



AACSB International

HBCU – Florida,
June, 2014

Topics

- Current Situation
- New Development
- 2013 accreditation standards update
- Q&A

AACSB Organization

- Headquartered in Florida in the USA
- Office in Singapore since July 2009
- Establishing office in Europe
- Staff member located in India
- Total 76 employees
- 750 volunteer assignments

2014

Since 2009

Tampa ♦ Singapore

+ 23%

Members 1,419 ♦ 88 Countries

Educational 1,369

Corporate 50

+ 35%

Events 70 ♦ 16 Countries

+ 22%

Accredited 711 ♦ 47 Countries

Region	AACSB Members	AACSB-Accredited	In Accreditation Process	Estimated Schools Offering Business Programs
Africa	19	3	3	846
Eastern, South-Eastern, and Southern Asia	233	52	70	7,896
Central and Western Asia	64	12	13	606
Europe	240	80	53	2,467
Latin America and the Caribbean	79	18	10	2,147
Northern America	694	528	37	1,730
Oceania	40	18	7	98
Global	1,369	711	193	15,790

HBCU schools and AACSB

Tuskegee University	North Carolina Central University
Delaware State University	Winston-Salem State University
Clark Atlanta University	South Carolina State University
Morehouse College	Tennessee State University
Savannah State University	Prairie View A & M University
Grambling State University	Texas Southern University
Southern University and A & M College	Norfolk State University
Southern University at New Orleans	Virginia State University
University of Maryland Eastern Shore	Howard University
Jackson State University	Morgan State University
Elizabeth City State University	North Carolina A & T State University
Fayetteville State University	

New Developments:

- Search for new CEO
- New: seminar series: leading in the academic enterprise
- Continued Globalization:
 - Planned European Office
 - Committee 2020
 - Locally relevant services
- 2013 Standards
- AMSystem
- Exclusive Member Benefits
 - Country profiles
 - Compass
- Increase in dues and fees
 - \$3,000 membership
 - \$5,400 accreditation

@AACSB Online

DATADIRECT

- > 2,500 active users
- > 9,000 custom reports
- > 2,800 summary reports

Schools completing major surveys
820+ across 58 countries



1,068
Followers



2,206
Likes



8,395
Followers



11,000
Participants

The marketing value of accreditation...

Focusing on distinctive missions

Increasing external visibility and recognition

Providing marketing support

AACSB

Global digital marketing campaigns

Marketing platforms and lead generation

Broad education, communication, and media

AACSB's focus

Exploring

- > Future roles of management in society
- > Evolving expectations of management education
- > Emerging opportunities for business schools

Engaging

- > Higher and management education leaders
- > Business and government leaders
- > Students and alumni

The background of the slide is dark blue. In the upper right quadrant, there are several decorative circular elements: a large, light blue circle with a smaller, darker blue circle inside it; a medium-sized, light blue circle with a smaller, darker blue circle inside it; and a large, light blue arc on the right side with a smaller, light blue circle inside it. A horizontal dashed white line runs across the top of the page, passing through the center of the circles.

Accreditation Standards 2013

Pre-Accred Phase

- Establish membership
- Establish eligibility and early stage readiness
- Feedback provided by Initial Accreditation Committee and Mentor
- 2 years-school moves at its own pace

Initial Accredited Phase

- School documents readiness for initial accreditation
- Feedback from Initial Accreditation Committee and Mentor
- 3 years allowed for readiness
- 2 years allowed for self-evaluation report and review

Continuous Improvement Review Phase

- 5 year review
- Must show continuous improvement and distinct mission
- Standards alignment expected
- Strong focus on consultative feedback and innovation, engagement and impact

Three Pillars

- Innovation versus stability
- Engagement versus connections
- Impact versus quality

Innovation

Schools are expected to:

- Pursue continuous improvement
- Be entrepreneurial and experiment
- Innovation includes both the potential for success and risk of failure
- Innovations should be well-developed and aligned with mission/strategy

Engagement

Schools are expected to:

- Achieve both academic and professional engagement
- Identify desired characteristics of engagement, aligned with the school's mission
- Maintain and foster an appropriate intersection of academic and professional engagement

Impact

School's are expected to:

- Focus on high quality inputs and outcomes that have impact
- Produce intellectual contributions that have a positive impact on theory, teaching and practice
- Demonstration that the business school is “making a difference” in business and society

Implementing 2013 Standards

Training 13 volunteer training events
370+ participants

Education 20 accreditation seminar events
1,060+ participants

Communication 34+ feature articles
533+ web posts

Learning 12 early implementer schools

Eligibility Criteria

Core Values and Guiding Principles

A: Ethical Behavior

- *Policies and procedures guiding behavior*
- *Programs in place to educate students, faculty, administrators and staff*
- *Systems to address breaches of ethical behavior*

B: Collegiate Environment

- *Scholarship and focus on advanced learning*
- *Students, faculty, administrators interact as a community*
- *Engagement of faculty and staff in decision making process*

Eligibility Criteria

Core Values and Guiding Principles

C: Commitment to Corporate and Social Responsibility

- *Sensitivity and flexibility toward cultural differences*
- *Variety of populations served*
- *Variety of perspectives in activities*
- *Addresses current and emerging corporate social responsibility issues*

Eligibility Criteria

Setting and framing the foundation for review

D: Accreditation Scope and AACSB membership

- *Institution*
- *Single business academic unit*
 - *Branding*
 - *External market perception*
 - *Financial Relationships with the institution*
 - *Business Academic Unit Autonomy*
- *Program exclusions*

Eligibility Criteria

Setting and framing the foundation for review

E. Oversight, Sustainability, and Continuous Improvement

- *Organizational Charts*
- *Budget and financial and other resources*
- *Teaching and learning model*

F: Policy on Continued Adherence to Standards and Integrity of Submissions to AACSB

Strategic Management & Innovation

Standard 1: Mission, Impact, and Innovation

Deepening our understanding of mission

Standard 2: Intellectual Contributions Impact & Alignment with Mission

Beyond counting: valuing the impact and quality of scholarship

Standard 3: Financial Strategies and Allocation of Resources

Financial strategies to sustain quality and innovation

Participants – Students, Faculty and Professional Staff

Standard 4: Student Admissions, Progression, & Career Development

Supporting student academic and professional success

Standard 5: Faculty Sufficiency & Deployment

Ensuring an appropriate level of engaged faculty

Standard 6: Faculty Management & Support

Enabling the development of highly effective faculty

Standard 7: Professional Staff Sufficiency & Deployment

Recognizing the increasing importance of professional staff

Learning and Teaching

Standard 8: Curricula Management & Assurance of Learning

Giving context to Assurance of Learning

Standard 9: Curriculum Content

Fostering innovation with flexible guidance and clarified expectations

Standard 10: Student Faculty Interactions

Articulating a central expectation across teaching/learning models

Learning and Teaching

Standard 11: Degree Program Educational Level, Structure, & Equivalence

Protecting the integrity of accredited degree programs

Standard 12: Teaching Effectiveness

Developing teaching skills in a changing environment

Academic and Professional Engagement

Standard 13: Student Academic & Professional Engagement

Fostering student involvement in both academic and experiential learning

Standard 14: Executive Education

Recognizing the growing importance and benefits of executive education

Standard 15: Faculty Qualifications & Engagement

Elevating scholarship and developing intersections between theory and practice

Questions