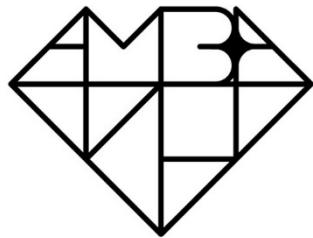


AMBA Accreditation
Guidance for Business Schools



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AMBA Accreditation

Guidance for Business Schools

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Introduction

Spearheading excellence and trailblazing innovation, for more than 50 years AMBA has been the impartial authority on postgraduate management education. AMBA established that vision in 1967 and, in a volatile, uncertain world, it's as relevant today as it was then. We are committed to raising the profile and quality standards of business education internationally, for the benefit of Business Schools, students and alumni, employers, communities and society.

Our accreditation service is the global standard for MBA, DBA and MBM programmes. The current AMBA accredited network includes 300 Business Schools and is the only professional membership association connecting MBA students, graduates, accredited Business Schools and MBA employers in more than 80 countries.

AMBA Governance

We are a charity registered in the UK and governed by a Board of Trustees known as the International Management Board (IMB). A full list of AMBA trustees can be found on the AMBA website at <https://www.amba-bga.com/our-people>. Accreditation oversight is devolved by the IMB to the International Accreditation Advisory Board (IAAB) and a full list of IAAB members can be found in Appendix 1.

Covid Update (2022)

All references in this document to an assessment “visit” mean a physical on-site assessment by a peer review team. During the 2020-2022 Covid-19 pandemic virtual assessments (carried out by Zoom) took place and were positively received by Business Schools and assessors. Virtual assessments remain an option (for example during times of travel/legal restrictions or pandemic peaks / new variants) however AMBA’s default process remains a *physical* onsite assessment. Please discuss with your AMBA account manager if you have any questions about this.

Who is this document for?

This document is for Business School staff who are considering initial AMBA accreditation of their MBA, MBM or DBA programmes or those Schools with an AMBA re-accreditation visit due shortly.

What is the document for?

This document is intended as an introduction only. It should not replace communication with AMBA accreditation staff who can provide support and critical information before your School’s AMBA assessment visit. The guidance in this document provides details about the AMBA accreditation process for the following programmes:

- Master’s in Business Administration (MBA)
- Master’s in Business and Management (MBM)
- Doctor of Business Administration (DBA)

AMBA ensures high quality, timely and customer-focused accreditation based on a unique formula of a dedicated staff member for support and advice, a peer review panel and appropriate documentation. AMBA currently offers a number of routes for accreditation:

Accreditation for New Schools: Institutions following this route will be required to make a full application through all four stages of the process (outlined in Appendix 2), submit relevant documentation including a Self-Assessment Form (SAF) and Self Audit Report (SAR) and receive an assessment visit from an AMBA accreditation panel. Please see section 2.1 for more details.

Re-Accreditation: AMBA accreditation is awarded for a defined period, and Schools are prompted when their accreditation is due for renewal. Schools will need to complete the final two stages of the process (outlined in Appendix 2) and also submit relevant documentation including the Self-Assessment Form (SAF) and Self-Audit Report (SAR) and receive a visit from an AMBA accreditation panel. Please see section 2.2 for more details.

Advanced Accreditation: In order to provide additional value to Schools with a long history of success in the AMBA accreditation process, AMBA has developed an Advanced Accreditation Process (AAP) for Schools which have been awarded three consecutive five-year accreditations with no conditions and with no significant risks (e.g. large scale distance learning provision, multiple off-site provision, franchises, recent mergers or substantive changes to the Business School or MBA portfolio since the last assessment visit).

The key feature of the AAP is that no SAR is required. The AAP still requires:

- A full one-day peer reviewed assessment visit; and
- Full baseroom preparation
- Reduced documentation

The AAP still requires assessment teams to undertake a similar amount of preparation to that required by the standard process, with a significant proportion of the auditing undertaken prior to the meetings with School staff.

