Overview of AACSB

Presented by
Michael D. Wiemer, VP and Chief Officer Americas
Tom Robinson, President and CEO

Southern Business Administration Association
Amelia Island, FL
July 11, 2017
About AACSB
Business Education. Connected.
Our mission, together

The mission of AACSB International is to foster engagement, accelerate innovation, and amplify impact in business education.

The vision of AACSB International is to transform business education for global prosperity.

The number of years AACSB has promoted quality and innovation in the world’s leading business schools.
Our network, connected

1,500+ member organizations
40,000+ thought leaders, educators, and innovators
780+ accredited schools

3 offices worldwide
90+ countries
95+ professional development events annually
100k+ supported full-time faculty
Our impact, in business and beyond

90% of ranked schools hold AACSB accreditation.

96% of the chief executives on the Financial Times FT500 attended an AACSB accredited school.

75% of candidates taking the CPA exam in the U.S. are graduates from AACSB-accredited schools and score 13% higher on average than students from other institutions.
Our presence, around the world
The highest standard of quality, anywhere
# Macro-Regions

<table>
<thead>
<tr>
<th>Macro-Regions</th>
<th>AACSB Members</th>
<th>AACSB-Accredited</th>
<th>In Accreditation Process</th>
</tr>
</thead>
<tbody>
<tr>
<td>Americas</td>
<td>770</td>
<td>563</td>
<td>61</td>
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<tr>
<td>Asia-Pacific</td>
<td>343</td>
<td>104</td>
<td>95</td>
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<tr>
<td>EMEA</td>
<td>424</td>
<td>122</td>
<td>101</td>
</tr>
<tr>
<td>Global</td>
<td>1,537</td>
<td>789</td>
<td>257</td>
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</tbody>
</table>

Source: AACSB data and analysis as of 06/30/2017.

Note: Percentages may not sum to 100 due to rounding.
## Sub-Regions

<table>
<thead>
<tr>
<th>Macro-Regions</th>
<th>Sub-Regions</th>
<th>AACSB Members</th>
<th>AACSB-Accredited</th>
<th>In Accreditation Process</th>
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<tr>
<td>Americas</td>
<td>Canada</td>
<td>43</td>
<td>22</td>
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<tr>
<td>Americas</td>
<td>United States</td>
<td>644</td>
<td>522</td>
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<td>Americas</td>
<td>Latin America &amp; Caribbean</td>
<td>83</td>
<td>19</td>
<td>15</td>
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<tr>
<td>Asia-Pacific</td>
<td>Central, Southern, South-Eastern, and Eastern Asia</td>
<td>297</td>
<td>82</td>
<td>86</td>
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<tr>
<td>Asia-Pacific</td>
<td>Oceania</td>
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<td>22</td>
<td>9</td>
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<td>EMEA</td>
<td>Africa</td>
<td>32</td>
<td>5</td>
<td>3</td>
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<td>EMEA</td>
<td>Middle East</td>
<td>74</td>
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<tr>
<td>EMEA</td>
<td>Europe &amp; Near East</td>
<td>315</td>
<td>101</td>
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<tr>
<td>Global</td>
<td>Global</td>
<td>1,537</td>
<td>789</td>
<td>257</td>
</tr>
</tbody>
</table>

Source: AACSB data and analysis as of 06/30/2017.
Note: In this table, “United States” excludes U.S. territories in Oceania and the Caribbean. Percentages may not sum to 100 due to rounding.
Be part of the Business Education Alliance

Global Network
- Affinity Groups
- Exchange
- Collaboration Conourse
- Volunteer Opportunities

Professional Development Events
- Conferences
- Seminars
- Webinars and eLearning
- Exhibiting and Sponsorship

Advocacy and Awareness
- Inst. and Student Recognition (Challenges)
- MVOA (PR, Social Media, Best Business Schools)

Quality Assurance and Quality Improvement (Accreditation)

Business Education Intelligence
- Industry Reports
- DataDirect Database
- Country Profiles
- BizEd Magazine

Career Services
- BizSchoolJobs.com
- Advertising
Affinity Groups
Collaborate with peers in the same region or with the same interests, online and in person.

- Women Administrators
  - Small Schools
- Associate Deans
- Online Learning
  - New Deans
- And more!
AACSB Exchange: Collaboration Concourse
Find institutions that want to collaborate with your school.
AACSB DataDirect
Turn Data Into Action.

