

AACSB Update

Robert Reid, EVP & Chief Accreditation Officer



Visioning Initiative

AACSB.edu/vision

A collective effort to envision the future for management education, and help b-schools find their way within that future.



**Shifting Roles of
Management in
Society**



**Evolving Expectations
of Management
Education**



**Emerging
Opportunities for
Business Schools**



Visioning Initiative

Shifting Roles of Management in Society

Business Addressing Social Problems

Overview

Increasingly, the public expects business to address a growing array of social problems. What are grand challenges for management in society?

Is business beginning to see beyond short-term gains? The number of companies that have sustainability as a top management agenda item jumped to 65 percent in 2014 from 46 percent in 2010, according to the Annual Sustainability Report by MIT Sloan Management Review, the Boston Consulting Group, and the UN Global Compact. Consumers are beginning to expect it. According to Nielsen's latest corporate social responsibility survey, "more than half (55 percent) of global respondents ... say they are willing to pay extra for products and services from companies that are committed to positive social and environmental impact—an increase from 50 percent in 2012 and 45 percent in 2011."

Investors, employees, analysts, and media organizations are paying more and more attention to ratings and rankings of sustainability performance and initiatives, such as the Dow Jones Sustainability Indices, the Carbon Disclosure Project's Leadership Index, Fortune Magazine's Most Admired Companies

Related Resources



Leadership that is Best for the World

John North of the Globally Responsible Leadership Initiative (GRLI), discusses the need for leadership that creates resilient societies, sustainable economics, and healthy environments.

Reimagining Business Education: A World of Ideas, Business Education Jam

Spearheaded by scholars, executives, researchers, and participants around the world, the Business Education Jam harnessed the brainpower of a global audience to envision an innovative future for business education.

50+20 – Management Education For The World

A collaborative initiative that seeks to learn of new ways and opportunities for management education to transform and reinvent itself.

Combining Profit and Purpose: A New Business Dialogue on the Role of Business in Society

Cranfield University School of Management and FT Remark explores the opinions of the business world on the social purpose of business.



Five Key Opportunities...



**CATALYSTS
FOR
INNOVATION**

**ENABLERS OF
GLOBAL
PROSPERITY**

**HUBS OF
LIFE-LONG
LEARNING**

**LEADERS
ON
LEADERSHIP**

**CO-CREATORS
OF
KNOWLEDGE**

Up to January 2015

CIME meetings on visioning for business schools.

January 2015 Board Meeting

2020 Committee Report to board with a focus on emerging markets.

April 2015 Board Meeting

Introduction of AACSB long term strategic planning process including Strategic Change Agenda to revisit AACSB's vision.

April to September 2015

All staff draft perceived current state of Strategic Change Agenda, in addition to one-to-one conversations with board members, staff, and others.

September 2015 Board Meeting

Board strategic planning exercise to create current state of Strategic Change agenda.

September to December 2015

Board Strategic Planning Workgroup formed, member survey conducted, and presentations on Visioning Initiative convened.

January 2016 Board Meeting

CIME finalizes vision for business schools. A multi-day strategic planning session with board and staff revisits mission & vision.

January 31, 2016

Dean's Conference Bonus Session: The AACSB Visioning Initiative



What do we do well that we should continue doing?

