. 5 of General Terms and Conditions)

Part A: DATASHEET

This section must be filled in in order to allow the decision of the EOCCS Committee on Eligibility.

1. Institutional Information

Institution name

Please give the name of the entity within which the applicant course is located, for example a free-standing business school/organisation/agency or a faculty/school/department/unit within a university, company or public/private institution. If the entity is part of a larger institution, please also name that institution. If the applicant course is run by a consortium, please indicate the lead institution and provide contact details of all the other partners.

EFMD membership status of the applicant Institution

☐ Member or if applying for EFMD membership, please state type of membership and date of application:

Indicate if your institution is EQUIS or CLIP accredited and the date of the accreditation:

☐ Non-EFMD member

Institutional environment for online learning

Briefly describe the Institution's strategy and considerations on online learning and provide overview of the Institution's online learning portfolio.

2. Information on Applicant Course

EOCCS Eligibility

Has the institution proposing the course been in existence for at least one year? ☐ Yes ☐ No

Year of establishment:

Does the course represent at least 20 hours of study for learners (roughly equivalent to 1 ECTS credit)? ☐ Yes ☐ No

Is the cohort size for completions at least 20 learners? ☐ Yes ☐ No

Has the course run at least once within the year prior to the application? ☐ Yes ☐ No

Has learner access to the online course been provided to the EOCCS Office and EOCCS Committee along with the submission of this Datasheet? ☐ Yes ☐ No

EOCCS Project Leader at the Institution

This person should act as the central point of contact for EFMD for all issues concerning the current EOCCS certification.

Name:

Job title:

Tel:

Email:

Financial performance of the course

Please provide a table with the financial data of the course (in Euros) for the past 2 years showing total revenue, total expenditure and the surplus (add an explanation if surpluses have been falling significantly in recent years or annual surpluses are negative). Provide also the projections for the next 3 years.

Basic details on the applicant course

The courses under consideration here are business and/or management-related courses with a contemporary perspective which have a considerable amount of its content delivered over the Internet. This can include MOOCS, SPOCS, blended learning courses, suites of courses/modules³ and other course formats. The courses normally cover at least twenty (20) hours of study.

Name of course	
Course level ⁴	
Does the course require previous work experience (yes/no)?	
Target audience of the course	
Course start (dd/mm/yy)	
Year in which the course had its first completion ⁵	
Start of the next intake (dd/mm/yy)	
No. of times the course has been run	
Duration in weeks and hours of study per week	
Overall hours of study	
Primary language(s) of instruction (in %)	
Course fees	
Course technology platform(s)	

Profile of participant group for last 5 intakes

For courses with continuous enrolment provide aggregate data for academic or calendar year.

Course period/intake	No. of participants enrolled	No. of successful completions	No. of drop outs
1 st Intake (MM-YY)			
2 nd Intake (MM-YY)			
3 rd Intake (MM-YY)			
4 th Intake (MM-YY)			
5 th Intake (MM-YY)			
Overall totals			
% against total number of participants enrolled in the course			

Rankings, certification or recognition by national and/or international agencies

Identify rankings, certification or recognition by national and/or international agencies of the submitted course, if any.

³ A suite of courses is defined as a group of courses/modules that are related in their content to form a specialisation. This type of structure is common to the MOOC format of online learning whereby one subject matter is divided into smaller chunks of learning for flexibility purposes. A suite of courses will have a common structure in terms of content, delivery, operation and quality assurance processes.

⁴ Course level would be at Certificate, Diploma, Bachelors or Masters or equivalent level including properly designed vocational and training programmes.

⁵ To qualify for EOCCS certification, the course should have had at least 1 successful completion.

Course Team

The course team refers to those responsible for planning, design, production, delivery, management, maintenance and evaluation of the course, i.e., authors, core faculty, course team leader, e-tutors, IT experts, learning designers, teachers, quality managers, etc. Provide a readily understandable picture of the quality and quantity of human resources available to the applicant course. You may use the "other" field to describe other roles in your team. If the table exceeds 1 page you may choose to move it to the Annexes.

Total number of course team members: []

	Number of course team members by role	Names of course team members	Explanation of roles/qualification/experience
Course Team			
Authors			
Course team leader			
E-tutors			
IT Experts			
Learning Designers			
Online help support			
Teachers			
Quality Managers			
Other			
Other			
Other			

Course Access

In order to undertake a complete review of the course(s) in each submission EOCCS requires (guest) access to the course(s) in question at the eligibility stage. This enables the reviewers to inspect technical and instructional design of the course(s) prior to the Review Panel Meeting.

Please provide URL, guest login ID and password below or by separate email to the EOCCS Office (eoocs@efmdglobal.org).

Course 1

	Course Title:
URL	
Login ID	
Password	

Course 2...

	Course Title:
URL	
Login ID	
Password	

Please replicate for additional courses, if course access credentials differ.

Part B: COURSE SELF-ASSESSMENT REPORT (CSAR)

This section must be completed only after the Eligibility of the Institution is confirmed by the EOCCS Committee.

*This section covers the full range of the EOCCS quality standards and associated criteria as set out in the EOCCS Certification Framework. The Criteria have been grouped into a variable number of 'key areas'. The EOCCS Standards & Criteria document is the most comprehensive guide for applicant institutions in formulating its response for the CSAR. **Don't repeat data already provided in Part A of the Application Form.***

Chapter 1: Institutional Context

- a) The Institution in its environment
- b) Strategic planning
- c) Resources and facilities
- d) Course team

Chapter 2: Course Composition

- a) Target groups
- b) Design for learning
- c) Design of course layout
- d) Design of course content
- e) Design of course delivery
- f) Applied technology
- g) Qualification

Chapter 3: Course Delivery and Operations

- a) Course participants
- b) Course presentation
- c) Corporate interaction

Chapter 4: Quality Assurance Processes

- a) Institutional system
- b) Course review
- c) Assessment of participants
- d) Monitoring of teaching
- e) Monitoring of learning

For initial certifications, the Application Form should be sent to the EOCCS Office by email (eoocs@efmdglobal.org) in Microsoft Word format so that the EOCCS Office may comment and make suggestions. Once advice on possible revisions has been received from the EOCCS Office, the final version should be submitted in PDF electronic format. The official application form at any time will be the last application in PDF format for which the EOCCS Office has acknowledged receipt. **The final application must be received by the deadline published on the website for the target EOCCS Committee meeting date.** Missing this deadline will cause delay in scheduling the Review Panel meeting and submission of the Review Report to the EOCCS Board until a subsequent meeting. Please address the application to the **EOCCS Office** (eoocs@efmdglobal.org).

In addition, following confirmation of eligibility by the EOCCS Committee, both for initial certifications and re-certifications, an updated application should be sent to the EOCCS Office six (6) weeks before the start of the Review Panel meeting. Institutions should always use the latest version of the application template available on the EFMD Global website unless otherwise advised by the EOCCS Office.

