

## Business Unit of Accreditation Application 2020 Standards

AACSB accreditation is granted to the agreed-upon entity—either the institution (e.g. university) or a single business unit (e.g. school) within a larger parent university (or other academic institution), with institutional accreditation being the default accredited entity. In all cases, the AACSB brand will only be applied to the agreed upon entity. Institutional accreditation implies all business degrees housed within the business school or elsewhere in the university are to be included in the scope of review. In contrast to institutional accreditation, schools may apply to restrict the scope of review to only the business degrees offered by a single business unit within a larger institution offering business and management degree programs.

The purpose of this application is to determine if the business unit meets the criteria for redefining the accreditation entity from institution to a single business unit as outlined in 2020 Guiding Principles and Standards for AACSB Business Accreditation. The application is subdivided into five parts:

- Part I Institutional and Business Unit Information
- Part II Background Information
- Part III AACSB Eligibility Criteria for Single Business Unit
- Part IV Faculty Composition and Data
- Part V Plans for Other Unit(s) Offering Business Degree Programs at the Institution
- Part VI Degree Programs
- Part VII Supplemental Information

Unit of accreditation applications are reviewed by the appropriate committee depending on the school's accreditation status, either the Initial Accreditation Committee (IAC) or the Continuous Improvement Review Committee (CIRC), during their regularly scheduled meetings. If pursuing initial accreditation, the unit of accreditation application must be reviewed by the IAC before submitting an eligibility application. Committee meeting dates can be found on the AACSB website at <https://aacs.edu/accreditation/volunteers/committees>.

The AACSB staff and IAC/CIRC will carefully review the application to determine if the business unit demonstrates that it meets the criteria for single business unit of accreditation. A decision letter from the IAC/CIRC will be emailed approximately six weeks following the committee meeting. A decision letter officially informs the institution of the committee's decision and provides recommendations and concerns requiring further action as well as the next steps in the process.

Note: The approval of an academic unit application indicates that the unit satisfies the unit criteria. It does not imply a judgement of quality; therefore, approval of the unit application does not guarantee acceptance of the Eligibility Application.

### Application Submission Information

Please submit this application and any accompanying documents via email to the appropriate committee chair:

- Initial Accreditation Committee Chair at [IAC@aacsb.edu](mailto:IAC@aacsb.edu) or the
- Continuous Improvement Review Committee Chair at [CIRC@aacsb.edu](mailto:CIRC@aacsb.edu)

Please note:

- There is a page limit of 15 pages (not including tables and required documentation).
- Email attachments totaling at least 20MB will not be received due to server limitations.
- A confirmation of receipt will be emailed within 2 business days.

For questions or assistance in completing this application, please contact your assigned AACSB accreditation staff liaison. If you do not yet have an assigned accreditation staff liaison, please email [accreditation@aacsb.edu](mailto:accreditation@aacsb.edu).

**PART I: Institutional and Business Unit Information**

Name of Institution	
Institution Website Address (URL)	
Name of Business Unit applying for unit of accreditation	
Business Unit Website Address (URL)	
<p>Are there other unit(s) offering business degrees at the institution?</p> <ul style="list-style-type: none"> <li>• If there are other units offering business degrees at the institution, please provide the name(s) of those units.</li> <li>• If no other units offer business degrees at the institution, please explain the strategic reason for applying as a unit.</li> </ul>	
Accreditation status	<input type="checkbox"/> Seeking initial accreditation <input type="checkbox"/> Accredited
Name/Title of Chief Executive Officer or equivalent (President, Chancellor, etc.) of the institution under which membership was established	
Email address	
Telephone Number	
Name/Title of the Head of the Business Unit submitting request (Dean or equivalent)	
Email address	
Telephone Number	
<i>Other Unit(s) within the Institution offering business degree programs (if applicable)</i>	
Name/Title of the Head of Other Unit with business programs	
Email address	
Telephone Number	
Name/Title of the Head of Other Unit with business programs	
Email address	
Telephone Number	

## PART II: Background Information

1. Describe the higher education system within your country or region and the environment in which you offer degree programs.