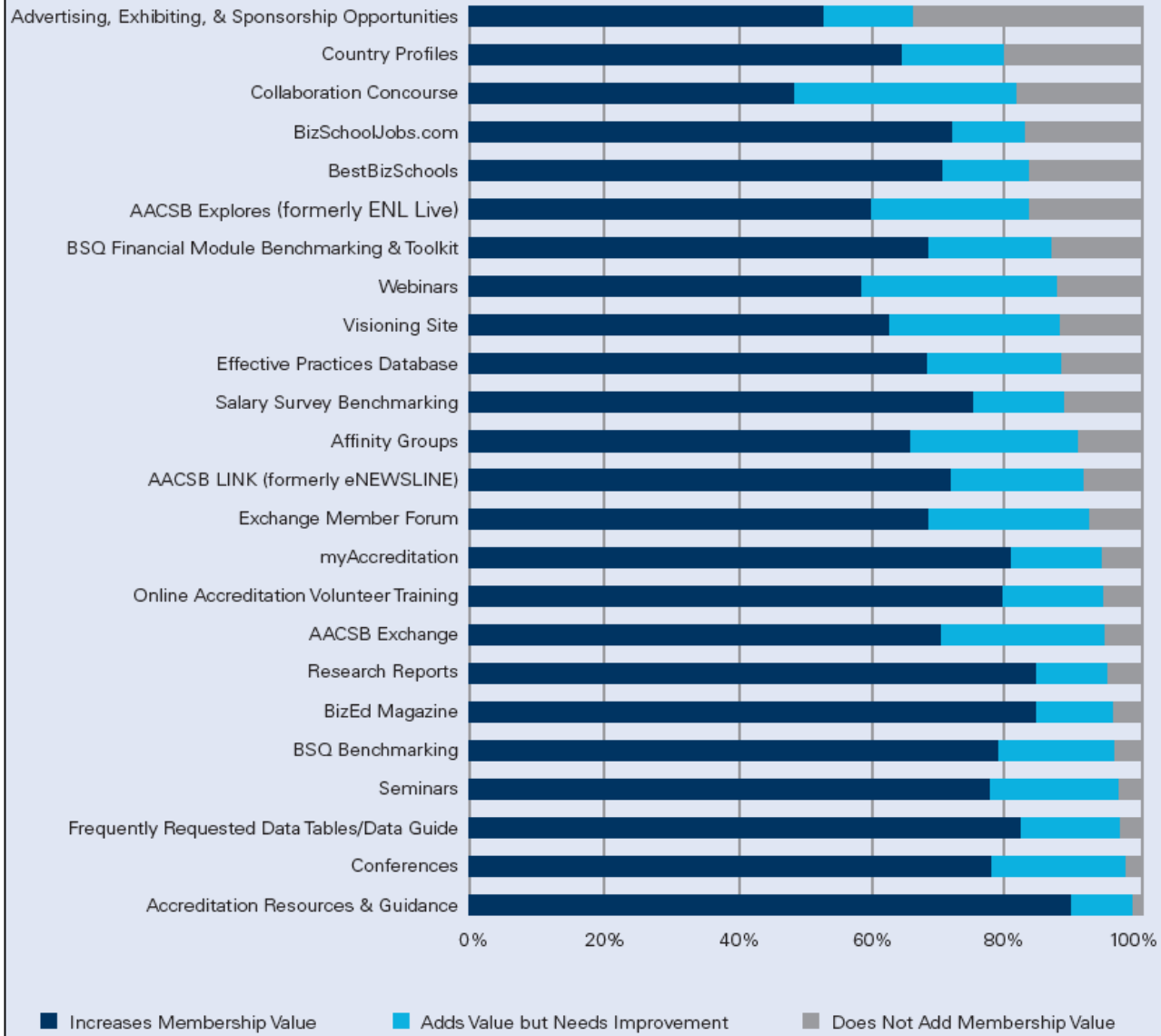
What could we improve?

What are we not doing now that we should be doing?