ANNEX 2

EOCCS Application Form for Re-Certification



EOCCS APPLICATION FORM FOR RE-CERTIFICATION

Dated/updated:



2025 EFMD Global Online Course Certification System

Instructions

The Application Form must be signed by the head of the institution. One Application Form needs to be filled in for each course or suite of courses.

*The Datasheet (Part A) and Course Self-Assessment Report CSAR (Part B) of this Application Form are assessed against the EOCCS Standards & Criteria. Part A is intended to provide succinct factual information about the Institution and the course. Part B must cover any changes that were made to the course in relation to the full range of the EOCCS quality standards and associated criteria grouped into 4 chapters as outlined in the EOCCS Standards & Criteria. **The total length of the document should be 15 pages excluding the annexes with a font size not smaller than 11.** The Institution may add annexes to the Application Form as appropriate. Please make sure that this document contains page numbers. **All the sections, descriptions and instructions should neither be deleted nor altered when completing this document.***

I, the undersigned

(Name)

(Position)

representative of

(Name of organisation)

Tel: _____ E-mail: _____

confirm the application of my organisation to go through the **EOCCS process – EFMD Global Online Course Certification System** for the re-certification of the following course⁶:

(name of course/suite of courses)

I confirm the accuracy of the information supplied in the EOCCS Application Form for Re-Certification (dated and any subsequent revisions) and agree that my Institution will pay the EOCCS re-certification fees as they fall due through the process. I also confirm that we will accept the re-certification process, the results of this process and the decisions of EFMD Global in respect of the re-certification. EFMD Global, its directors, employees, consultants, dependent or independent, voluntary or not, shall not be liable on tortious or contractual basis for any direct or indirect, foreseeable or unforeseeable damages resulting from

⁶ If part of a B.A., M.A./M.Sc., MBA, etc., indicate the exact name of the programme.

the re-certification process, the conception and implementation of the standards, systems or procedures, nor for the re-certification decision. The afore-mentioned shall also not be liable for the use by the Institution of the recommendations nor for any delay in the re-certification process.

I fully understand and agree with EFMD Global general terms and conditions below.

General Terms and Conditions

8. The signatory of this Application Form certifies he/she is a representative who is authorised to commit her/his organisation to go through the EOCCS Re-Certification Process for the abovementioned course.
9. The fees payable for the EOCCS Re-Certification process are defined in the EOCCS Fee Schedule effective at the date of the final submission of the Application Form.
10. In case the review process requires an onsite visit, the reviewed Institution will be charged directly by the visiting experts for their travel, accommodation and other direct expenses for the peer review visit.
11. Invoices and expenses claims shall be paid preferably by bank transfer, free of any bank charges, within thirty (30) days of presentation of the invoice. The re-certification fee however, is due within fourteen (14) days prior to presentation of the course to the EOCCS Certification Board.
12. The fees are exempted from VAT (Swiss VAT 0% - Export).
13. In case the Institution decides unilaterally to stop the process, cancellation must be confirmed in writing.
14. Swiss law shall apply to any and all disputes arising out of the process. In case of dispute, only the courts of Geneva are deemed competent.

Signature: _____ Date: ____/____/____

Stamp of the organisation:

Institution:

Department:

Address including Post/Zip Code:

.....

.....

Website:

City and Country:

Tel: Fax:

VAT Identification Number (Please provide for invoicing purposes):
(see art. 5 of General Terms and Conditions)

Part A: DATASHEET

1. Institutional Information

Institution name

Please give the name of the entity within which the applicant course is located, for example a free-standing business school/organisation/agency or a faculty/school/department/unit within a university, company or public/private institution. If the entity is part of a larger institution, please also name that institution. If the applicant course is run by a consortium, please indicate the lead institution and provide contact details of all the other partners.

EFMD membership status of the applicant Institution

☐ Member or if applying for EFMD membership, please state type of membership and date of application:

Indicate if your institution is: EQUIS, EFMD Accredited or CLIP accredited and the date of the accreditation:

☐ Non-EFMD member

Institutional environment for online learning

Briefly describe the Institution's strategy and considerations on online learning and provide overview of the Institution's online learning portfolio.

2. Information on Course

EOCCS Project Leader at the Institution

This person should act as the central point of contact for EFMD for all issues concerning the current EOCCS re-certification.

Name:

Job title:

Tel:

Email:

Financial performance of the course

Please provide a table with the financial data of the course (in Euros) for the past 3 years showing total revenue, total expenditure and the surplus (add an explanation if surpluses have been falling significantly in recent years or annual surpluses are negative). Provide also the projections for the next 3 years. If the course is part of a larger programme, provide information on the programme.

Basic details on the course

Name of course	
Course level ⁷	
Does the course require previous work experience (yes/no)?	
Target audience of the course	
Course start (dd/mm/yy)	
Year in which the course had its first completion ⁸	
Start of the next intake (dd/mm/yy)	
No. of times the course has been run	
Duration in weeks and hours of study per week	
Overall hours of study	
Primary language(s) of instruction (in %)	
Course fees	
Course technology platform(s)	

Profile of participant group for last 5 intakes

For courses with continuous enrolment provide aggregate data for academic or calendar year.

Course period/intake	No. of participants enrolled	No. of successful completions	No. of drop outs
1 st Intake (MM-YY)			
2 nd Intake (MM-YY)			
3 rd Intake (MM-YY)			
4 th Intake (MM-YY)			
5 th Intake (MM-YY)			
Overall totals			
% against total number of participants enrolled in the course			

Rankings, certification or recognition by national and/or international agencies

Identify rankings, certification or recognition by national and/or international agencies of the submitted course, if any.

⁷ Course level would be at Certificate, Diploma, Bachelors or Masters or equivalent level including properly designed vocational and training programmes.

⁸ To qualify for EOCCS certification, the course should have had at least 1 successful completion.

Course Team

The course team refers to those responsible for planning, design, production, delivery, management, maintenance and evaluation of the course, i.e., authors, core faculty, course team leader, e-tutors, IT experts, learning designers, teachers, quality managers, etc. Provide a readily understandable picture of the quality and quantity of human resources available to the applicant course. You may use the "other" field to describe other roles in your team. If the table exceeds 1 page you may choose to move it to the Annexes.

Total number of course team members: []

	Number of course team members by role	Names of course team members	Explanation of roles/qualification/experience
Course Team			
Authors			
Course team leader			
E-tutors			
IT Experts			
Learning Designers			
Online help support			
Teachers			
Quality Managers			
Other			
Other			
Other			

Course Access

In order to undertake a complete review of the course(s) in each submission EOCCS requires (guest) access to the course(s) in question at the eligibility stage. This enables the reviewers to inspect technical and instructional design of the course(s) prior to the Review Panel Meeting.