Provide contextual reasons for the establishment of your institutional structure, as it relates to the applicant unit, and other units offering business degrees within the parent institution. For example, the basis for such an institutional structure may be due to *regulatory reasons* or is consistent with systems and norms in your country or region; or may be due to *strategic reasons* that impact how the external market perceives the unit as an independent and distinctive unit, and its competitiveness in the local higher education industry.

## PART III: AACSB Eligibility Criteria for Single Business Unit

Describe how the business unit meets the two criteria, branding and external market perception, by responding to all the questions that follow.

### Branding:

The unit seeking to be recognized independently of the larger parent organization must demonstrate and document that it is branded separately to the level that external stakeholders clearly distinguish between degrees offered within the unit and those within other academic units in the university. To demonstrate such independence of brand, the unit should demonstrate that its outreach activities and products clearly distinguish it from the other academic units offering business degrees. Evidence may include (1) public relations related to market positioning; (2) promotional materials such as websites, electronic and print advertising, and recruiting materials and activities that clearly distinguish it from the parent organization; (3) business school name, faculty, and degree titles that clearly distinguish the unit from the other academic units offering business degrees; and (4) other brand differentiation between the unit seeking independent accreditation and other academic units offering business degrees within the parent organization.

1. How does the business academic unit position itself? How is it positioned relative to the other unit(s) offering business degrees at the institution?
2. How is the business academic unit promoted to external stakeholders? How are the other units' with business degree programs promoted to external stakeholders? Consideration will be given to web sites, advertising, collateral materials and other marketing communication.
3. Are the student populations served by each unit with business degree programs the same or different? These populations should be described.
4. Is the business academic unit named separately from the institution or the other academic unit(s) with business degree programs?
5. Are the faculty unique to each business academic unit, or are they shared among other units with business degree programs at the institution? If applicable, to what extent do the faculty of the business academic unit teach in business programs offered by other unit(s)? Vice versa, to what extent do the faculty of the other business academic unit(s) teach in the business programs offered by the applying business academic unit?
6. What are the degree designations and titles offered by the business academic unit and the other unit(s) with business degree programs at the institution? If there are reasons for uniformity of degree designations and titles, please describe how these programs are distinguished and branded separately in the market. If appropriate, provide samples of degree/diploma(s) conferred and highlight any differences.  
Are there other brand differentiation strategies employed by the business academic unit applying for accreditation?

## External Market Perception

*The unit to be accredited must demonstrate that there is no brand or market confusion between degrees offered by the unit and those offered by other units offering business degrees under the parent organization. This criterion is focused on the extent to which the external markets (learners, employers, other stakeholder groups, and the public) perceive that the business academic unit is differentiated from other academic units within the parent organization. This differentiation may include elements such as student markets served, admissions requirements that are different between the unit and parent organization, the level of degrees offered, placement histories, starting salaries, and employer and community perceptions.*

1. To what extent do external stakeholders (students, employers, and the public) perceive the business academic unit as differentiated or separate from the institution and the other unit(s) with business degree programs? Please provide evidence to support these perceptions, i.e. your unit may document external sources that show how prospective students and other stakeholders perceive your unit to be separate (student forums, reputable local ranking websites, flow of unique visitors to your business school's website directly from search engines. If your school has conducted an external market perception study, that may be considered).
2. Does the business academic unit have separate functions for admissions, recruiting and/or other student services functions? To what extent are admissions, recruiting and/or other student services functions shared by the business academic unit and the other unit(s) offering business degree programs?
3. To what extent are the placement histories and starting salaries of the business academic unit requesting approval sufficiently different from the other unit(s) with business degree programs at the institution?

## PART IV: Faculty Composition and Data

1. Complete the following tables, providing the aggregate number of faculty members in each discipline. Faculty headcounts should be reported in the disciplines they teach. Provide the headcount in the column that indicates the faculty member's status as Full-Time or Part-Time and the highest degree level earned. In addition, provide the aggregate number of faculty in the other unit(s) with business degree programs (one line for each unit). *Do not list by individual faculty member.*
2. Indicate, if any, the number of faculty that are shared with the other unit(s).