Business Schools undergoing the AAP will still need to provide evidence that all the accreditation criteria are being met for continued accreditation to be awarded. Care has been taken to ensure that the rigour of the process is maintained. While every effort will be made to add significant advice on quality enhancement during the AAP (which is an important element of the AMBA accreditation process) the focused nature of this visit will be primarily based on quality assurance. Schools eligible for AAP may therefore choose to undergo the standard procedure if they wish to receive more extensive developmental feedback. Please see section 2.3 for more details.

Long term, repeated use of the AAP process is not possible, and Schools will be required to have periodic 'full' assessments.

If you have any questions about AMBA accreditation please do contact:
accreditation@associationofmbas.com

1. CORE PRINCIPLES OF AMBA ACCREDITATION

1.1 Rationale

Our rigorous assessment criteria ensures that only highest calibre Business Schools and their MBA, MBM or DBA programmes achieve AMBA accreditation. This unique, in-depth and detailed approach means that the highest standards of teaching and learning are guaranteed by AMBA accreditation.

We believe Business Schools and their programmes should demonstrate best practice and reflect changing trends and innovation in postgraduate management education. The AMBA accreditation process reflects this commitment to fostering innovation and challenges Business Schools to continuously perform at the highest level.

1.2 Guiding Principles

The AMBA accreditation scheme is designed to provide stakeholders such as potential MBA students and employers with a quality indicator so that they can make informed choices and decisions. AMBA represent its stakeholders by ensuring that AMBA only accredits Business Schools which demonstrate current best practice in management education, coverage of relevant syllabus topics, and provision of support for students and alumni which enhance the overall learning experience.

As a charitable body registered in the UK AMBA accreditation activities facilitate our work to improve standards in postgraduate management education and enable us to share best practice with emerging markets and developing Business Schools.

For many potential students we are the first port of call when considering further studies. Prospective MBA students value AMBA accreditation, as its portfolio approach means that AMBA reviews every MBA programme delivered at each institution. Students can be assured that an AMBA accredited Business School provides comparable quality and learning experience with each MBA programme they deliver. AMBA accreditation is also available for MBM and DBA programmes offered by AMBA accredited Schools.

The AMBA accreditation criteria is overseen by the International Accreditation Advisory Board (IAAB) which is formed of Deans and senior academics from AMBA accredited global Business Schools. A full list of IAAB members can be found in Appendix 1. Relevance and consistency is key to the accreditation process; the accreditation criteria are reviewed fully every five years. The IAAB conducted the last full review of the AMBA accreditation criteria in 2022, following extensive consultation with key stakeholders, employers, MBA graduates, students and Business Schools. Key changes included an enhanced focus on areas such as programme outcomes and impact as well as student and staff diversity and equality of opportunity.

2. ACCREDITATION PROCESS

2.1 New Schools

Introduction

At the start of every accreditation journey is the **initial enquiry and eligibility** discussion. Interested Business Schools are advised to first contact the AMBA accreditation team at accreditation@associationofmbas.com so that you can be allocated an Accreditation Director who will discuss the programmes you deliver and the relevant AMBA accreditation criteria with you. This time can be used to answer any questions you have about the criteria or process. You can view and download copies of the [AMBA accreditation criteria](#) online.

To be eligible to register for AMBA accreditation, preference will be given to business schools who meet one or more of the following:

1. Business schools who are already double accredited AACSB + EQUIS;
2. Business schools who are already double accredited BGA + AACSB or EQUIS;
3. The best quality business schools from countries where the global AMBA network is under-represented.

Business schools who are eligible may then progress to registration. Please note that eligibility and registration is no guarantee of AMBA accreditation.

