

AACSB Business School Questionnaire (BSQ) Programs Module

Quick-Start Guide for Institutional Data Professionals

What is the BSQ Programs Module?

The BSQ Programs Module is an annual survey that AACSB distributes every year to all its educational members. The survey aims to collect descriptive statistics largely about the business unit affiliated with AACSB membership. Part of a suite of themed module surveys, the BSQ Programs Module focuses on information specifically related to business school programs, such as types of programs offered, delivery methods, tuition costs for undergraduate and MBA programs, enrollments by delivery type, student demographics, and admissions data.

What Data Will I Need to Prepare?

The survey collects data in four primary categories, as well as a small number of additional items. Assessing the availability of, and access to, the following information will prepare you for assisting with this important AACSB questionnaire. Additional details on the below categories are provided in the pages that follow.

Data Required	Includes
Degree Programs (Business)	<p>Business Degree Program Title & Delivery Method(s), for programs offered as of a census date* late in 2020 calendar year.</p> <p>Programs reported in the prior survey year are pre-populated and may be copied forward from prior completed surveys.</p>
Enrollments (Total Institution & Business)	<p>Total Institutional Enrollments in Degree Programs, as of a census date* late in 2020 calendar year.</p> <p>Business Degree Program Enrollments, as of a census date* late in 2020 calendar year.</p>
Degrees Conferred (Business)	Business Degrees Conferred during the period July 1, 2019, through June 30, 2020.
Admissions (Business)	Business Program Admissions during the period October 1, 2019 through September 30, 2020.

* The census date is any specific date used by your institution to take a snapshot of enrollment data; it is not a cumulative total over an academic year.

What is the Deadline To Participate?

This year the deadline for survey completion is December 4, but AACSB does offer deadline extensions. Please feel free to contact us at datadirect@aacsb.edu if you need more time.

When Will Results Be Available To My School?

In February 2021, any school that has submitted all required data will be granted access to the complete set of survey data within DataDirect. DataDirect supports custom-generated reports comparing your institution to the specific set of peers that you designate for benchmarking purposes.

How Do I Access DataDirect to Submit Data or Run Results Reports?

All BSQ Module surveys are hosted in DataDirect. DataDirect also contains benchmarking tools for AACSB member schools to generate custom reports.

Each AACSB business unit has an assigned DataDirect administrator. This person is usually the dean, but it might be the associate dean, an accreditation manager, or maybe even you. The DataDirect administrator has the sole authority to grant individuals from your educational institution access to either (a) submit data directly within a given survey; and/or (b) access custom data reports for a given survey.

The DataDirect administrator may, at his/her discretion, authorize other individuals to access DataDirect by using the administrative tools within the DataDirect system. Additionally, the DataDirect administrator may email the AACSB Business Education Intelligence team at datadirect@aacsb.edu with authorization instructions. AACSB staff cannot grant permission to any individual without the written consent of a school's DataDirect administrator.

Your DataDirect administrator may also prefer to fill out the actual BSQ and give you a PDF copy of the survey. The decision as to who will fill out the actual survey lies solely with the DataDirect administrator at your school. Please confirm with them if they would like you to submit the survey on their behalf.

Note: Individuals seeking access to DataDirect must first have a my.aacsb account. To create an account, visit my.aacsb.edu and set up an account by using a school email address and associating the account with the school's business unit. This may be done at any time.

To access DataDirect, log in into my.aacsb.edu and scroll down to select the DataDirect icon. If you have been given access to the BSQ Programs Module, it will be listed on your DataDirect homepage.

Additional Resources

Specific instructions are provided within the BSQ Programs Module survey in DataDirect. If you need additional help, we recommend the following:

- Review the [AACSB Survey Basics BSQ Programs Module video](#). This is a step-by-step 40-minute video guide that takes you through each section of the BSQ Programs Module.
- Contact the AACSB Business Education Intelligence team at datadirect@aacsb.edu. The team is available for one-on-one consultations to help you with any questions regarding your school's data and the DataDirect system.

Thank you for your contribution to the world's most comprehensive set of data on business education. Please feel free to contact us at datadirect@aacsb.edu.