Please provide URL, guest login ID and password below or by separate email to the EOCCS Office (eoocs@efmdglobal.org).

Course 1

	Course Title:
URL	
Login ID	
Password	

Course 2...

	Course Title:
URL	
Login ID	
Password	

Please replicate for additional courses, if course access credentials differ.

Part B: COURSE SELF-ASSESSMENT REPORT (CSAR)

This section addresses the EOCCS quality standards and associated criteria as set out in the EOCCS Certification Framework. EOCCS Standards & Criteria document is the most comprehensive guide for institutions in formulating its response for re-certification.

Please include a summary outlining the history and context of the course and the institution. The assessment should be written with careful reference to the observations and development objectives contained in the previous RPR, describing the progress towards the specified areas for improvement.

Chapter 1: Institutional Context

Please elaborate on the changes that have occurred since the course gained certification. This may include changes in the strategic plan and considerations on online learning (and vision for the future), changes in regard to course content, advertising efforts, financial and human resources as well as technological facilities/infrastructure. Please include:

- An update on the institutional strategy, commitment and future plans
- An update on the institutional facilities and resources
- Any new roles that were added to the course team
- An update on how the Institution trains its faculty

Chapter 2: Course Composition

Please elaborate on any changes that have occurred since the course gained certification. This may address increased or decreased numbers of participants and newly introduced elements in the course. Please include:

- Any changes as regards the target group of the course
- Any changes to the learning design, course layout, content and/or delivery
- An update on the applied technology
- An update on the corporate input to the course

Chapter 3: Course Delivery and Operations

Please elaborate on any changes that have occurred since the course gained certification. Please include:

- Any changes regarding the admission process
- An update on academic support
- An update on technical support
- An update on administrative support
- An update on provision of feedback

Chapter 4: Quality Assurance Processes

Please elaborate on any changes that have occurred since the course gained certification. This may include changes in the quality assurance processes at institutional level as well as the assessment process. Examples for findings gained through review of course content, delivery and applied technology as well as student feedback and the actions taken based on these findings are particularly helpful. Please include:

- Any changes to the review of the course
- Any changes to the assessment of participants
- Any changes to the monitoring of teaching and learning

The Application Form should be sent to the EOCCS Office by email (eoocs@efmdglobal.org) in Microsoft Word format so that the EOCCS Office may comment and make suggestions. Once advice on possible revisions has been received from the EOCCS Office, the final version should be submitted in PDF electronic format. The official application form at any time will be the last application in PDF format for which the EOCCS Office has acknowledged receipt. **The final application must be received by the deadline published on the website for the target EOCCS Committee meeting date.** Missing this deadline will cause delay in scheduling the Review Panel meeting and submission of the Review Report to the EOCCS Board until a subsequent meeting. Please address the application to the **EOCCS Office** (eoocs@efmdglobal.org).

In addition, following confirmation of eligibility by the EOCCS Committee, both for initial certifications and re-certifications, an updated application should be sent to the EOCCS Office six (6) weeks before the start of the Review Panel meeting. Institutions should always use the latest version of the application template available on the EFMD Global website unless otherwise advised by the EOCCS Office.

ANNEX 3

EOCCS Fee Schedule



EOCCS FEE SCHEDULE

2025



This fee schedule covers applications submitted between 1 January and 31 December 2025.

ADMINISTRATIVE CERTIFICATION FEES

Application Fee € 2 100

Invoiced on receipt of application.

Review Fee

One course € 6 200

For each additional stand-alone course or additional course in a suite of courses € 500

Due 14 days prior to presentation of the course(s) to the EOCCS Certification Board.

Certification Fee

3-year certification € 2 100

Invoiced following the decision of the EOCCS Certification Board.

ADMINISTRATIVE RE-CERTIFICATION FEES

Re-certification Fee € 5 200

Invoiced on receipt of application for re-certification.

For each additional course in the application* € 250

* Additional course refers to a further **course in the same suite of courses** where the courses share elements such as Institution, Platform and Quality Assurance but differ in the discipline-based content.

EXPENSES IN CASE OF ONSITE VISIT⁹

In exceptional cases the EOCCS Office or Certification Board may ask an EOCCS Expert to conduct an **Onsite Visit** to the applicant Institution. The Institution will have to cover the travel, accommodation and other direct expenses of the Expert.

In the event of an Onsite Visit, travel, lodging and other direct expenses are to be paid by the Institution.

Panel members will be asked to keep intercontinental travel below **€ 6,000**. If the estimated cost exceeds this amount, prior approval must always be sought from the Institution, copying the EOCCS Office.

CANCELLATION, POSTPONEMENT AND LATE PAYMENTS

- a) Should the Institution decide to cancel or postpone the Virtual Review Panel or Onsite Visit, the Institution will be liable for any non-refundable costs incurred by the Peer Reviewers at that time.
- b) The EOCCS Office may cancel or postpone a Review Panel
 - if the EOCCS Application Form is inconsistent or has significant problem areas or if it is evident that the course(s) do not meet the criteria as set out in the EOCCS documents; or
 - if the review is not conducted in an orderly manner even if the Review Panel is online or onsite, with the explicit agreement between the EOCCS Office, the Chairperson and another member of the Review Panel.

The Institution will have to cover any non-refundable costs incurred by the Peer Reviewers (e.g. flight tickets in case of onsite visit) up to the time of cancellation or postponement of the visit.

Any postponement, re-scheduling or cancellation of

- a) Virtual Review Panel by the Institution or the EOCCS Office will require the payment of an administration fee of **€ 250** should this occur more than three (3) weeks in advance of the planned Panel Review. A fee of **€ 500** will be charged should this occur within less than three (3) weeks from the scheduled Panel Review date.
- b) Onsite Review Panel Visit by the Institution or the EOCCS Office will require the payment of an administration fee of **€ 1,500** should this occur more than three (3) weeks in advance of the planned Panel Review. A fee of **€ 5,000** will be charged should this occur within less than three (3) weeks from the scheduled Panel Review date.

Please note that the fees above also apply to postponement, re-scheduling or cancellation of Virtual Review Panels or Onsite Review Panel Visits during a Deferral period.

In order to advance in the certification/re-certification process, an Institution must be up to date in all its payments.

⁹ Applicable both for certification and re-certification.

ANNEX 4

EOCCS Review Schedule



EOCCS ONLINE REVIEW SCHEDULE



2025

[Name of Institution]

[Name of Course/Suite of Courses]

Date of Review:	[Enter date of review]
Time:	[Enter time of review, and time zone]
Review Panel Chair:	[Enter name of Chair]
Review Panel Members:	[Enter name of reviewer #1]
	[Enter name of reviewer #2]
	[Enter name of reviewer #3]

Typical Agenda for Initial Online Review

Please allow around 3-4 hours for the Online Review itself, but be prepared to enter the conferencing system Zoom in advance of this.

