

Theme:

**New International Accreditation Standards for
New Management Education Era**

October 2014

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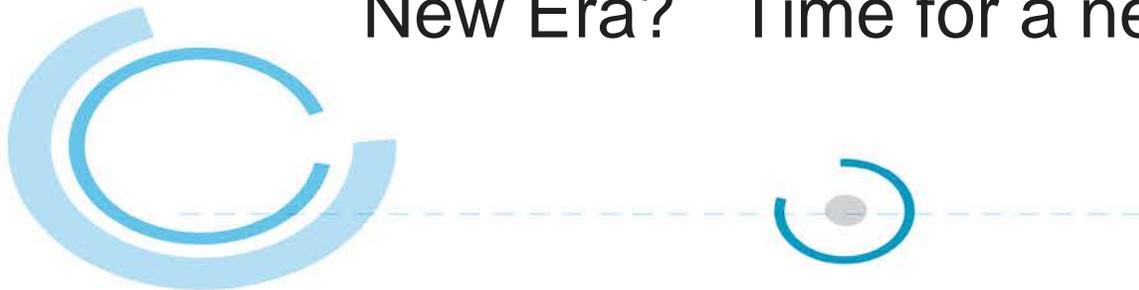
Senior Vice President and Chief Officer Asia Pacific

New Themes... New Ideas ... New Era

- Impact
- Innovation
- Engagement

- Efficient use of professional staff
- Executive Education – how it fits?
- A broader view of faculty

New Era? Time for a new visioning exercise?



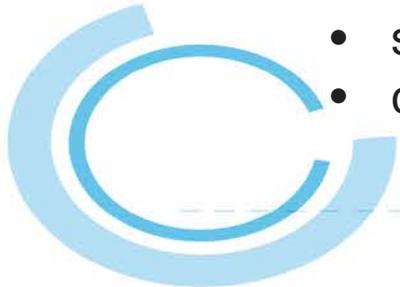
Innovation Theme

- Foster quality, but not at the expense of creativity, experimentation, and innovation.
- Innovation is encouraged and should lead to improvements and high quality.
- Evidence: can you show you have looked at new ideas eg. for teaching, for engagement with business, in curriculum design



Impact Theme

- Environment of increasing accountability.
- Show how the school is making a difference and having impact.
 - Areas of impact: many.....
 - mission,
 - assurance of learning,
 - curriculum,
 - degree programs,
 - research,
 - teaching,
 - students, and
 - community.



Engagement Theme

- High quality education results when there is significant on-going engagement with the professional and academic worlds.
- AACSB accreditation encourages the intersection of engagement consistent with the school's mission.
 - Students – engaged in the learning process
 - Academics – engaged in communities, research opportunities, community projects, local/regional economies



New Ideas: reflecting changing needs

- Efficient use of professional staff: becoming essential in the delivery of good education
- Executive Education – how it fits?: how non-degree education adds to mission, and impact
- A broader view of faculty: engagement of faculty with their profession, broadened definitions of engagement for more academics and practitioners

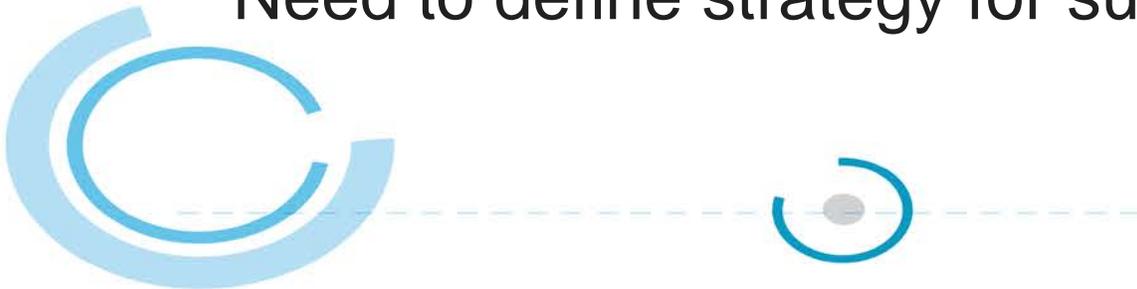
Standards added to reflect these ideas



What is the New Era?