Once eligibility is confirmed by a member of staff there are four stages to AMBA accreditation. At each stage there are documents to submit and corresponding payments in order to progress to the next stage. You can view an overview of the four stages in Appendix 2 and they are also listed and explained below:

- Registration Stage
- Pre-Assessment Stage
- Assessment Stage
- Post-Assessment Stage

2.1.1 Registration Stage

New Schools must confirm that they understand the AMBA accreditation process and criteria by sending a formal *letter of intent*, agreeing to the relevant terms and conditions. An example of this can be found in Appendix 3. Once this has been received by AMBA an invoice will be sent to the School for payment of the non-refundable registration fee. For more information on fees please see Appendices 4 and 5. The institution will then be asked to submit their *Application Form* which will be reviewed by a member of the AMBA Accreditation team. AMBA will provide a template *Application Form* for use.

A member of AMBA accreditation staff will be able to provide you with guidance and support when completing the form which is basic at this stage and is used to determine that:

- i) the main quantifiable criteria for accreditation are being met by the School and the programme/s; and
- ii) to ensure that Schools do not progress any further and complete unnecessary work or payments without this check being carried out by a member of AMBA staff.

Once the *Application Form* has been reviewed, and any issues resolved, the School will be formally invited to become a candidate for accreditation and will progress to the next stage.

Please note that, once AMBA has received the non-refundable registration fee and *Application Form* from your School, it is anticipated that it can take up to four weeks for AMBA to confirm whether the School's application can proceed

2.1.2 Pre-Assessment Stage

Once your School is formally considered a candidate for accreditation AMBA will send a second invoice for payment of the *non-refundable Pre-Assessment fee*. For more information on fees please see Appendix 4 and 8. You will also be sent a template *Self-Assessment Form (SAF)* for completion. This will be sent onto members of the IAAB for review. AMBA will confirm if the IAAB have given permission to proceed based on an evaluation of the SAF against AMBA's key criteria. Please note that the SAF cannot be processed until the *non-refundable Pre-Assessment fee* has been paid.

In any instances where the application is denied the opportunity to proceed with an assessment visit full written feedback will be provided to the Business School including guidance on whether any issues can be resolved and when further attempts should be made. Once AMBA has received the *non-refundable Pre-Assessment fee* and SAF from your institution, it is anticipated that it can take up to four weeks to receive confirmation on continuing the application.

2.1.3 Assessment Stage

AMBA accreditation staff will inform your School whether permission to proceed with an assessment has been granted. In some cases, AMBA may arrange for a member of AMBA staff to complete a *pre-assessment visit*. In such instances your School will be asked to bear any costs incurred by this visit.

During the Assessment Stage a member of the accreditation team will liaise with you to set dates for the accreditation visit to take place. In most cases the School will need at least three months' notice to prepare and arrange for the assessment visit. The third and final document, the *Self-Audit Report (SAR)*, will be due for submission three weeks before the assessment visit. This document contains more detailed information about the School and programme and must demonstrate how each of the AMBA accreditation criteria are met. It is a lengthy narrative document of approximately 100 pages in length and is an opportunity for your School to showcase its strengths against the AMBA criteria.

AMBA Accreditation staff will be able to provide you with guidance and support about completing the *Self-Audit Report (SAR)*. Please note that it usually takes Schools a number of months to produce this

report, and that different members of staff may need to contribute to different sections. An invoice for the *Assessment Fee* will be issued by AMBA approximately eight-twelve weeks before the accreditation visit. For more information on fees please see Appendices 4 and 5.

Once the assessment visit dates are set we will start work setting the accreditation assessor panel composition. In order to comply with UK Anti-Bribery and Corruption legislation, Business Schools may not suggest panel members. The panel information will be provided by AMBA as soon as it is confirmed. You will also be sent the *Base Room Requirements* and a template *Agenda* for the assessment visit that will indicate which members of School staff should attend each panel meeting. An example of the accreditation visit *Agenda* can be found in Appendix 9. Information on the accreditation visit, what to expect, and how to prepare, can be found in section 2.4. The *Base Room Requirements* can be found in Appendix 10. AMBA uses the same template *Agenda* at all assessment visits to ensure each School has the same opportunity to present themselves to the AMBA assessment panel.