[xx:xx]	Briefing meeting of Internal EOCCS Review Panel only
[xx:xx]	Zoom conference room opens
[xx:xx]	Please ensure you are present on Zoom by this time
	Review begins at [xx:xx]
[xx:xx – 30 minutes]	Meeting the top management <i>Focus on Chapter 1: The Institutional Context</i>
[xx:xx – 1 hour]	Meeting the course team <i>Focus on Chapter 2: Course Composition, and Chapter 3: Course Delivery & Operations</i>
[xx:xx – 15 minutes]	Comfort break
[xx:xx – 30 minutes]	Meeting the departmental management <i>Focus on Chapter 4: Quality Assurance Processes</i>
[xx:xx – 30 minutes]	Student Perspective (at least 2 students)
[xx:xx – 15 minutes]	Wrap up meeting of Internal EOCCS Review Panel only
[xx:xx – 15 minutes]	Remaining questions/feedback
	Review ends at [xx:xx]

Please note this schedule is subject to change at the discretion of the EOCCS Review Panel.

Typical Agenda for Re-Certification Online Review

Please allow around 2-3 hours for the Online Review itself, but be prepared to enter the conferencing system Zoom in advance of this.

[xx:xx]	Briefing meeting of Internal EOCCS Review Panel only
[xx:xx]	Zoom conference room opens
[xx:xx]	Please ensure you are present on Zoom by this time
	Review begins at [xx:xx]
[xx:xx – 20 minutes]	Meeting the top management <i>Focus on major changes in Chapter 1: The Institutional Context</i>
[xx:xx – 40 minutes]	Meeting the course team <i>Focus on major changes in Chapter 2: Course Composition, and Chapter 3: Course Delivery & Operations</i>
[xx:xx – 20 minutes]	Meeting the departmental management <i>Focus on Chapter 4: Quality Assurance Processes</i>
[xx:xx – 20 minutes]	Student Perspective (at least 2 students)
[xx:xx – 15 minutes]	Wrap up meeting of Internal EOCCS Review Panel only
[xx:xx – 15 minutes]	Remaining questions/feedback
	Review ends at [xx:xx]

Please note this schedule is subject to change at the discretion of the EOCCS Review Panel

Recommended Personnel for Review

The designated Project Leader for the EOCCS application may wish to be present during some of these meetings. Personnel involved in the Online Review should have contributed (or agreed) to the completion of the Application Form or have a significant role in the delivery of the course. During each part of the Review the Panel will focus on specific chapters from the EOCCS Standards & Criteria. These are outlined below:

Top management

This should include at least one person from the top-level management of the institution. These individuals will be able to discuss points addressing 'The Institutional Context' (Chapter 1). They will be able to provide information about the institutional environment, strategic planning, overall resources and facilities and the course team.

Course team

This will require personnel that are involved in the course design, delivery and operations ('Course Composition' and 'Course Delivery and Operations' from chapters 2 and 3 of the Standards & Criteria). The EOCCS Review Panel will wish to meet with the course teacher, individuals involved with the design of the course both in terms of teaching and technology, and any other relevant members of staff.

Departmental management

This will typically involve talking to personnel directly involved with 'Quality Assurance Processes' and financial aspects of the course (chapter 4). This may include members of staff dealing with quality assurance, distance education and programme quality.

Meeting a student

The Review Panel wishes to meet with at least two students currently subscribed or previously subscribed in the latest run of the course. This session will involve only the student and the Review Panel.

Conferencing System Zoom*Download*

Two weeks prior to the Online Review, the EOCCS Management team will provide the Institution with instructions for downloading the Zoom software.

Rehearsal

One week prior to the Online Review, a member of the EOCCS team will rehearse Zoom and its function with the Project Leader of the Institution. Further participants of the Online Review may also take part in the rehearsal, if possible.

Backup

We acknowledge that even in an online world technology can still be temperamental and in some cases fail. If such a circumstance arises whereby Zoom does not work correctly then a Telco backup will be used.

We hope that careful preparation by both parties will minimize any potential problems.

If you have any further questions please do not hesitate to get in touch with your EOCCS contact person:

[Name of Contact Person]

[Email address]

[Telephone number]

Skype: Skype username]

ANNEX 5

EOCCS Quality Profile (QP)



EOCCS QUALITY PROFILE

2025



Name of the institution:

Name of the online course/suite of courses:

Date of the evaluation:

The items listed in this **Quality Profile** are abbreviated versions of those set out in the **Criteria Evaluation Guide**. The numbering is identical in the two documents. For a full understanding of what is covered by each criterion, please refer to the document entitled **EOCCS Standards & Criteria**.

Meets Standard

The Institution satisfies the EOCCS standard in this area as defined in the Criteria Framework. Most positive assessments are expected to fall in this broad category. It is not to be interpreted as meaning that the Institution is mediocre or that it barely qualifies at a minimum level.

Above Standard

The Institution demonstrates outstanding quality, well above the level required to satisfy the EOCCS standard in this area, where it can be considered as example of “best practice”.

Below Standard

The Institution is judged to be below the threshold of the EOCCS standard in this area.

N/A:

Not considered applicable and/or relevant to the Institution concerned.

Note

Decisions on certification by the EOCCS Certification Board are not based on counting the number of Above and Below ticks in the Quality Profile (QP) but on the arguments made within the Peer Review Report particularly noting the key EOCCS Standards. While the QP covers all of the EOCCS standards, the key standards are more important to the Certification Board than others. Therefore it should not be expected that all the ticks in the QP carry equal weight in the Certification Board’s discussions.

		Overall Quality Evaluation			
		ABOVE standard	MEETS standard	BELOW standard	N/A
Chap 1	The Institutional Context				
1.1	Environmental correlation to online learning				
1.2	Institutional status and educational environment with regard to online learning activities				
1.3	Strategic plan and considerations on online learning				
1.4	Strategy for teaching and learning				
1.5	Strategic considerations with regard to course content				
1.6	Advertising efforts				
1.7	Financial and human resources				
1.8	Technological facilities/infrastructure				
1.9	Course team and qualifications				
1.10	Diversity of course team				
1.11	Management of workload				
Chap 2	Course Composition				
2.1	Identification of target groups				
2.2	Responsiveness to target groups				
2.3	Scope of the course				
2.4	Accessibility of the course				
2.5	Production team				
2.6	Design for learning				
2.7	Pedagogic rationale				
2.8	Design of course layout				
2.9	Design of course content				
2.10	Alignment of ILOs with course content, delivery and assessment methods				
2.11	Contemporary dimension of academic content				
2.12	Design of course delivery				
2.13	Interactive elements				
2.14	Communicative elements				
2.15	Collaborative elements				
2.16	Applied technology				
2.17	Appropriateness of chosen technology				
2.18	Maintenance and monitoring of the course				
2.19	Qualification and examination methods				
Chap 3	Course Delivery & Operations				
3.1	Recruitment of course participants				
3.2	Handling of admission process				
3.3	Provision of course information to participants				
3.4	Academic support				
3.5	Technical support				
3.6	Administrative support				
3.7	Provision of feedback				
3.8	Metacognitive aspects				
3.9	Corporate interactions				
Chap 4	Quality Assurance Processes				
4.1	Institutional system				
4.2	Review of course content				
4.3	Review of course delivery				
4.4	Review of applied technology				
4.5	Review of third-party contents				
4.6	Review of corporate input				
4.7	Evaluation process				
4.8	Assessment process				
4.9	Assessment methods				
4.10	Monitoring of teaching				
4.11	Monitoring of learning				