- Threats to education as we know it
 - Technology
 - New providers
 - Financial Pressures
 - Role of the faculty member
 - Accountability
 - it's a changing world

Need to define strategy for survival, for growth, and direction



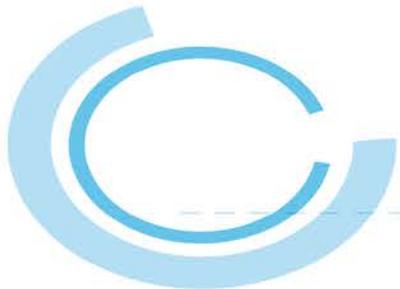
Heard on the Street....

- *“Half of the business schools in this country will be out of business in 10 years... or five”*

Rich Lyons, Haas BS, Berkeley Mar 2014

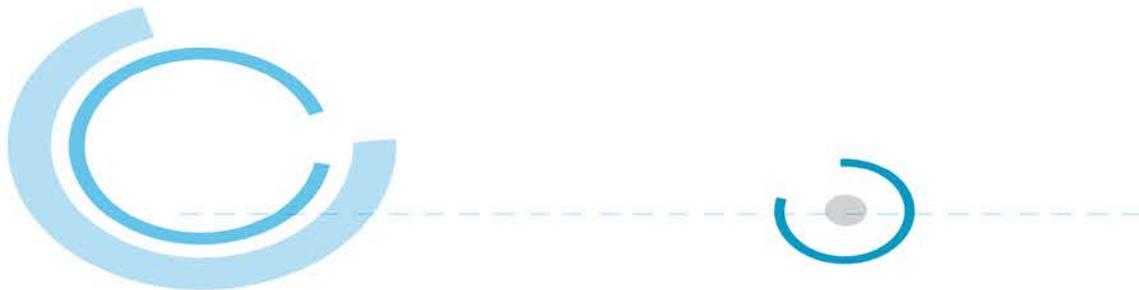
- *“The Future Business School: Restaurant, Buffet or Club?.....The buffet is open, and so far, all-you-can-eat is free”*

Francois Ortale-Mague, Wisconsin- Madison BS.



50 Years Since Last Significant Report on Business Education

- Carnegie and Ford Foundation reports
- Need for new “North Star” guiding light (*BizEd* article Oct/Nov 2104)
- Navigation needed through ever-changing world of higher education
- Committee on Issues in Management Education CIME
 - AACSB Visioning Initiative



Emerging Threads of the CIME study

- Future roles of management in society
- Evolving expectations of management education
- Emerging opportunities for business schools

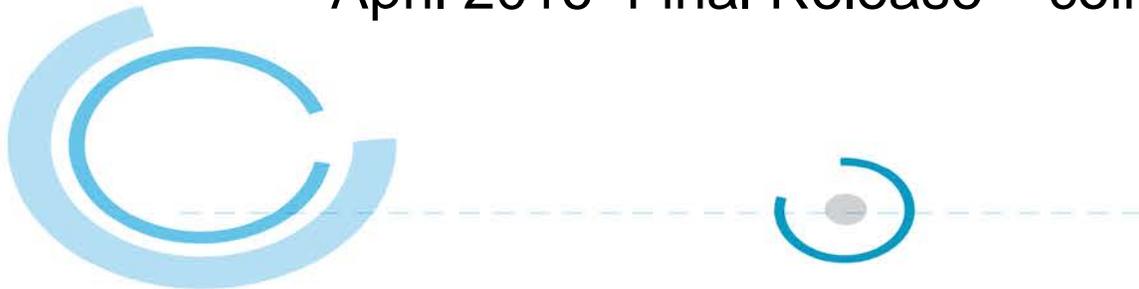
Outcomes:

Various discussion papers

October 2014,

Feb 2015, 16,

April 2016 Final Release – coincide with 100th anniversary of AACSB



Role of Management in Society

- Management's Role within Society – what are the expectations?
- Management's Role within an Organization
 - Within an organization: what is expected? decision maker, inventor, leader, enabler, connector, coordinator/architect



Evolving Expectations of Management Education

- Little direct evidence that business schools result in improvement of management talent – sustainability of current model
- MOOCs are “us” or competitors?
- How will businesses recruit, develop, retain talent



Additional work on the role of the Faculty Member

- Changing role
- Additional “duties”
- Faculty “brand”
- Disaggregation between delivery and knowledge creation?



Conclusions

- New Standards for AACSB 2013
 - Changes to reflect some needs
- Uncertain Environment - being addressed by many including AACSB
- Please join in!

