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Abstract

This article is to illustrate the methods applied and the experience gathered by a large school of business and economics when designing and implementing a 'quality process'-based internal quality assurance system for teaching and learning in cooperation with a business organization acting as an external change agent. The success factors of such undertaking, which can be seen as a possible example for similar public-private non-profit partnerships in developing internal quality assurance schemes, is highlighted from the perspectives of both partners, the university and the external institutional advisers who act as change agents. (HRK / Abstract übernommen)