ANNEX 6

EOCCS Criteria Evaluation Guide (CEG)



EOCCS CRITERIA EVALUATION GUIDE



2025

This Evaluation Guide is intended to be a working document for Peer Reviewers to help them build up their assessment of the Institution. It will also serve as a basis for the drafting of the Peer Review report.

*A fuller description of each criterion listed below can be found in the document entitled **EOCCS Standards & Criteria**, which should be read in conjunction with this checklist.*

1. THE INSTITUTIONAL CONTEXT

		COMMENTS
1.1	Environmental correlation to online learning	
	• Institutional understanding of the environment in which it operates in relation to online learning • Commitment to online learning by the management of the Institution	
1.2	Institutional status and educational environment with regard to online learning activities	
	• Clarity of the Institution's legal status	
1.3	Strategic plan and considerations on online learning	
	• Coherence of the Institution's objectives and online learning policies • State and maturity of the online learning strategy • Recognition of strategic risks and mitigating actions	

1.4	Strategy for teaching and learning	
	• Degree of flexibility within the Institution with regard to its strategy for teaching and learning • Degree of innovation, resources available and course improvement	
1.5	Strategic considerations with regard to course content	
	• Coherence of the content of the course with the Institution's general teaching and learning policy	
1.6	Advertising efforts	
	• Scale and scope of marketing and promotional efforts	
1.7	Financial and human resources	
	• Credibility of match between resources and strategic objectives	
1.8	Technological facilities/infrastructure	
	• Congruence of the online course with the technical infrastructure of the Institution	
1.9	Course team and qualifications	
	• Portrayal of course team members and their respective qualifications/experiences • Congruence of the course concept (content and pedagogical approach) with the qualifications/experiences of the teachers • Management of issues with regard to ownership of intellectual property	

1.10	Diversity of course team	
	• Degree of diversity of the course team members	
1.11	Management of workload	
	• Appropriateness of workload • Readiness to support and encourage training of the personnel	

2. COURSE COMPOSITION

2.1	Identification of target groups	
	• Identification and analysis of target groups • Understanding by the Institution of the participants' expectations and skills of online learning at course start	
2.2	Responsiveness to target groups	
	• How course design and resources are designed to fit to target group	
2.3	Scope of the course	
	• Dealing with a contemporary or an international scope	
2.4	Accessibility of the course	
	• Degree of inclusiveness and accessibility of the course	
2.5	Production team	

	• The competence of the team producing content • Media/tools used for producing content	
2.6	Design for learning	
	• Effectiveness of the learning design with regard to achieving the Intended Learning Outcomes (ILOs)	
2.7	Pedagogic rationale	
	• Clarity of the underlying pedagogic rationale	
2.8	Design of course layout	
	• Clarity and coherence of the course layout	
2.9	Design of course content	
	• Design of course content • Quality of course content	
2.10	Alignment of ILOs with course content, delivery and assessment methods	
	• Clarity of ILOs • Appropriateness of ILOs • Alignment of ILOs with course content, delivery and assessment methods	
2.11	Contemporary dimension of academic content	
	• Academic content embraces contemporary perspectives and new research	

2.12	Design of course delivery	
	• Quality of course delivery: How are courses structured to assure quality? • Degree of flexibility with regard to the learners' participation • Proportion of blended elements and rationale for their incorporation	
2.13	Interactive elements	
	• Degree of interactivity • Usage of social media	
2.14	Communicative elements	
	• Strength of communicative elements	
2.15	Collaborative elements	
	• Strength of collaborative elements • Proportion of third-party contents, if applicable • Proportion of corporate input, if applicable • Quality of third-party contents and corporate input, if applicable	
2.16	Applied technology	
	• Understanding of the advantages of learning technologies by the Institution • Reliability of the applied technology • Active knowledge production on the part of the learners • Sustainability of learning resources	
2.17	Appropriateness of chosen technology	
	• Degree of user friendliness • Appropriateness of chosen technology with regard to the pedagogical concept • Appropriateness of chosen technology with regard to participants	

2.18	Maintenance and monitoring of the course	
	• Effectiveness of maintenance and monitoring of the course	
2.19	Qualification and examination methods	
	• Adequacy of qualification and examination methods • Quality of examination process	

3. COURSE DELIVERY & OPERATIONS

3.1	Recruitment of course participants	
	• Operation of marketing, information and application process	
3.2	Handling of admission process	
	• Operation of admission process • Quality of participant intake (applicable where formal entry criteria are in place)	
3.3	Provision of course information to participants	
	• Provision and quality of course information provided to participants prior to and at the start of the course • Provision and quality of course information provided to participants during the course	
3.4	Academic support	
	• Level of academic support for participants	

3.5	Technical support	
	• Level of technical support for participants	
3.6	Administrative support	
	• Level of administrative support (general inquiries) for participants	
3.7	Provision of feedback	
	• Functioning of feedback loop	
3.8	Metacognitive aspects	
	• Encouragement of metacognitive awareness on the part of the participants	
3.9	Corporate interactions	
	• Level of interaction with corporate partners, if applicable	

4. QUALITY ASSURANCE PROCESSES

4.1	Institutional system	
	• Review of Institutional system	
4.2	Review of course content	
	• Overall effectiveness of quality assurance mechanisms to monitor the course • Effectiveness of the review cycle (e.g. use of lessons learned for the continuous improvement of following courses) • Ability of the Institution to effectively use the results of assessments to improve the course	
4.3	Review of course delivery	
	• Alignment of elements in delivery (e.g. ILOs, learning activities, assessment) • Follow-up on students	
4.4	Review of applied technology	
	• Usability of applied technology (LMS) • Usability digital learning resources	
4.5	Review of third-party contents	
	• Quality of third-party content, if applicable	
4.6	Review of corporate input	
	• Degree of involving corporate perspectives in content and delivery	