Required Data:

Degree Programs (Business)

The following information is requested for each new business program being reported*:

- Reference ID
- Education Level (select from menu)
- Degree Title (select from menu)
- Field/Discipline (select from menu)
- Major Emphasis
- Sub-Emphasis
- Program Start Year/Month
- Program End Year/Month (if applicable)
- Program Characteristics (check all that apply)
 - Full-Time
 - Part-Time
 - One-Year
 - Evenings and Weekends
 - Off-Campus
 - Partner
- Program Delivery Vehicles (check all that apply)
 - Fully Face-to-Face
 - Primarily Online
 - Exclusively Online
 - Multi-Modal
 - Blended/Hybrid
 - Non-Digital Distance Education

* If your business unit submitted a 2019-20 BSQ, you will be able to copy forward all of this information for your program offerings. You only need to gather these data for programs that have been introduced since 2019 and/or any changes that may have occurred in the most recent academic year. Please review Section B.1 in your business unit’s 2020-21 BSQ Programs Module to determine if any new changes are needed.

The list of programs reported in this section will form the basis for reporting on Enrollments, Degrees Conferred, and Admissions.

Enrollments (Total Institution and Business)

All enrollment figures are to be reported as of a census date late in the 2020 calendar year; these are not cumulative totals for an academic year.

Parent Institution Total Enrollments

- Total Institution Enrollments (required)
- Total Institution Enrollments at Undergraduate, Master’s, Doctoral levels (as applicable)

Business Program Enrollments

Undergraduate Business Programs

Required	Requested
<ul style="list-style-type: none"> • Total Undergraduate Enrollment for the Business Unit 	Undergraduate Enrollment by: <ul style="list-style-type: none"> • Part-Time, Full-Time • Gender • Ethnicity and Country/Territory or Birthplace (U.S. institutions); or Enrollment by Country/Territory of Origin or Birthplace (non-U.S. institutions)

Master’s, Doctoral, and Certificate Business Programs

Required	Requested
For each program*: <ul style="list-style-type: none"> • Total Enrollment *Not all schools will opt to report enrollments for certificate programs.	For each program, Enrollment by: <ul style="list-style-type: none"> • Delivery Method • Part-Time, Full-Time • Gender • Ethnicity and Country/Territory or Birthplace (U.S. institutions); or Enrollment by Country/Territory of Origin or Birthplace (non-U.S. institutions)

Degrees Conferred (Business)

Degrees are to be reported as the cumulative total over the 12-month period from July 1, 2019, through June 30, 2020.

Undergraduate Business Programs

Required	Requested
<ul style="list-style-type: none"> Total Undergraduate Degrees Conferred for the Business Unit 	Undergraduate Degrees Conferred by: <ul style="list-style-type: none"> Discipline Gender

Master's, Doctoral, and Certificate Business Programs

Required	Requested
For each program*: <ul style="list-style-type: none"> Total Degrees Conferred *Not all schools will opt to report enrollments for certificate programs.	For each program, Enrollment by: <ul style="list-style-type: none"> Delivery Method Part-Time, Full-Time Gender Ethnicity and Country/Territory or Birthplace (U.S. institutions); or Enrollment by Country/Territory of Origin or Birthplace (non-U.S. institutions) *Use the same level of reporting detail for which enrollments are reported.

Admissions (Business)

Degrees are to be reported as the cumulative total over the 12-month period from July 1, 2019, through June 30, 2020.

Undergraduate Business Programs

Required	Requested
<ul style="list-style-type: none">Total New Entrants into Undergraduate Business Programs	<ul style="list-style-type: none">Total ApplicantsTotal Offers of Admission

Master's, Doctoral, and Certificate Business Programs

Required	Requested*
For each program* <ul style="list-style-type: none">Total New Entrants *Not all schools will opt to report enrollments for certificate programs.	For each program* <ul style="list-style-type: none">Total ApplicantsTotal Offers of Admission * Use the same level of reporting detail for which enrollments are reported.

Note: "New Entrants" should reflect the number of students for the given program that were not students at the time of the last census (i.e., 2019) but are actively enrolled and thus included in the enrollment counts as of the census date for this survey (2020). In other words, "New Entrants" are any students who are included in the enrollment figures for the 2020 census date but were not included in the figures for the prior year census.