

Connect to the Highest Standards in Business Education

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**AACSB accreditation
matters. Here's why.**



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Agenda

- Overview of AACSB
- AACSB Accreditation
- Benefits of Accreditation

1. Overview of AACSB

Background on AACSB

Established in 1916, [AACSB International \(AACSB\)](#) is the world's largest business education alliance, connecting educators, learners, and businesses to create the next generation of great leaders.

With a presence in more than 100 countries and territories, AACSB has offices in Tampa, Singapore and Amsterdam



AACSB: Our mission, together

Communities We Serve

Business
Business Schools
Learners
Society



Americas
Europe, Middle East, and Africa
Asia Pacific



Mission

We foster engagement, accelerate innovation, and amplify impact in business education.



Vision

Transforming business education for global prosperity.



Values

Quality • Diversity and Inclusion • Global Mindset • Ethics • Social Responsibility • Community

Volunteer-driven

Accreditation • Speakers • Subject Matter Experts • Thought Leaders • Councils and Committees
Focus Groups • Special Projects

AACSB: Strategy Map



AACSB

- Is a connector and convener
 - Learners
 - Educators
 - Business Practitioners
- Provides thought leadership, insights and data
- Provides quality assurance in business education through accreditation

Research Reports

Lifelong Learning and Talent Management

Chief Learning Officer Survey

Artificial Intelligence

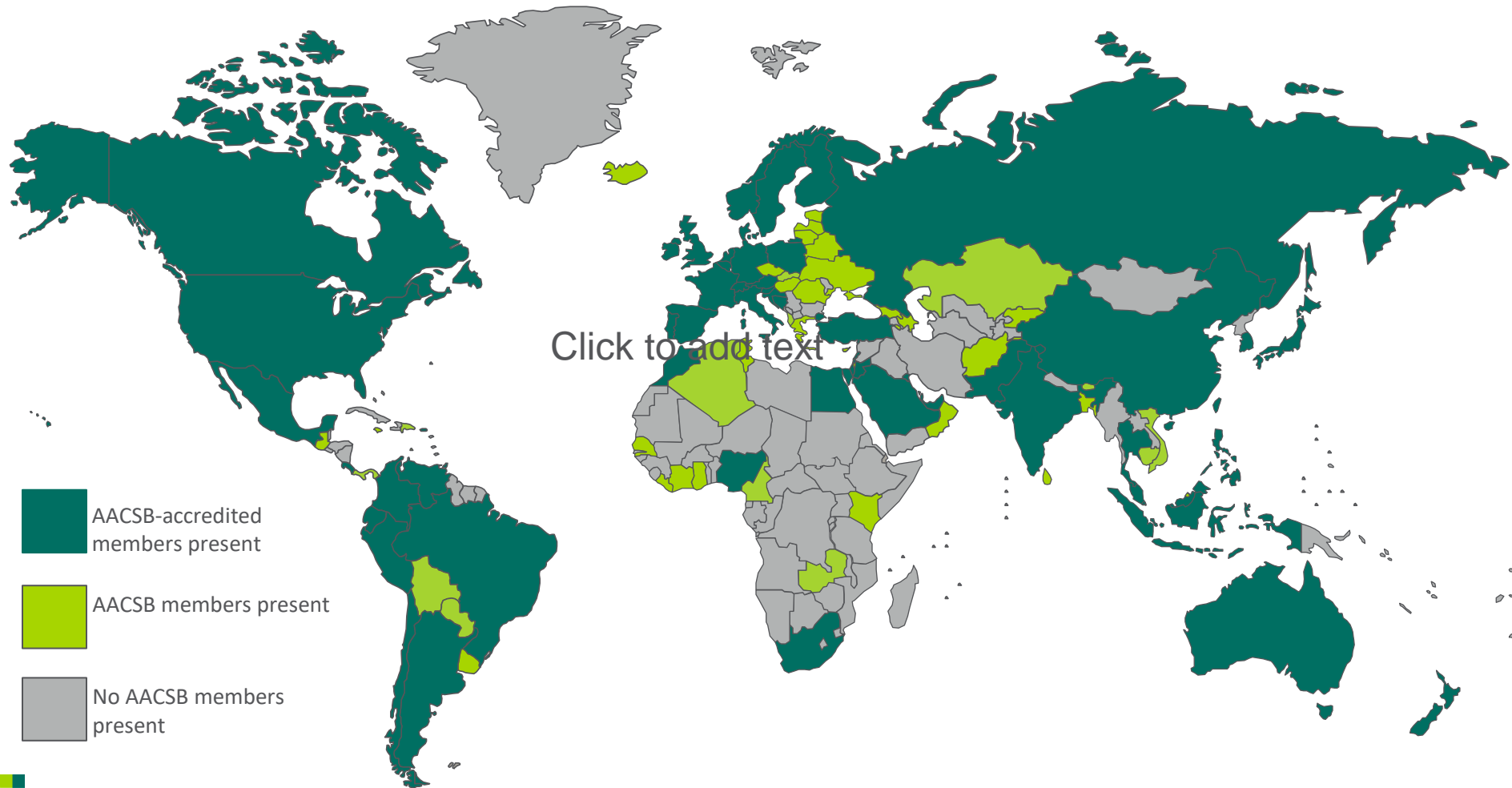
Blockchain

Leadership Development

Virtual and Augmented Reality

Mobile and Micro-Learning

Reach of AACSB International



Distribution of schools as of June 1, 2021.

The AACSB Landscape



TAMPA | SINGAPORE | AMSTERDAM

AACSB Impact

- 1,663 member business schools in 104 countries and territories
- 901 accredited schools in 58 countries and territories (*less than 5% of the estimated number of schools offering business degrees worldwide*)
- 188 accounting-accredited programs in 7 countries and territories
- 117 corporate/foundation/non-profit members in 25 countries and territories
- Estimated 47.4 billion USD combined operating budget, averaging 29.2 million USD per school*
- Approximately 162,261 full-time equivalent (FTE) faculty**
- Approximately 4.82 million enrolled students**

**Estimates based on the 894 respondents to the 2019-20 BSQ and/or BSQ Finances Module, reporting combined operating budget of 23.9 billion USD.*

***Estimates based on the 821 respondents to the 2020-21 SCDS and 805 to the BSQ Programs Module, reporting a total of 80,154 FTE faculty, and 2.33 million enrolled students.*

Macro-Regions