4.7	Evaluation process	
	• Evaluation process • Evaluation of drop-out rates • Evaluation by participants	
4.8	Assessment process	
	• Involvement of course participants in quality assurance processes	
4.9	Assessment methods	
	• Clarity of assessment methods and their links to ILOs • Appropriateness of assessment methods	
4.10	Monitoring of teaching	
	• Processes for the monitoring of teaching	
4.11	Monitoring of learning	
	• Processes for the monitoring of learning • Effectiveness of tracking the learners' progress. Are platform analytics available? • Use of learning analytics	

5. OVERALL ASSESSMENT

	Recommendation for EOCCS certification: <i>Please mark the recommendation with an X</i>	3-year certification with development objectives (CDO) 3-year certification with required improvements (CRI) Non-certification (NC)
	<u>Strengths</u>	<u>Weaknesses</u>

ANNEX 7

EOCCS Progress Report



EOCCS PROGRESS REPORT FORM

Name of Institution:
Title of Course(s):
Date of Certification decision:
Required date for Progress Report Submission:

Areas of Required Improvement:	
1	
2	
3	

Progress Report on Areas of Required Improvement:	
1	<i>Expand boxes to a maximum 3 pages for whole report</i>
2	
3	

FOR EOCCS USE ONLY

Feedback on Areas of Required Improvement:	
1	
2	
3	

Date Submitted to EOCCS Committee:
Date Submitted to EOCCS Board:
Date Feedback given to Institution:

Guidelines

- The Institution should be aware that the achievement of progress is a very important dimension in re-certification decisions of the EOCCS Certification Board. The Certification Board may deny re-certification if the Institution has shown insufficient effort in addressing the Areas of Required Improvement and no tangible progress has been achieved.
- The EOCCS Progress Report Form represents a living document enabling institutions to record any relevant changes and initiatives relating to the Areas of Required Improvement within the EOCCS system. These reports, including the feedback, are an important part of the documentation received by the Peer Review Team for re-certification.
- The Institution will receive a customised Progress Report form at least 3 months prior to the submission deadline. This customised form may be used for progress reporting by adding text in the appropriate boxes. When completing the form, please do not delete any sections and do not change the formatting of this template.
- The Institution is expected to address the headings of each text box with a succinct but informative summary of developments. It is essential that all arguments are supported by factual evidence and that the effectiveness of developmental initiatives is evaluated on the basis of their tangible impact. Normally, the length of the progress report should not exceed 3 pages.
- The Institution may support its arguments with internal documents, which can be added as appendices. This option should, however, be used very selectively. The Institution should be aware that the next Peer Review Team will receive the progress report without any appendices.

ANNEX 8

EOCCS Policy on Collaborative Provision and Joint Courses



POLICY ON COLLABORATIVE PROVISION AND JOINT COURSES



2025

A number of institutions run courses in collaboration with partner institutions in which the lead institution (normally the institution seeking certification) makes the final award, i.e. awards the certificate. Sometimes awards are made jointly. The partners may be in the same country or off-shore and they may be educational institutions, including universities, or commercial or professional organisations. Since this activity is increasing, due both to demands of mass higher education and the income generating opportunities open to Institutions, EFMD Global has developed this policy statement on how this type of provision will be evaluated. The policy focuses on:

- a) The use of the certification award/logo
- b) The fees to be paid

when more than the home institution is involved in designing, producing and delivering an online course.

There are various forms of collaboration and often there are no clear boundaries between the delivery mechanisms. EOCCS defines three categories:

- a) When the home institution uses partners/sub-providers:** Any course submitted for EOCCS review which also includes collaborative or off-campus delivery methods must include assessment of those methods in the EOCCS process. The assessment process will follow the normal EOCCS process but will also involve evaluating the Quality Assurance processes in place for the partner institution(s). The certification, once awarded, only applies to the home institution's course(s) and the EOCCS logo may only be used on that institution's publicity materials. The regular EOCCS fee applies.
- b) When the online course is part of another institution's grade/certificate:** If the online course submitted for EOCCS review is part of a course certificate or degree from another institution, then the submitting home institution must demonstrate that it has the full control over the delivery in terms of its design, admissions decisions, delivery, assessment of participants and the final award decisions. Without that degree of control, the course will not be eligible for EOCCS certification. The purpose of this policy is that institutions must have the right and ability to make such changes to the course as required during the EOCCS process. If declared eligible, the other institution(s) will be also expected to take part in the EOCCS process, e.g. involvement in writing the EOCCS Application Form and contributing to the Review Process. Once certified, the EOCCS logo may be used only on the submitting home institution's publicity materials for the online course(s).
- c) When the online course has joint ownership:** If the online course under review is owned jointly with one or more partners who all have some control over the course in terms of design, delivery, assessment and award granting, then the revised process explained below will apply. Once certified, the EOCCS logo may be used on the publicity materials of all the partner institutions.

A joint online course is defined as having the following characteristics:

- a) It is offered by a stable consortium or partnership of two or more institutions.**

- b)** It is jointly designed.
- c)** It is jointly taught.
- d)** It is jointly assessed to the extent that all partners agree the forms of assessment.
- e)** The course certificate is awarded by all the institutions jointly with a common degree certificate which should list all the partners.

Revised Process

- a)** The application must be led by one institution (as the contact point) but signed by all partners. The lead institution would normally either be the leader of the consortium or association or be the institution at which the larger or core proportion of the course is taught.
- b)** The EOCCS Application Form needs to include the relevant background on all partners and the rationale for the joint course.
- c)** The Review Panel should have the main contact with the lead institution but may if necessary also contact or visit some of the other partners (depending on the size of the consortium). All partners should normally be represented at the main visit. The EOCCS Office would decide on which other institutions should be visited, if any. The subsidiary assessment could be made by a single member of the Review Panel normally within one month after the main visit.
- d)** A key aspect of the review will be the Quality Assurance processes that operate across institutions of the online course(s). Very clear evidence is required in this area, e.g. common operating procedures, committee minutes, common exam boards, cross representation on assessment processes, etc.
- e)** The application fee will be the basic EOCCS fee. The review and certification fees will be the basic EOCCS fees for the lead partner plus 10% of the basic fee for each collaborating partner. For example, a consortium of 4 partners would be invoiced for 130% of the review and certification fees. The lead partner would be invoiced but the partnership would presumably decide how to split the total fee among them.
- f)** Once the course is certified, any changes to the partnership members must be notified to the EOCCS Office that may then decide that a re-certification process may be appropriate.