- Benchmark Against Peers
- Create Customizable Comparison Groups
- Identify Trends
BizEd Magazine

An award-winning magazine with insights into business education.
Marketing the Value of Accreditation
Student resources for finding AACSB Accredited schools worldwide.

Best Business Schools

Search AACSB Business Schools
Find the best business school, MBA program, or business master's degree that fits you—your needs, your goals, your personality. Only the best business schools in the world earn AACSB Accreditation—start your search here.

What are you looking for?

Featured School
Dallas, University of, College of Business
Irving, TX

Best Business Schools Blog
- How an MBA Can Enhance Other Disciplines for Career Advancement
- 6 Ways to Invest in Your Dream Job While in Business School
- Is There Value in Business School Rankings?

Why Accreditation Matters
- Students
- Parents
- Counselors
- Faculty
- Recruiters
International Conference and Annual Meeting

April 22–24, 2018
Honolulu, Hawaii, USA

aaccsb.edu/ICAM
Quality Assurance and Quality Improvement
AACSB Accreditation Update

- Peer driven accreditation committee structure and processes
- Trends in Initial Accreditation and Continuous Improvement Reviews
- Updates to Business Standards Guidance—July 2017
- Accounting Accreditation Task Force
Accreditation Committees

- **CAP – Committee on Accreditation Policy**
  - Recommends changes in the eligibility criteria, accreditation standards, and accreditation processes related to accreditation and quality assurance services
  - Oversees policies and processes related to AACSB accreditation and quality assurance services
  - Coordinates the work of the operating committees

- **IAC – Initial Accreditation Committee**
  - Oversees the initial accreditation process from submission of Eligibility Application until achievement of initial accreditation

- **CIRC – Continuous Improvement Review Committee**
  - Oversees the continuous improvement review process of accredited schools

- **AAC – Accounting Accreditation Committee**
  - Oversees the initial and continuous improvement review processes for accounting programs
Operating Committees: Liaison and Reader Roles
*IAC, CIRC, AAC*

- Assigned by the IAC, CIRC, AAC for each meeting
- **Liaison:** leads the committee discussion on an assigned case and confers with AACSB staff and/or PRT and mentors prior to meeting
- **Reader:** coordinates with Liaison and participates in the committee discussion
- Both roles review school’s material and PRT/Mentor reports prior to the meeting
- Committee actions: Concur or Remand
Accreditation Outcomes 2016-17
Initial Accreditation

- 30 new business accredited, 3 deferrals
  - Americas: 7
  - Asia-Pacific: 12
  - Europe, Middle East and Africa: 11
- 1 new accounting accredited
- 257 schools in initial accreditation process
  - Americas: 61
  - Asia-Pacific: 95
  - Europe, Middle East & Africa: 101
Continuous Improvement Reviews - Business
CIR2 Outcomes 2011-17

<table>
<thead>
<tr>
<th>Year</th>
<th>Outcome</th>
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</thead>
<tbody>
<tr>
<td>2011-12</td>
<td>27%</td>
</tr>
<tr>
<td>2012-13</td>
<td>27%</td>
</tr>
<tr>
<td>2013-14</td>
<td>21%</td>
</tr>
<tr>
<td>2014-15</td>
<td>18%</td>
</tr>
<tr>
<td>2015-16</td>
<td>18%</td>
</tr>
<tr>
<td>2016-17</td>
<td>18%</td>
</tr>
</tbody>
</table>
Continuous Improvement Reviews – Accounting

CIR2 Outcomes 2011-17

<table>
<thead>
<tr>
<th>Year</th>
<th>Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011-12</td>
<td>9%</td>
</tr>
<tr>
<td>2012-13</td>
<td>16%</td>
</tr>
<tr>
<td>2013-14</td>
<td>8%</td>
</tr>
<tr>
<td>2014-15</td>
<td>9%</td>
</tr>
<tr>
<td>2015-16</td>
<td>5%</td>
</tr>
<tr>
<td>2016-17</td>
<td>8%</td>
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</tbody>
</table>
Business Accreditation Standards Updated Guidance – July 2017

- Preamble and Eligibility Criteria:
  - Eligibility Criteria C: Added a definition of diversity and added guidance in the “basis for judgement.” Also added guidance regarding diversity in standards 4, 5, 6, 7, 10, and 12.
  - Eligibility Criteria D: Added guidance regarding program inclusion.
  - Eligibility Criteria F: Added guidance regarding the accreditation timeline.