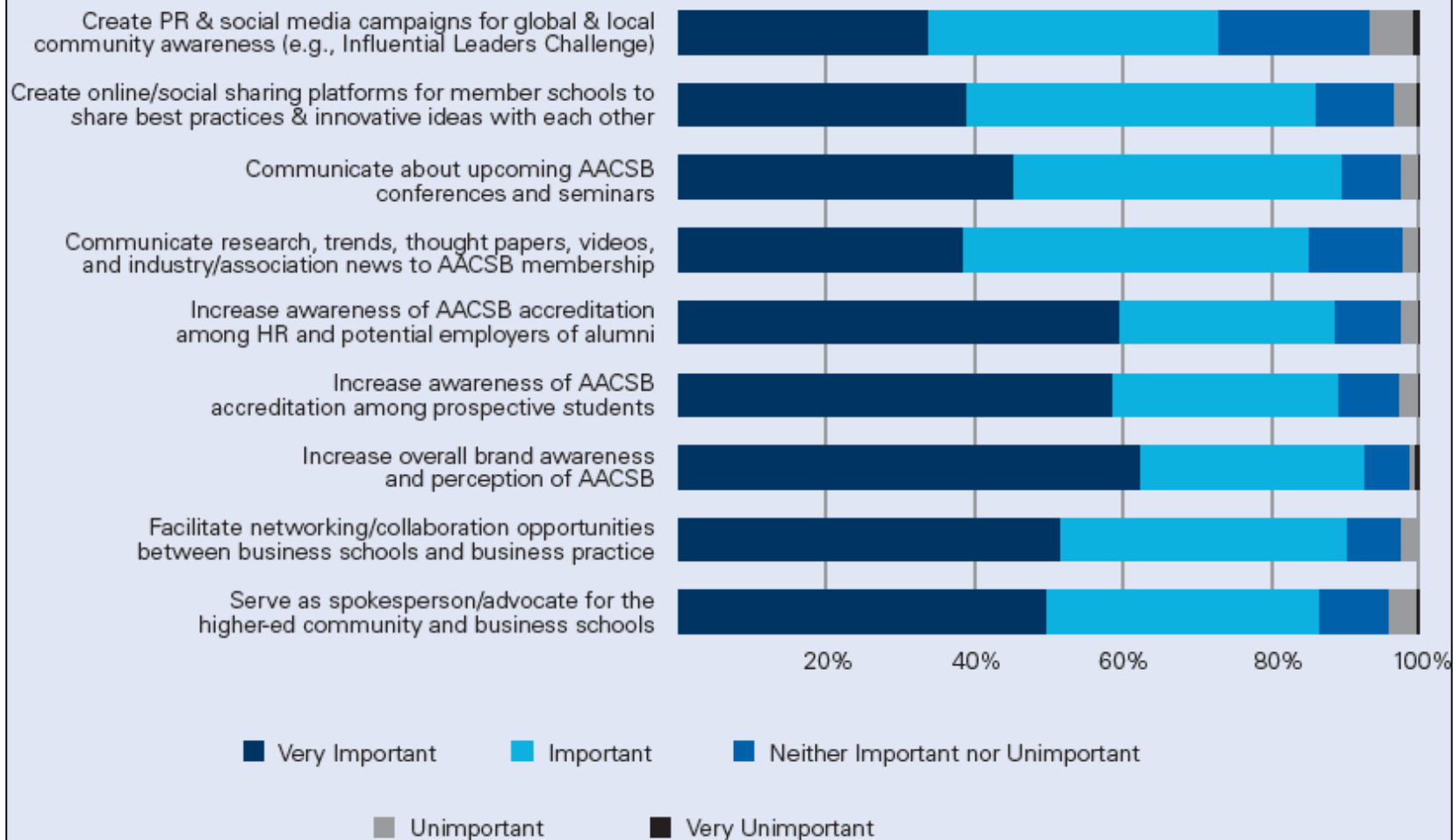
What are we doing now that we should stop?



Value Rating Among Respondents Aware of Each Resource



Goals of the AACSB Marketing and Communications Team Should Be To... (All Responses)



Current Mission and Vision

Mission Statement

AACSB International advances quality management education worldwide through accreditation, thought leadership, and value-added services.

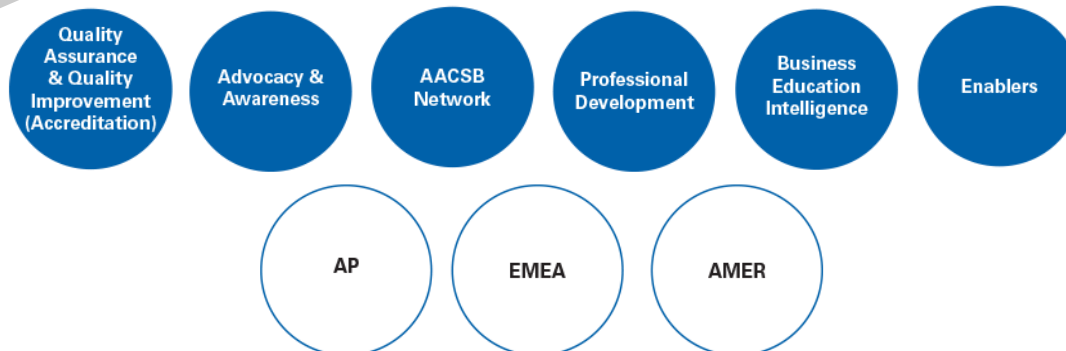
Vision Statement

We aspire to be the world's leading management education authority and association.

