



Initial Self-Evaluation Report (Business) Outline

Philosophy and Expectations

The best initial Self-Evaluation Report (iSER) is a strategic management plan that is also attentive to satisfaction of accreditation standards. The process of creating the iSER should naturally flow from, and be part of, the ongoing strategic management process.

A long-standing problem with many iSERs is that they focus solely on closing gaps between current conditions and the conditions necessary to satisfy accreditation standards. An internally generated iSER that is built on the school's particular circumstances is most likely to yield sustained continuous improvement. The goal of the accreditation process regarding strategic management is a differentiated mission based on strategic thinking, and a plan for implementing the mission while closing existing gaps between conditions at the institution and the accreditation standards.

Objectives and Content

The iSER is an action plan showing how the school will address its areas for improvement during the period of seeking initial accreditation and how the school will maintain continuous improvements in its program. The iSER outlines what gaps need to be closed to meet expectations of AACSB standards and how current activities meet the expectations of the standards, which ones, and how. The school will continually update the iSER during the initial accreditation process until alignment can be demonstrated. The iSER is an evolving document and ultimately transfers into the final SER used as the basis for the on-site peer review team visit.

The iSER should:

- Lead to a performance level that satisfies AACSB International accreditation standards.
- Demonstrate that the resources necessary to satisfy the standards will be available.
- Show how these resources will be managed to reach that performance level.

The report should reflect two levels of analysis. The first level should identify areas of strength and areas for improvement in each standard. The second level should formulate an action plan for addressing weaknesses during the period of initial accreditation and for maintaining continuous improvement of strengths. The action plan must identify specific improvement activities and establish a timetable for the completion of each of these activities. The iSER should also address the resources, the individual(s) responsible for each activity, and an anticipated completion date.

iSER Report

The iSER report includes the following 5 requirements:

- A. Executive Summary
- B. Profile Sheet
- C. Standards and Tables 2-1, 2-2, 15-1, and 15-2
- D. Strategic Plan
- E. Addendum items

NOTE: There is a 100-page limit for Sections A, B, and C documentation, excluding the tables.

A. Executive Summary

The IAC requires you prepare and submit a three to five-page executive summary. The IAC relies upon the executive summary to develop a basis for its reviews.

The executive summary should include:

1. A one paragraph to one-page statement and written description of your mission and objectives;
2. Written descriptions of the processes that support achievement, the outcomes and measurements associated with those processes, and how the processes and objectives may have changed as a result of your efforts;
3. Describe the most significant strategies and outcomes related to Engagement, Innovation, and Impact. Examples should include the outcomes linked to the mission and strategic plan. (For additional information, please refer to Appendix I in the eligibility criteria and accreditation standards for business accreditation at <https://www.aacsb.edu/accreditation/standards/business>.)
4. A written summary of self-assessed strengths and weaknesses as they relate to AACSB International's standards and the achievement of specific objectives;
5. How your strategic plan relates to your mission development activities; and,
6. A written section listing up to five effective practices, which are unique or inherent to the success of your operations.

Provide the executive summary as a PDF upload in myAccreditation.

B. Profile Sheet

The IAC uses the profile sheet as a brief overview and reference document in their review. The template for the profile sheet is located on our [website](#).

Provide the profile sheet as a PDF upload in myAccreditation.

C. Standards

A separate upload is required for each standard. Please review the requirement, basis for judgment, and guidance for documentation listed for each in myAccreditation.

The upload for each standard must begin with the table below and followed by the supporting documentation.

Standard number: (Example 1, 2, 3...)	
Alignment with Standard (Yes/No):	
Response:	
Actions to be implemented:	
Person(s) responsible:	
Financial resources:	
Timeline:	

Please note: The required tables for Standard 2 (2-1 and 2-2) and Standard 15 (15-1 and 15-2) must be uploaded as separate PDF files in the respective standard.

D. Strategic Plan

Provide the school's current strategic plan as a PDF upload in the Addendum tab.

E. Addendum Items

In addition to the strategic plan this area is available for any additional items you feel are relevant for the committee.

REPORT AND APPENDICES SUBMISSION GUIDELINES

- The iSER and accompanying documentation must be submitted via myAccreditation by the designated due date reflected in myAccreditation. If submitting earlier than the designated due date, please refer to the IAC meeting and submission dates found [here](#).
- Upon submission of your documents via myAccreditation, you will receive an immediate display notification in a green banner, "The project was successfully submitted." In addition, your iSER project status will move from "Not Submitted" to "Submitted".
- If a school is seeking supplemental accounting accreditation, a separate [accounting iSER](#) must be submitted via myAccreditation.
- Should you have any questions, please reach out to your AACSB staff liaison, which is displayed in myAccreditation on the Contacts tab.