



# Connect to Quality

**Commit to the Highest Standards  
in Business Education**

**AACSB Accreditation**



**AACSB**  
**ACCREDITED**

## Connect to the future of business education.

**Globalization. Convergence. Disruption.** The need for impactful leaders has never been greater, and earning AACSB Accreditation puts your institution at the forefront of innovation, engagement, and global impact.

AACSB is the world's largest business education association. From our start in the U.S. over a century ago, we have expanded to more than 90 countries worldwide, helping business schools, students, and businesses succeed.

As a member-governed association, we connect leaders in academia and industry to share knowledge and best practices that accelerate innovation. AACSB Accreditation not only enhances the institution pursuing the distinction; its consultative approach creates opportunities for growth and collaboration among peers and the business community.

AACSB Accreditation and quality assurance have long been synonymous with the highest standards in business education. Accredited schools are sought after by top students worldwide, and the world's most dynamic businesses seek graduates of accredited schools to help them power their future.

# What is the value of AACSB Accreditation?

Accreditation by AACSB signals to the world that you have met the most rigorous standards of excellence in business education.

Accreditation lets internal and external stakeholders know that you are a quality institution with a focus on excellence in all areas, including faculty, research, and curriculum. It demonstrates to your faculty and administration that you are committed to upholding—and advancing—the quality of your business programs. And it reassures corporate recruiters you have prepared your students for the demanding global workforce.



\*As of April 2017

## By the numbers

**1500+**

member  
organizations

**780+**

business-accredited  
schools

**185+**

accounting-accredited  
schools

# What are the Accreditation Standards?

**AACSB offers two types of accreditation:** business and accounting. In order to earn and sustain accreditation, a school must align with 15 Business Accreditation Standards. These standards ensure continuous improvement and focus on what schools need to do to deliver on their mission, innovate, and create value and impact. The standards are developed in collaboration with the global business education alliance to empower schools to be their best.

## AACSB's 15 Business Accreditation Standards:



### Strategic Management and Innovation

1. Mission, Impact, Innovation
  2. Intellectual Contributions, Impact, and Alignment With Mission
  3. Financial Strategies and Allocation of Resources
- 



### Participants—Students, Faculty, and Professional Staff

4. Student Admissions, Progression, and Career Development
  5. Faculty Sufficiency and Deployment
  6. Faculty Management and Support
  7. Professional Staff Sufficiency and Deployment
- 



### Learning and Teaching

8. Curricula Management and Assurance of Learning
  9. Curriculum Content
  10. Student-Faculty Interactions
  11. Degree Program Educational Level, Structure, and Equivalence
  12. Teaching Effectiveness
- 



### Academic and Professional Engagement

13. Student Academic and Professional Engagement
14. Executive Education
15. Faculty Qualifications and Engagement

Complete information on AACSB Business Accreditation can be found at [aacsbedu/accreditation](https://aacsbedu/accreditation).

## Who will conduct the accreditation reviews and manage the process?

AACSB Accreditation is a peer-to-peer process, performed by business educators, for business educators. Volunteers from AACSB-accredited institutions provide individualized mentoring, conduct on-site peer review visits, and participate in committees that review the reports and recommendations from schools, peer review teams, and mentors.

When an institution enters the initial accreditation process, an AACSB volunteer mentor is assigned to provide guidance and support. The mentor works closely with the institution and maintains a link between the institution and the appropriate decision-making committee of volunteers.

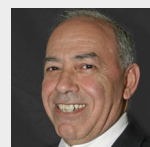
## How does Accounting Accreditation differ from Business Accreditation?

AACSB offers an additional accreditation product for schools interested in an elevated quality assurance system for their accounting programs. The Accounting Accreditation process can be entered either after Business Accreditation has been achieved, or simultaneously with the Business Accreditation process.

Accounting professionals play a critical role in the collection, analysis, reporting, interpretation and verification of financial and non-financial information encompassing a variety of global economic activity. The additional Accounting Standards are a rigorous complement to the 15 Business Standards and focus on relevant and challenging skill sets students should master in order to be successful. In addition, the Accounting Standards encourage the integration of academic and practitioner collaboration crucial to the evolving accounting profession.

Additional information on AACSB's Accounting Accreditation can be found at [aacsb.edu/accreditation/accounting](https://aacsb.edu/accreditation/accounting).

"AACSB membership and volunteer engagements have given me access to a great network worldwide where I have always found solutions to any issues, and benefitted from the experience of other members. These experiences are intrinsic to my work as an accreditation volunteer."



Mostafa Sarhan  
Dean and Professor, Accounting  
Savannah State University,  
College of Business  
Administration

# What is the process of becoming accredited?

In order to earn AACSB Accreditation, institutions undergo a rigorous review process conducted by peers from within the business education community, ensuring they are committed to providing the resources needed to offer future-focused business education. Following accreditation, schools undergo continuous improvement reviews every five years to ensure they are evolving and improving over time.

## 1

**Establish AACSB educational membership.**

## 2

**Submit an eligibility application.** In preparation, review the webinar on completing an eligibility application and consult with AACSB accreditation staff at [accreditation@aacsb.edu](mailto:accreditation@aacsb.edu).

## 3

**The eligibility application** is reviewed by the Initial Accreditation Committee (IAC). Once accepted, a mentor and AACSB accreditation staff liaison are assigned. Mentors provide guidance in the development of an Initial Self Evaluation Report (iSER). AACSB accreditation staff liaisons serve as the point of contact between the institution and AACSB, and can answer accreditation-related questions.

## 4

**Develop the iSER**, a plan of action showing how the school will align policies, practices, and expected outcomes with AACSB accreditation standards. A school may take up to two years to submit the iSER.

## 5

**The IAC reviews the iSER** and provides feedback. During this process, the IAC works with the school, the mentor, and the staff liaison to help the school bring policies, practices, and expected outcomes into alignment with AACSB accreditation standards.

Schools that have gone through the process uniformly report that it helped the entire organization refine its strategic direction, improve overall program and faculty quality, and provide an organized framework for tracking and supporting day-to-day operations.

## 6

**The IAC invites the school to submit an application** for an initial accreditation peer review team (PRT) visit. AACSB appoints a volunteer to serve as the peer review team chair and two additional members to form the PRT. The PRT chair replaces the mentor and guides the institution as it completes the final Self-Evaluation Report (SER) and prepares for the on-campus visit.

## 7

**Prior to the accreditation visit** (within four to six months), the institution submits the final SER to the PRT and IAC. Based on the final SER, the PRT prepares a pre-visit letter for the school. The purpose of this letter is to clarify issues identified by the PRT and to request additional information not provided in the final SER.

## 8

**Following the accreditation visit**, the PRT prepares and delivers a team visit report to the applicant institution and to the IAC. This report conveys to the IAC one of three possible recommendations:

- Initial Accreditation
- Deferral of Initial Accreditation
- Denial of Initial Accreditation

## 9

**The IAC reviews the peer review team report and makes a recommendation.**

## 10

**The AACSB Board of Directors** reviews and votes on the institutions recommended for initial accreditation by the IAC.



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