Following the accreditation visit from the AMBA panel, a full invoice for travel, accommodation and subsistence incurred by the panel during the visit will be compiled and submitted to the School. This is known as the *Recharges Invoice*. Please do not ask assessors to send their expenses directly to your institution. It is anticipated that *Recharges Invoice* will take up at least six weeks to compile and submit to you. Please see Appendix 5 for further information concerning this.

2.1.4 Post-Assessment Stage

Once the accreditation visit is complete the panel will produce a final report, usually within six weeks. This report will be sent to your School for fact-checking, once AMBA has received full payment for any costs incurred by the panel (see Appendix 5.) During this stage AMBA welcomes any amendments your School would like to make to the factual parts of the documentation. Please note that it is not possible to change any opinions or analysis in the panel's report. Once AMBA has received your feedback the report will be submitted to members of the IAAB for endorsement who will review the recommendations from the assessment panel and make a final decision. Please see Appendix 7. You will receive an update a member of the accreditation team once the decision has been endorsed (usually within four weeks) and a copy of the final version of the *Accreditation Report* for your records. The report will also contain information about when your School will be due for re-accreditation. You can read a list of all the steps in the endorsement process in Appendix 8.

Please continue to section 2.6 for information on finalising the accreditation.

2.2 Re-Accreditation

Schools which have previously been accredited by AMBA, and who are due for re-accreditation will follow the final two stages of the accreditation process. You can view an overview of these stages in Appendix 2 and they are also listed and explained below:

- Assessment Stage
- Post-Assessment Stage

2.2.1 Assessment Stage

AMBA will send your School a reminder between twelve and nine months before your re-accreditation visit is due. You will be asked to sign the *AMBA Cost Schedule* (see Appendix 4b) to confirm that you are happy with the cost of the re-assessment visit and to pay for any assessor expenses incurred during the visit. In preparation for the assessment visit, Schools should view and download copies of the AMBA [accreditation criteria online](#).

You will need to arrange dates for the assessment visit with AMBA and provide a named point of contact for AMBA to liaise with. The following documents will be required three weeks before the assessment visit:

- *Self-Assessment Form (SAF)*
- *Self-Audit Report (SAR)*

A member of the AMBA accreditation team will be able to provide you with guidance and support when you are completing these documents. An invoice for the *Assessment Fee* will be issued by AMBA between eight and twelve weeks before the accreditation visit. For more information on fees please see Appendices 4 and 5.

Your AMBA account manager will be able to confirm the names of the panel members in advance of the assessment visit. In order to comply with UK Anti-Bribery & Corruption legislation, Business Schools may not suggest panel members. You will also be sent the *Base Room Requirements* and a template *Agenda* for the visit which indicates which members of School staff should attend each panel meeting. An example of the accreditation visit *Agenda* can be found in Appendix 9. Information on the accreditation visit, what to expect and how to prepare can be found in section 2.4. The *Base Room Requirements* can be found in Appendix 10. AMBA uses the same template Agenda at all assessment visits to ensure each School has the same opportunity to presenting themselves to the AMBA assessment panel.

Following the accreditation visit from the AMBA panel, a full invoice for travel, accommodation and subsistence incurred by the panel during the visit will be compiled and submitted to the School. This is known as the *Recharges Invoice*. Please do not ask assessors to send their expenses directly to your institution. It is anticipated that the *Recharges Invoice* will take four to six weeks to compile and submit to you. Please see Appendix 5 for further information on this.