Macro-Regions	AACSB Educational Members		AACSB-Accredited		In Accreditation Process		AACSB Non-Educational Members	
Americas	760	46%	586	65%	50	18%	71	61%
Asia-Pacific	397	24%	152	17%	93	33%	8	7%
EMEA	506	30%	163	18%	141	50%	38	32%
Global	1,663	100%	901	100%	284	100%	117	100%

Source: AACSB data and analysis as of 6/30/2021.

Note: Percentages may not sum to 100 due to rounding.

Sub-Regions

Macro-Regions	Sub-Regions	AACSB Educational Members		AACSB-Accredited		In Accreditation Process		AACSB Non-Educational Members	
Americas	Canada	48	3%	25	3%	7	2%	6	5%
Americas	United States	630	38%	535	59%	34	12%	64	55%
Americas	Latin America & Caribbean	82	5%	26	3%	9	3%	1	1%
Asia-Pacific	Central, Southern, South-Eastern, and Eastern Asia	352	21%	126	14%	86	30%	8	7%
Asia-Pacific	Oceania	45	3%	26	3%	7	2%	0	0%
EMEA	Africa	43	3%	7	1%	6	2%	0	0%
EMEA	Middle East	84	5%	22	2%	29	10%	3	3%
EMEA	Europe & Near East	379	23%	134	15%	106	37%	35	30%
Global	Global	1,663	100%	901	100%	284	100%	117	100%



Source: AACSB data and analysis as of 6/30/2021.

Note: In this table, "United States" excludes U.S. territories in Oceania and the Caribbean. Percentages may not sum to 100 due to rounding.

Korean engagement with AACSB

- Members: **18**
- Accredited: **18**

Accredited Schools – South Korea

School	Country	Business	Accounting	World Best 800
Chonnam National University, College of Business Administration	South Korea	√		Yes
Chung-Ang University, Chung-Ang University Business School	South Korea	√		
Dongguk University, Dongguk Business School	South Korea	√		
Ewha Womans University, College of Business Administration/Graduate School of Business	South Korea	√		Yes
Hankuk University of Foreign Studies, HUFS Business School	South Korea	√		
Hanyang University, School of Business	South Korea	√		Yes
Hanyang University-Erica, College of Business and Economics	South Korea	√		Yes
Inha University, College of Business Administration	South Korea	√		
Konkuk University at Seoul, School of Business	South Korea	√		
Korea Advanced Institute of Science and Technology, KAIST College of Business	South Korea	√		Yes
Korea University, Business School	South Korea	√		Yes
Kyungpook National University, School of Business Administration	South Korea	√		Yes
Sejong University, School of Business	South Korea	√		Yes
Sogang University, Sogang Business School	South Korea	√		
SolBridge International School of Business	South Korea	√		
Sungkyunkwan University, SKKU Business School	South Korea	√		Yes
Ulsan National Institute of Science and Technology, UNIST School of Business Administration	South Korea	√		Yes
Yonsei University, School of Business	South Korea	√		Yes