- Standard 2:
  - Updated Table 2-1, adding guidance about which faculty to include in the table.
  - Added Table 2-2 as a requirement.
Business Accreditation Standards Updated Guidance – July 2017

- Standard 3: Added guidance regarding changes in resources or financial model.
- Standard 9: Added guidance in the General Business Knowledge Area regarding evidence-based decision-making and data analytics.
- Standard 11: Added guidance regarding competency-based education.
- Standard 15:
  - Clarified the timeline guidance regarding new doctoral degrees and ABD status.
  - Added guidance regarding engagement with professional standards-setting bodies.
Business Accreditation Standards Updated Guidance – July 2017

- Standard 15 (Continued):
  - Added guidance about describing faculty deployment in the past five years and the plans for future deployment.
  - Added guidance regarding non-alignment with the standard, especially as it relates to emerging disciplines.
  - Added guidance in the basis for judgment and guidance for documentation to align with the word “guideline” in Table 15-1.
  - Updated Tables 15-1 and 15-2.
  - Updated and renamed Appendix I: Examples of Impact Metrics in Support of Documentation.
Accounting Accreditation Task Force

Task Force Charge:

The task force is charged with undertaking a comprehensive review of accounting accreditation, including standards, processes, structure and priorities.
### Accounting Accreditation Task Force Membership

<table>
<thead>
<tr>
<th>Members &amp; Affiliation</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Urton Anderson, U. of Kentucky</td>
<td>Ellen Glazerman, E&amp;Y</td>
<td>Brian McGuire, U. of Southern Indiana</td>
</tr>
<tr>
<td>Lisa Beaudoin, AMA</td>
<td>Mark Higgins, St. Louis U.</td>
<td>Scott Showalter, N.C. State U.</td>
</tr>
<tr>
<td>Stephanie Bryant, Missouri State U.</td>
<td>Carlos Johnson, NASBA</td>
<td>Mary Stone, U. of Alabama</td>
</tr>
<tr>
<td>Anthony Devine, Northumbria U.</td>
<td>Ray Johnson, NASBA</td>
<td>James Suh, NASBA</td>
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<tr>
<td>Tracey Golden, AICPA</td>
<td>George Krull, Grant Thornton</td>
<td>Jan Williams, NASBA &amp; AICPA Accreditation Summit</td>
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<tr>
<td>Bruce Behn, AAA</td>
<td>Raef Lawson, IMA</td>
<td></td>
</tr>
<tr>
<td>Cynthia Cruz, AICPA</td>
<td>Sharon Lassar, AICPA</td>
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</table>
Accounting Accreditation Task Force

Working Concepts

- More practitioner engagement in all aspects of accreditation
- Enhance training of volunteers, especially in consultative engagement
- Standards should be more principles based and outcomes focused
- Standards should be flexible enough to accommodate different missions and models.
- Faculty composition and deployment needs to be flexible enough to align with mission and strategies.
- Intellectual contributions and impact should better align with mission.
Accounting Accreditation Task Force Timeline

- **September 2017**
  - First exposure draft of standards & processes
  - Report to the AACSB Board of Directors

- **February 2018**
  - Second exposure draft of standards & processes

- **2018-19**
  - Begin implementation of Accounting standards and processes
Discussion
Topics for discussion…

AACSB Branding Initiative

- Which elements of the brand are the most appealing for your school? Why?
- How do you envision leveraging the new brand?
- In thinking about two prospective audiences (businesses and prospective students) which is more important your school? Why?
Topics for discussion…

Innovation Committee

What are the top 3 major disruptions affecting educational delivery or operations at your business school and / or university?
Topics for discussion…

Innovation Committee (cont.)

If you were to select one of the 5 Opportunities for Business Schools outlined in A Collective Vision:

- Catalysts for Innovation
- Hubs of Lifelong Learning
- Leaders on Leadership
- Co-creators of Knowledge
- Enablers of Global Prosperity

What are some of the major questions or priorities that your school should focus on in order to achieve it?
Thank you!