2.2.2 Post-Assessment Stage

Once the assessment visit is complete the panel will produce a final report, usually within six weeks of the date of the accreditation visit. This report will be sent to your School for fact checking once AMBA has received full payment for any costs incurred by the panel, see Appendix 5. During this stage AMBA welcomes any amendments your School would like to make to the factual parts of the documentation. Please note that it is not possible to change any opinions or analysis in the panel's report. Once AMBA has received your feedback the report will be submitted to members of the IAAB for endorsement who will review the recommendations from the assessment panel and make a final decision. Please see Appendix 7. You will receive an update from a member of the AMBA accreditation team once the decision has been endorsed (usually within four weeks) and a copy of the final version of the *Accreditation Report* for your records. The report will also contain information about when your School will be due for re-accreditation. You can read a list of all the steps in the endorsement process in Appendix 8.

Please continue to section 2.6 for information on finalising the accreditation.

2.3 Advanced Accreditation

Schools which are eligible for the Advanced Accreditation Process (AAP) will be notified in advance. Please see page 5 for further details. When re-accreditation is due, Business Schools who qualify for AAP will follow the final two stages of the accreditation process. Advanced Accreditation cannot be repeated each time your AMBA accreditation is due. You can view an overview of these stages in Appendix 2 and they are also listed and explained below:

- Assessment Stage
- Post-Assessment Stage

2.3.1 AAP Eligibility

Schools may only be eligible for AAP on the following basis:

- Three successive five-year accreditation periods with no conditions; and
- No substantiated complaints received from stakeholders.
- The last assessment did not use the AAP route.

However, for Schools that display the following features, the AAP approach will require further consideration and such Schools are not expected to be eligible:

- multiple programme accreditation (DBA/MBA/MBM);
- large scale distance learning provision;
- multiple off-site provision;
- franchises; and
- recent mergers or substantive changes to the Business School or MBA portfolio since the last assessment visit.

Other instances of complexity may also necessitate further consideration.

2.3.2 Assessment Stage

AMBA will send your School a reminder between twelve and nine months before your re-accreditation visit is due. You will be asked to sign the *AMBA Cost Schedule* (see Appendix 4b) to confirm that you are happy with the cost of the re-assessment visit and to pay for any assessor expenses incurred during the visit. In preparation for the assessment visit, Schools should view and download copies of the AMBA [accreditation criteria online](#).

You will need to arrange dates for the assessment visit with AMBA and provide a named point of contact for AMBA to liaise with. You will need to submit *SAF* at least three weeks before the assessment visit takes place. There is no requirement to complete the *SAR*. A member of the AMBA accreditation team will be able to provide you with guidance and support, if needed, when you are completing the *SAF*.

An invoice for the *Assessment Fee* will be issued by AMBA between eight and twelve weeks before the accreditation visit. For more information on fees please see Appendices 4 and 5. AMBA will be able

to confirm the names of the panel members in advance of the assessment visit. In order to comply with UK Anti-Bribery & Corruption legislation, Business Schools may not suggest panel members. You will also be sent the *Base Room Requirements* and a template *Agenda* for the visit which indicates which members of School staff should attend each panel meeting. An example of the Advanced Accreditation assessment visit *Agenda* can be found in Appendix 9. Information on the accreditation visit, what to expect and how to prepare can be found in section 2.4. *The Base Room Requirements* can be found in Appendix 10. AMBA uses the same template Advanced Accreditation assessment visit *Agenda* at all AAP assessment visits to ensure each School has the same opportunity to presenting themselves to the AMBA assessment panel.

It should be noted that Schools undergoing AAP have a reduced agenda of one day rather than two, and the documentation is reduced as the SAR is not required. All Schools undergoing the AAP will still need to provide evidence that all the accreditation criteria are being met for continued accreditation to be awarded. While every effort will be made to add significant advice on *quality enhancement* during the AAP, which is an important element of the AMBA accreditation process, the focused nature of this visit will be primarily based on *quality assurance*. Schools eligible for AAP may therefore choose to undergo the standard procedure if they wish to receive more extensive developmental feedback.