2. AACSB Accreditation

Mission as your Driver





Framework of a Quality Business School

- **Expectations:** Stability, strategic mindset, collegial environment
- **Derive from:** Good processes and systems, leadership, organization, institutional support and resources
- **Essential elements:** Quality teaching, evidence of learning, relevant curriculum, impactful scholarship, engagement with the business community



Accreditation Approach and Focus

- Mission driven
- High quality schools
- Continuous improvement is a feature
- Standards that need to be met
- Recognizes and encourages local, regional and national context
- Alignment of activities and resources with achieving the mission
- Business schools have strong engagement, innovation and impact frameworks
- Internal and external review processes
- Review and renewal (5-year intervals)

3. Benefits of Accreditation

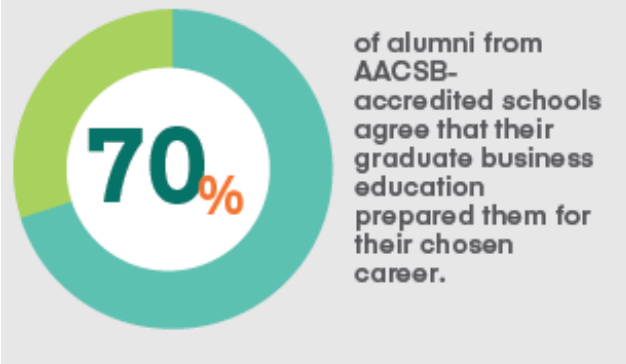
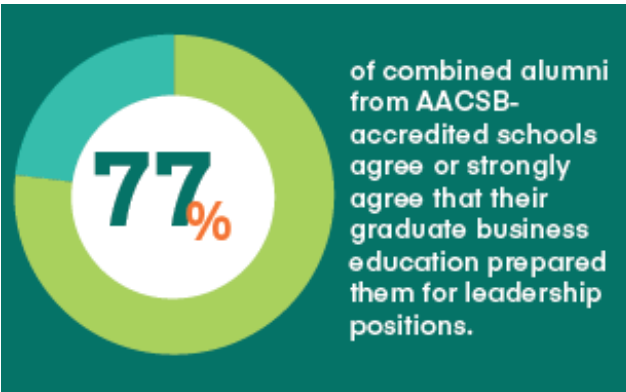
External Value for Accredited Schools

- Institutional image and ranking – indicator of quality
- Credibility
- Increase brand equity – endorsement
- Employability of graduates
- Recognition from professional/government bodies
- Global mobility of graduates/faculty members
- Opportunities for domestic and global partnerships
- Marketability of programs – domestically and internationally
- Accountability to stakeholders

Internal Value for Accredited Schools

- Strategic orientation and benchmarking
- Culture of continuous improvement
- Student learning outcomes
- Research performance
- Process engineering
- Consistency and sustainability
- Data-driven decision-making

AACSB Accreditation Matters



Source: GMAC mba.com Longitudinal Survey (2019).



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of the Economist's 2019 top 100 full-time MBA programs are housed in business schools that have achieved AACSB accreditation

Value of AACSB Accreditation – May 2021 Survey Feedback

Survey responses by a group of Japanese Business School Deans:

a) Overall – profile, reputation, differentiation and improvement;

b) Top aspects rated very important:

- Improves the quality of the school
- Quality stamp for external stakeholders
- Improves internal systems and processes

c) Top aspects rated important and very important - those in (a) plus:

- Enhances reputation
- Distinguishes my school
- Helps align faculty and staff with school's strategy
- Constructive advice for the school
- Develops innovative initiatives

Why Schools Are Pursuing AACSB Accreditation

- To gain status internationally and build global partnerships, prerequisite to enter into global well-known ranking system
- To be provided a framework for continuous quality improvement that is aligned with a school's mission and goals
- Principles-based, mission driven approach provides flexibility for schools to remain relevant to local context while achieving global standards and learning from global best practices amongst peers

Thank you!

Any questions on AACSB Membership or/& Accreditation?

Contact ***aphq@aacsb.edu***