



## 2025 AMBA Accreditation Update Addressing AI in the AMBA accreditation criteria

### Executive Summary

The increasing adoption of Generative AI (GenAI) in education necessitates the inclusion of clear guidelines for institutions seeking to obtain or continue AMBA accreditation for their MBA, MBM and DBA portfolios. There is a clear need for a transparent and well-defined policy regarding the role of AI in curriculum design, assessment, faculty training, scholarship and ethical use.

In recognition of the increasing role of Generative Artificial Intelligence, accredited institutions are expected to implement a clear and transparent policy regarding the use of Generative AI (GenAI) in their programmes and scholarship. The policy is expected to align with ethical academic standards while fostering responsible engagement with AI-driven tools. By integrating these principles, AMBA-accredited institutions will ensure that graduates are equipped to navigate the evolving AI landscape while upholding academic excellence, integrity, and innovation.

### Generative Artificial Intelligence (GenAI) Accreditation Guidance

1. **Institutional policy on GenAI:** Institutions are expected to establish an institutional policy and formal guidelines on the use of GenAI in education and scholarship, ensuring alignment with academic integrity principles, ethical standards, and regulatory compliance. In all cases, these policies should be clearly communicated to students, faculty, and relevant stakeholders.
2. **GenAI in student assessment:** Institutions are expected to define appropriate boundaries for the use of GenAI in assessments, including take-home exams, thesis writing, coursework, presentations, and other academic submissions. Policies are expected to address:
  - I. whether and how students may use GenAI for research, writing, or problem-solving; these policies may differ across programmes and modules.
  - II. the requirement for transparency in AI usage, including disclosure and citation of AI-generated content.
  - III. clear guidelines on unauthorized AI usage, ensuring that students' learning and critical thinking skills remain central to academic evaluation.
  - IV. mechanisms to detect academic misconduct, such as AI-assisted plagiarism.
3. **Faculty training and curriculum integration:** Institutions are expected to provide faculty members with training and resources to effectively integrate GenAI into the curriculum. This includes:
  - I. encouraging critical evaluation of AI-generated content.
  - II. adopting AI-enhanced learning strategies while maintaining rigorous academic assessment standards.
  - III. differentiating between different levels of AI use.



4. **Ethical and responsible AI use both in education and scholarship**

Business schools are expected to encourage students and faculty to develop a critical understanding of AI capabilities, limitations, and ethical concerns. MBA graduates should be prepared to:

- I. assess AI-generated insights for accuracy, bias, and ethical implications.
- II. apply AI responsibly in business decision-making.
- III. recognize the impact of AI on sustainability, governance, and regulatory frameworks.

5. **Monitoring and continuous improvement:** Institutions should periodically review and update their AI policies in response to technological advancements and emerging best practices in business education.