ANNEX 9

EFMD Global

Confidentiality Agreement



EFMD GLOBAL CONFIDENTIALITY AGREEMENT



2025

IN RELATION TO:

EOCCS – ONLINE COURSE CERTIFICATION SYSTEM

Name of the Institution:

Name of course(s)/Suite of courses:

Date of the Panel Review:

I hereby agree to respect the confidentiality of all information provided to me in the context of my role as a Panel Reviewer or as a member of the EOCCS Certification Board (*delete as appropriate*). I also agree to declare any potential conflicts of interest in accordance with the EFMD Global *Policy on Potential Conflicts of Interest for Reviewers*.

Signature:

Date:

NAME
TITLE
ORGANISATION
ADDRESS

ANNEX 10

EFMD Global Policy on Potential Conflicts of Interest



POLICY ON POTENTIAL CONFLICTS OF INTEREST FOR REVIEWERS



2025

The credibility and value of EFMD Global quality improvement and accreditation systems depend, inter alia, on ensuring that there is no bias (real or perceived) in favour of or against the School, Programme or Course being assessed. It is therefore necessary to ensure that there is no conflict of interest in the appointment of Peer Reviewers or Panel Members. Since EFMD Global cannot be aware of all possible causes of potential conflicts of interest, it must be the responsibility of those volunteering or being invited to be part of the Peer Review Team/ Review Panel for a given Institution to declare any actual or potential conflict of interest as soon as possible to the EOCCS Office.

Some sources of potential conflicts of interest may include:

1. The following types of relationships, current or past, with the Institution or with one of its closest competitors or collaborators:
 - Graduate
 - Employee
 - Member of the part-time or visiting faculty
 - Consultant, advisor or member of an Advisory Board
2. A current or past personal conflict with the Institution or Institution or any of its current or recent leaders.
3. Reciprocity: one of the members of the Institution to be reviewed has in the recent past assessed the reviewer's own home institution either in an EFMD review or in some other capacity.
4. Hidden agendas: having been approached by the Institution to encourage him or her to volunteer to be a peer reviewer of the Institution.
5. Any other reason that could be perceived by others to bias the judgement of the reviewer, even if the reviewer is confident that this will not be the case.

The extent of the potential conflict of interest depends on the specific circumstances (duration and intensity of the relationship, time since occurrence, degree of competition or collaboration between Institution assessed and the reviewer's own Institution, etc.) surrounding the situations described above. For example, working for one of the several partners of the Institution to be assessed will not be usually considered as a source of conflict of interest.

Once the conflict of interest is declared, the EOCCS Office will act as follows:

- a) When the Peer Reviewer declares a conflict of interest that may be perceived as a potential source of bias against the Institution, the EOCCS Office will ask the Institution to be assessed for approval, as is done for the local Peer Reviewer.

- b) When the Peer Reviewer declares a conflict of interest that may be perceived as a potential source of bias in favour of the Institution, the EOCCS Office will determine whether the Peer Reviewer should be excluded from the specific team.

Judgement is necessary to find the balance between declaring negligible conflicts of interest and ensuring that true potential conflicts of interests are actually declared. Conflicts of interest should be declared as soon as possible to the member of EFMD making the invitation to participate in the Peer Review Team for a given Institution. When the source of the conflict of interest needs to be kept confidential, this should also be made explicit.

The EOCCS Office will also maintain and regularly update an open register of the additional external interests of all EFMD Global Directors. As these individuals work with EFMD Global as part-time consultants, they are likely to be involved in other business Institution activities. When these conflict with their responsibilities, they will declare the conflict of interest and not take any part in any stage of the accreditation process of the Institution concerned.

ANNEX 11

Policy on the Use of EOCCS Certification for Publicity



POLICY AND GUIDELINES ON USE OF EOCCS CERTIFICATION FOR PUBLICITY 2025



Purpose of the policy

The policy and guidelines help ensure that:

- publicity about EOCCS is as wide and informative as possible, benefitting both your organisation as well as the rest of the community of organisations with EOCCS certified courses;
- you can leverage the value and the recognition of the EOCCS certification among your stakeholders;
- the EOCCS label and logo are applied only to the course(s) that have been certified;
- the EOCCS brand is not applied to the whole organisation nor to partner organisations;
- all certified courses apply the EOCCS brand in a consistent way.

Promotion of EOCCS Certification

Active promotion of EOCCS certification by the member organisation will help reinforce the positive reputation of EOCCS in the market. The active collaboration of members like yourself in promoting EOCCS helps all organisations hosting EOCCS certified courses gain the recognition they deserve, enabling them to have a long-lasting and positive impact. The following are examples of how an organisation might promote EOCCS certification to its stakeholders:

- Include the “EOCCS Certified” logo on the host organisation’s homepage with a description of what EOCCS stands for, with a list of the specific course(s) holding the certification and a direct link back to the EOCCS section of the EFMD Global website.
- Arrange interviews with journalists for the management to discuss the certification and explain the value it brings to the organisation. Explain what EOCCS is, what the key criteria are and how this process will bring lasting benefits to the organisation.
- Distribute a press release announcing the news to local and national media as well as selected international media (FT, WSJE, Business Week, Latin Trade, IHT, etc.) and internet news service providers such as Business Wire / PR news.
- Place an advert in the EFMD business magazine Global Focus and/or in BizEd to announce the certification. Send a postcard or letter to all the EFMD members to announce the certification – EFMD will provide the data file on request.
- Within the organisation, spread the news in the internal mail service with a message addressed to all staff and directors. Also send a message to all professors, students, alumni, recruiters, and business contacts, telling them about the certification and what it means for the organisation; include it in internal communication, student and alumni magazines, distributed in printed or in electronic form.
- If the organisation has an active social media platform, post announcements on Twitter, Facebook, LinkedIn, etc. For example, you could interview the head of the organisation about the certification and post this as a podcast/video message.

- EOCCS certification should also be used to generate maximum impact for students, ensuring international recognition of their course(s), study programme and qualifications. To this end, it is also important to develop collective pride, for example by placing posters or banners around the organisation. The EOCCS community includes some of the very best organisations in the world and students need to understand that it is a real achievement for their organisation to gain this certification.
- Arrange an announcement, e.g. in the form of a special card/postcard from the head of the organisation, and distribute it across the whole network, including university partners, recruiters, executive programme participants, and other key contacts.
- Include the EOCCS Certified logo on all printed material, brochures and stationery where the certified course(s) is/are mentioned, following the above regulations.
- Mention the value of EOCCS certification as a key achievement of the organisation in external communications (addressed to candidates, recruiters, media, corporate contacts, etc.).

POLICY FOR PUBLICITY

Public reference to EOCCS Certification

When public reference is made to EOCCS, organisations should, where possible, either provide a brief overview of EOCCS certification or provide a reference or link to the EOCCS section on the EFMD Global website. EFMD Global will provide information on its website on all courses that have been certified or re-certified.

Public Use of comments from Review Panel Report

The Review Panel Report may not be published and no extracts or other data from the report may be quoted in the host organisation's publicity materials. If a host organisation wishes to share excerpts of the report (e.g. for a national certification body), it must first receive agreement from the EOCCS Office.

