THE ASSOCIATION TO ADVANCE COLLEGIATE SCHOOLS OF BUSINESS (AACSB)

ACCREDITATION AUDIT
27-30 MAY 2012

Universiti Putra Malaysia (UPM) became a member of AACSB in October 2006, and has been preparing for AACSB Accreditation since March 2008. UPM is now at stage 15 of the 16 stages in the accreditation process. UPM, together with Faculty of Economics and Management (FEP) and Graduate School of Management (GSM) will be audited by AACSB Peer Review Team (PRT) on 27-30 May 2012.

As the implications of AACSB accreditation to UPM’s quality and reputation are immense, UPM staff and students should be aware of this audit and the importance of AACSB Accreditation to UPM.

Frequently Asked Questions (FAQs):

1. What is AACSB?
   - AACSB stands for The Association to Advance Collegiate Schools of Business.
   - AACSB International is a membership association of educational institutions, business, not-for-profit and government organizations devoted to the advancement of higher education in business administration and management.

2. What is AACSB Accreditation?
   - AACSB Accreditation Standards are used as the basis to evaluate a business school’s mission, operations, faculty qualifications, programs, and other critical areas. AACSB accreditation assures students and parents that the business school provides top-quality education. It also assures employers that AACSB accredited business school graduates are ready to perform from day one. Additionally, AACSB accreditation provides many benefits to the faculty and staff at its accredited schools by attracting higher quality students, providing greater research opportunities, and allowing for global recognition.
   - Membership in AACSB does not imply accreditation.

3. What does it take to be accredited?
   - Accreditation involves satisfying 21 standards that have been set by AACSB International. These 21 standards have to do with:

   STRATEGIC MANAGEMENT (STANDARDS 1-5)
   1. Mission Statement
   2. Intellectual Contributions
   3. Student Mission
   4. Continuous Improvement Objectives
   5. Financial Strategies

PARTICIPANTS (STANDARDS 6-14)
6. Student Admission
7. Student Retention
8. Staff Sufficiency and Student Support
9. Faculty Sufficiency
10. Faculty Qualifications
11. Faculty Management and Support
12. Aggregate Faculty and Staff Educational Responsibilities
13. Individual Faculty Educational Responsibilities
14. Student Educational Responsibilities

ASSURANCE OF LEARNING (STANDARDS 15-21)
15. Management of Curricula
16. Undergraduate Learning Goals
17. Undergraduate Educational Level
18. Master's Level General Management Learning Goals
19. Specialized Master's Degree Learning Goals
20. Master's Educational Level
21. Doctoral Learning Goals
4. What is special about AACSB accreditation?
- While most institutions of higher learning are accredited by a national or governmental degree-granting authority or agency, not all business schools have earned accreditation from AACSB International. In the field of business, AACSB is the largest and the longest standing specialized accrediting agency for business and accounting programs in the world. Earning AACSB accreditation is a voluntary process requiring significant commitment, self assessment, peer review and dedication from a schools administration and, it doesn't end there. Every five years, schools must pass a rigorous peer review in order to maintain their accreditation.

5. What is the most important aspect of AACSB accreditation?
- It is the continuous improvement and dedication to excellence. Schools that have achieved AACSB accreditation are required to evaluate their own performance, measure their effectiveness, and find ways to make improvements. A commitment to continuous improvement and excellence is AACSB's accreditation hallmark.

6. How does AACSB accreditation ensure the production of top-quality graduates?
- AACSB-accredited schools must: maintain a sufficient level of doctorally qualified faculty; demonstrate that all faculty are qualified and current in their fields of teaching; maintain a curriculum that provides high-caliber teaching of current and relevant business content; measure learning outcomes; cultivate meaningful interactions between students and faculty; and continuously strive for improvement.
- Graduates from an AACSB-accredited institution come from business programs where the content and quality have been rigorously evaluated by a team of reviewers from peer institutions. This process determines that programs at AACSB-accredited schools are current and provide relevant knowledge and practices resulting in graduates who are prepared for today's global business environment.

7. What is the impact of AACSB accreditation on program and student quality?
- Program Quality
  In a recent study, 95% of a sample of AACSB-accredited and in-process institutions from regions around the world reported that AACSB Accreditation "ultimately improves the quality of business programs." Additionally, 93% of the same sample of schools reported that AACSB Accreditation "has a continuous positive effect on ongoing curricula development, program design, and delivery methods."
- Student Quality
  91% of the same sample of schools (mentioned above) reported that AACSB Accreditation "enhances our ability to effectively compete with other schools for quality students." Of a separate sample of AACSB-accredited schools located worldwide, respondents reported positive outcomes with regards to the number and quality of applicants, as well as student retention and learning outcomes.

8. How does the AACSB Accreditation process benefit a school's internal culture and operations?
- Benefits to Internal Culture
  The most significant benefit of AACSB Accreditation on internal culture is an increased sense of faculty morale and pride for the quality achieved by all who are at the business school. 96% of business school deans that were asked to comment on the benefits of AACSB Accreditation on faculty culture reported that it was considered a "badge of pride" for their school and a validation of their programs.
- Benefits to Operations
  The process of AACSB Accreditation provides a framework for schools to further develop and enhance their internal operations, from the mission to the every day management of programs. According to 95% of surveyed schools, AACSB Accreditation provides a "platform for managing the school, tracking progress, and identifying areas for improvement."

For more information, please log on to: www.aacsb.edu