



# AMBA: Spreading Innovation and Good Practice in Accreditation

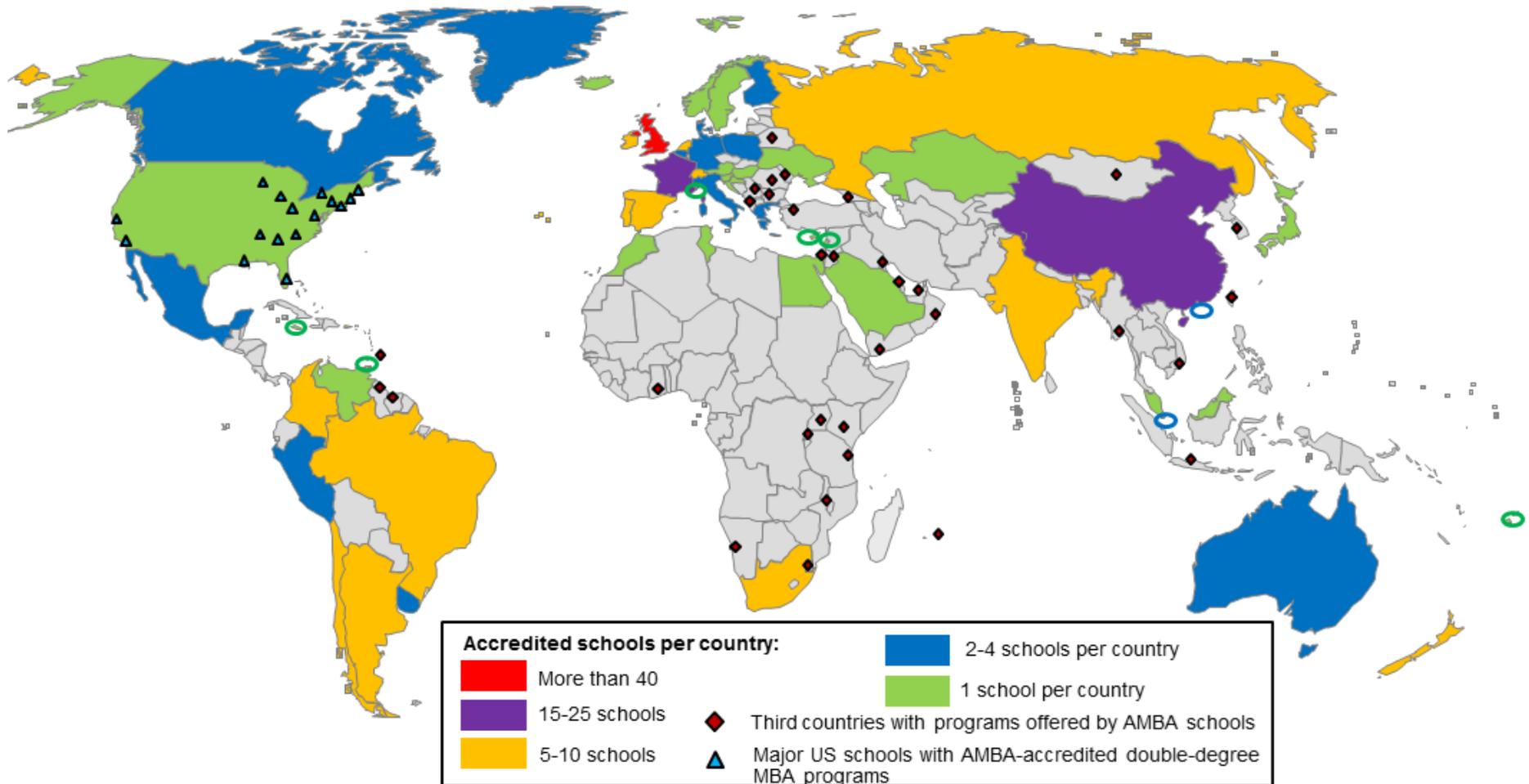
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**5<sup>th</sup> Antai Conference**  
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# Agenda

1. AMBA's Forthcoming 2015 Criteria Review
2. Challenges of Online MBA Accreditation
3. Specialisation vs. Fresh Perspective in Peer Review Panel Selection
4. Accreditation as Consulting Service & Benchmarking Tool
  - a) Entrepreneurship
  - b) Alumni Relations

# 220 Accredited Schools in 53 Countries



# 1. AMBA's 2015 MBA Criteria Review

1. MBA Criteria are reviewed every 5 years
2. 2015 Review will take effect from 2016
3. Schools are consulted and invited to contribute in advance

Criteria for the  
Accreditation of

MBA Programmes

## 2. Online MBA Accreditation: Challenges

1. Defining contact hours and learning hours:
  - Synchronous interaction in curriculum
  - Asynchronous interaction in curriculum
  - Synchronous extracurricular interaction
  - Synchronous group work
2. Cohort concept and attendance
3. Facilitation & teaching
4. Team composition and interaction
5. Evaluation and guarding against plagiarism
6. Adequate technology and platforms

## 3. Specialisation vs. Fresh Perspective in Peer Review Panel Selection

- AMBA panels are diverse: Deans + MBA Director from accredited institutions
- AMBA panels are always led by experienced chair
- AMBA panels always include AMBA accreditation executive for consistency
- No more than one newly inducted assessors (fresh perspective)

## 4. Accreditation as Consulting Service & Benchmarking Tool

Beyond the minimum threshold of the criteria, Schools receive benchmarking/consulting advice from AMBA panels, e.g. on:

- Mission & vision
- Strategy
- Financial diversification
- Marketing & positioning
- Careers
- Potential linkages, cooperation and exchanges

## 4.1. Entrepreneurship

1. AMBA requires Entrepreneurship to be taught in the core MBA curriculum.
2. AMBA welcomes final projects in the form of startup business plans.
3. AMBA encourages entrepreneurship development by establishing linkages within the University with:
  - science parks
  - incubators
  - technology transfer units

# ESADE Creapolis Incubator for 60 Cos



## 4.2. Alumni Relations

1. Entirely professionalised MBA alumni relations teams work better (as volunteer quality and engagement is variable)
2. School emails for MBA alumni: best valid for life
3. Encouraging cooperation with professional social networks to keep alumni database up-to-date
4. AMBA membership platform



Thank You

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