The director of the course's host organisation is responsible for deciding who internally should receive a copy of the Review Panel Report, according to the organisation's approval procedures. This extends to any parent organisation (if applicable) and to members of committees and advisory bodies established by or for the organisation. Information in the report should not be taken out of context and EFMD Global therefore requires that the report be distributed as a complete report rather than in summary or extract form.

All recipients should be informed that the report is confidential and that any further distribution of all or part of the report is therefore not allowed.

Guidelines of use of the EOCCS logo

Reference to EOCCS certification may be made, and the EOCCS Certified logo may feature on any publicity material which is produced in the name of the member organisation alone.

The logo may not be used on co-branded materials (e.g. programme brochures) produced in cooperation with partner institutions abroad or for off-campus provision. Such materials may, however, mention EOCCS certification inside the brochure, within the body of the text, and as long as they make it clear that the certification applies only to one partner institution.

Subject to certain restrictions as outlined below, the EOCCS Certified logo can be used for a variety of purposes including marketing materials, presentations, promotional items, event materials and corporate identity. It is recommended that when using any of the logos on your website, a corresponding link should be made to the EFMD Global homepage (www.efmdglobal.org). EFMD Global strongly advises all its members to review the guidelines set out below regarding the terms and conditions of using the EOCCS Certified logo.

EOCCS Certified trademarks consist of the following:

- **EOCCS Certified logo**

These trademarks hereinafter referred to as the "EOCCS Certified logo" represent EFMD Global's corporate brand identity, and their usage must be strictly managed in a consistent manner to preserve the quality and integrity of the brand.

Formats of EOCCS Certified logo available:

- .jpg: High resolution (white background)
- .png: High resolution (transparent background)
- .eps: Please contact the EFMD Communication and Marketing department

EOCCS Certified logo colours:

- The EOCCS Certified logo can only be used in its original colours or in its off-white version as represented below. Any other variation of the EOCCS Certified logo will be at the discretion of the EFMD Communications and Marketing department.



Primary Colour



PANTONE
293 C
R 0 G 61 B 165
HTML 003DA5

Secondary Colours



PANTONE
Cool Gray 1
R 217 G 217 B 214
HTML D9D9D6

PANTONE
425 C
R 84 G 88 B 90
HTML 54585A

EOCCS Certified logo, size, protection zone and composition

- If the EOCCS Certified logo is being used with other company logos or identities, it should be equal in size to the other logos and placed equally prominently.
- When using the EOCCS Certified logo in communications, there should always be a clear space between the logo and other elements such as other logos, text or images. Please respect a 0.5 cm border all around the logo.



- In order to maintain legibility and consistency when printing, the minimum height of the EOCCS Certified logo should be 18 mm.



- Do not place the EOCCS Certified logo over any other graphics or distort the logo in any way.
- The EOCCS Certified logo should not be used with, or as part of another logo or symbol to create a unique symbol. The EOCCS Certified logo is distinct and should always stand alone.
- Do not remove any part of the EOCCS Certified logo.
- Do not add any words or graphics to the EOCCS Certified logo.
- Do not add any effects or drop shadows to the EOCCS Certified logo.

If you are not certain which logo to download please contact the Communications and Marketing department at communications@efmdglobal.org.

ANNEX 12

EFMD Global Appeals Procedure



EFMD GLOBAL

APPEALS PROCEDURE

2025



Against decisions on certification

1. Any Institution can present an appeal against decisions on eligibility, accreditation and certification. The Institution should notify its intention to appeal by means of a letter addressed to the Director General of EFMD Global not later than one month after the date of the meeting of the relevant body at which the decision being appealed was made¹⁰. Otherwise, the Institution will be deemed to have accepted the decision, thereby giving up any possibility of appeal at a later stage.
2. As soon as the letter notifying the intention to appeal is received, the decision being appealed will be suspended and the Institution will return to the status it had before this decision was made until the appeal process comes to an end.
3. The Institution making an appeal must substantiate its claim that there are grounds for review beyond a mere expression of disagreement with the decision. It should submit a detailed statement of its reasons for believing that the decision should be reversed. This full appeal should be submitted in writing to the Director General of EFMD Global not later than two months after the date of the meeting of the relevant body at which the decision being appealed was made. The Director General of EFMD Global will immediately forward the appeal to the President of EFMD Global.
4. An Institution failing to act as indicated above will be considered to have definitively renounced its intention to appeal. The suspension of the decision will then be cancelled and the decision will be enacted.
5. The President of EFMD Global then appoints three members of the EFMD Global Board, one of whom will be the Chair, to serve as a special Appeals Committee mandated to examine the appeal.
6. The Appeals Committee will study the arguments and the supporting material provided by the Institution and consult as appropriate orally or in writing.
7. The Appeals Committee will first of all seek to establish whether there are substantive grounds for reviewing the decision being appealed. Substantive grounds for review of a decision may be of two kinds:
 - a) matters of procedure where it can be demonstrated that the documented process may not have been respected
 - b) substantiated evidence that the decision was unjustified in the light of the information made available at the time of the assessment

¹⁰ Decisions to remove the accreditation of an institution or programme or the certification of a course will not be reflected in the list of accredited schools or programmes nor in the list of certified courses until this one-month period ends.

8. The Appeals Committee does not take a position on the appropriateness of the decision. It may conclude that there are grounds for review, in which case it requests that the decision-making body re-examines the case during its next meeting, or that there were failures in the process and that the process should be repeated from the stage where the failure occurred. Otherwise it may conclude that the appeal should be rejected.
9. The Appeals Committee will communicate its conclusions in writing to the EFMD Global President and to the EFMD Global Director General who will inform the Institution and the EOCCS Office not later than three (3) months after receipt of the Appeal.
10. When the Appeal process comes to an end, the decision reached will become final.
11. If the outcome of the Appeal Process is that the Institution is invited to undergo another Virtual Review Panel or Onsite Review Panel Visit, the review must take place within six (6) months of the Appeals decision and a review fee will be charged at the rate pertaining on the date of that Appeals decision.
12. A deposit of 5,000 Euros is required when submitting the substantiated appeal. Once the substantiated document is received, the invoice will be issued. The deposit will be refunded if the appeal is upheld. If the appeal is rejected, the deposit will be donated to a charity proposed by the Institution and agreed by the EOCCS Office.

Further Information and Contacts

If you have any questions concerning the EOCCS certification system or would like to receive more information, please consult the EFMD Global website where all documentation is available to download:

<https://www.efmdglobal.org/assessments/online-courses/eoccs/>

To visit our website, scan this QR Code with your mobile device:



Alternatively, you can contact the EOCCS Office: eoccs@efmdglobal.org



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