### ***Business unit applying for accreditation***

Disciplines	Faculty						
	Full-Time			Part-Time			Total
	Doctoral	Master's	Bachelor's	Doctoral	Master's	Bachelor's	
<b>Total</b>							

*Insert additional rows as needed*

**Note shared faculty information below. Include only faculty teaching business disciplines.**

**Other Unit(s) with business degree programs**

Unit Name	Faculty						
	Full-Time			Part-Time			Total
	Doctoral	Master's	Bachelor's	Doctoral	Master's	Bachelor's	
<b>Total</b>							

**PART V: Plans for Other Business Unit(s) of the Institution**

If an institution is not AACSB accredited and a business unit of accreditation is approved, the other unit(s) delivering business degree programs would have to apply for AACSB membership and initial accreditation separately in order to be recognized as having achieved AACSB accreditation.

In the case of an institution holding AACSB accreditation, if a business unit of accreditation is approved, and the business degree programs offered by other unit(s) were included in the accreditation, the approved unit will have to maintain a separate AACSB membership. Each unit will also be independently reviewed by AACSB in order to maintain AACSB accreditation for both units. If the business degree programs offered by the other unit(s) were excluded from the institutional accreditation review, the approved unit(s) will have to apply for AACSB membership and initial accreditation separately in order to be recognized as having achieved AACSB accreditation.

1. Will the other unit(s) with business degree programs apply for AACSB membership separately?
2. What are the accreditation plans for the other unit(s) with business degree programs? Will these units seek AACSB accreditation in the future?
3. How much physical separation is there between these units?

## PART VI: Degree Programs

Provide a list of degrees offered by each academic unit offering business degrees by completing the following table (one for each unit).

**Unit Name:**

Degree Program <sup>1</sup>	Level <sup>2</sup>	Location <sup>3</sup>	Date program was established	# of Credit Hours, Contact Hours, or Courses Required for Degree Completion <sup>4</sup>	Average Time to Complete Degree <sup>5</sup>	# Students Graduated in the Three Previous Academic Years <sup>6</sup>		
						3 years ago	2 years ago	1 year ago

*Insert additional rows as needed*

<sup>1</sup> List each program by the degree which is offered, including majors or concentrations. Indicate the full, correct degree name as it appears in school catalogues and/or on the diploma.

<sup>2</sup> Undergraduate (U), Master's (M), Doctoral (D), Combined Undergraduate and Master's (U/M). If other, please explain.

<sup>3</sup> List all locations at which the degree program is offered, including auxiliary campuses and partner institutions. Program delivery via on-line or distance learning is considered a separate location.

<sup>4</sup> The metric to report degree requirements should reflect the operations of the school. Please identify the metric chosen (credit hours, contact hours, or courses). If necessary, footnote the record and provide additional explanation.

<sup>5</sup> Report the normal amount of time required for a successful student to complete the degree, i.e. 2 years, 4 years, 18 months, etc. If multiple tracks to the same degree are available (i.e. weekend, evening, and traditional MBA), please indicate the average time to complete the degree within each track.

<sup>6</sup> Note: At the time of initial accreditation, a majority of business graduates shall be from programs that have produced graduates during the two most recent years.

**Unit Name:**

Degree Program	Level	Location	Date program was established	# of Credit Hours, Contact Hours, or Courses Required for Degree Completion	Average Time to Complete Degree	# Students Graduated in the Three Previous Academic Years		
						3 years ago	2 years ago	1 year ago

View Only

## PART VII: Supplemental Information

The following documents must be included with your business unit of accreditation application:

- Provide access/links to web sites, advertising, collateral materials and other marketing communication. (Branding)
- Provide access/links to evidence that supports the business unit is differentiated from the institution. (External Market Perception)
- Summarize the financial position of the unit and compare this to the financial position of the other units. How much financial autonomy from the parent institution do the unit(s) have? To what extent does the applying business academic unit subsidize the larger institution?
- Organizational Chart of the institution. The chart should illustrate the position of the business unit and other business unit(s) in the context of the larger institution.
- Letter from the Chief Academic Officer endorsing this business academic unit application.

## SIGNATURES

The Head of the Business Academic Unit and the institution's administration have reviewed this information, approve of our business unit pursuing AACSB business unit of accreditation and agrees to comply with the requirements as described in Criterion F. The institution's administration confirms that the information in this document is trustworthy and accurate.

By checking this box, I certify the above is true.

Name of Head of the Business Academic Unit submitting request (Dean or equivalent)	
Name of Chief Executive Officer or equivalent (President, Chancellor, etc.)	