Three Year Strategic Plan
July 2024 – June 2027
Mission
AACSB elevates the quality and impact of business schools globally.

Vision
To achieve positive societal impact through business schools.

Values
Members First • Inclusivity • Curiosity
Global Unity • Excellence
Strategic Drivers

- Member-centered
- Outcome-focused

Organizational Enablers
- Governance
- Global Network
- Culture
- Structure
- Resources

Enhance Core Value for Members

Be The Voice for Business Education

Create New Value for Members
Enhance Core Value for Members

- Enhance Accreditation Value
- Enhance Member Value
- Streamline Communications
- Revamp AACSB Web Site
- Expand AACSB Analytics Hub Capabilities
Create New Value for Members

- Redesign Conference Experience
- Build AACSB Academy
- Scale Quality Improvement Programs
- Reach Prospective Students
- Partner with Business
Be The Voice for Business Education

Advocate and Amplify for the Societal Impact of Business Schools

Collaborate to Develop Thought Leadership

Drive Connections Between Business Schools and Business