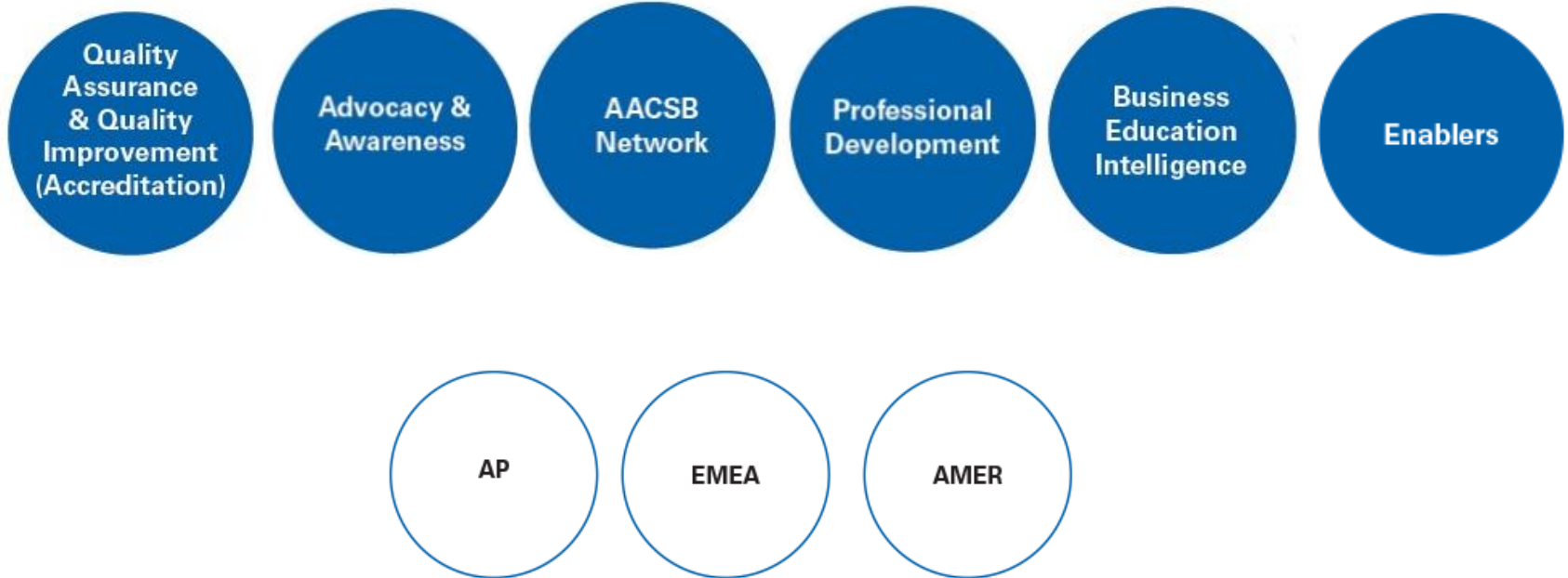




Areas of Strategic Focus to Achieve Mission and Vision



High Level Strategic Change Agenda



Accreditation Update



AACSB ACCREDITATION

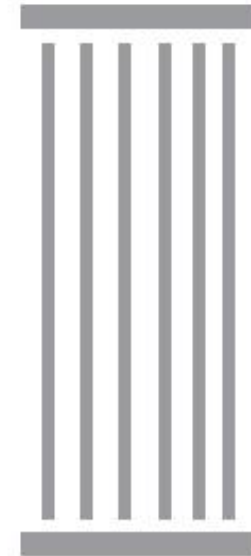
ENGAGEMENT



INNOVATION



IMPACT



Accreditation Outcomes

- 150+ schools reviewed under 2013 standards
- 222 schools in-process, 15 accounting

- In 2014-2015:
 - 27 initial visits, 2 deferrals
 - 143 CIR visits
 - CIR2's: 18% Business, 9% Accounting
 - 5 FR1s



Common Issues in Business Accreditation Reviews

2013 Standards issues from the first 150+ schools:

- Mission differentiation, mission-driven
- Impact and quality of Intellectual Contributions
- Curriculum Management and AoL
- Faculty qualifications & deployment



Common Issues in Accounting Accreditation Reviews

A1, A2, A3, A5 and A9 have generated the most PRT feedback

- A1: Clear and distinctive mission, continuous improvement
- A2: Intellectual Contributions
- A3: Financial Strategies
- A5: Curricula Management and AoL
- A9: Faculty qualifications and engagement/professional interaction



Accounting Accreditation Activities

- AACSB accounting accreditation focus group
- NASBA/AICPA engagement and accreditation forum meeting
- Plans for the future