Following the accreditation visit by the AMBA panel, a full invoice for travel, accommodation and subsistence incurred by the panel during the visit will be compiled and submitted to the School. This is known as the *Recharges Invoice*. Please do not ask assessors to send their expenses directly to your institution. It is anticipated that the *Recharges Invoice* will take up to four to six weeks to compile and submit to you. Please see Appendix 5 for further information on this.

2.3.3 Post-Assessment Stage

Once the assessment visit is complete the panel will produce a final report, usually within six weeks of the date of the accreditation visit. This report will be sent to your School for fact-checking once AMBA has received full payment for any costs incurred by the panel. During this stage AMBA welcomes any amendments your School would like to make to the factual parts of the documentation. Please note that it is not possible to change any opinions or analysis in the panel's report. Once AMBA has received your feedback the report will be submitted to members of the IAAB for endorsement who will review the recommendations from the assessment panel and make a final decision. Please see Appendix 7. You will receive an update from a member of the AMBA accreditation team once the decision has been endorsed (usually with four weeks) and a copy of the final version of the *Accreditation Report* for your records. The report will also contain information about when your School will be due for re-accreditation. You can read a list of all the steps in the endorsement process in Appendix 8. Please continue to section 2.6 for information on finalising the accreditation.

2.4 The Accreditation Visit

Appendix 9 provides examples of the *Agenda* used for the various types of accreditation visits that AMBA delivers. AMBA will convene a panel which will include an AMBA representative and three academic staff from other AMBA accredited Business Schools. AMBA maintains a pool of Accreditation Assessors in excess of 100 individuals and are all experienced postgraduate educators; many are Deans of Business Schools, Programme Directors/Managers or Module/Unit Leaders. AMBA will endeavour to ensure no local competitor Schools are placed on your panel, however if you have any questions or concerns, please discuss with the AMBA accreditation team.

Schools are required to provide the assessment panel with a base room that can be used throughout accreditation visit. This should be a separate room to that used for the formal meetings. The base room should be private, and the panel will work here and leave personal items such including luggage. In addition to the documentation submitted to the panel in advance of the visit, all Schools are asked to provide base room documentation, a list of which can be found in Appendix 10. Your AMBA account manager will also let you know if any specific additional documents should be provided.

AMBA will arrange travel for the panel members to your city, however it is strongly recommended that your School organises airport transfers in addition to pick up and return to the hotel each day. It is recommended that the panel travel as a group where possible throughout the assessment visit. AMBA asks Schools to organise suitable hotel accommodation for the panel members. We will provide information on the best time and way to arrange this.

Hotel accommodation should be of a high standard, and preference should be given to establishments which are located close to the School. Long commutes between the Hotel and the School should be avoided. Panel members are happy to walk to the School from the Hotel if it is a suitable distance, however Schools are advised to check with the account manager about this, as panel members may have heavy bags and documents or lack suitable outdoor clothing.

2.5 Accreditation Outcomes

At the end of the second day of the visit, the assessment panel will provide initial verbal feedback to your School, which will include a preliminary accreditation decision and a set format is used to deliver this. The format includes commendations, recommendations and conditions of accreditation. Please bear in mind that this feedback is preliminary in nature and will need to be ratified by the *IAAB Endorsement Committee* in the post-assessment stage of the process.

The Accreditation panel who visit your School have only the following options available to them:

- | | |
|--------------|---|
| New Schools: | Accreditation for 5 years |
| | Accreditation for 3 years |
| | Deferral of accreditation (with a reduced visit within one year), |
| | Denial of accreditation |

- Re-Accreditation: Accreditation for 1 year
 Accreditation for 2 years
 Accreditation for 3 years
 Accreditation for 5 years
 Removal of accreditation

In instances where a shorter period of accreditation has been awarded (e.g. one or two years), the School is usually asked to report back to AMBA within a defined period of time, in order to indicate how any changes are being implemented to address any concerns raised. This is called a *Progress Report* and is usually supported by documentary evidence. In some circumstances AMBA may arrange for a reduced assessment team (usually two members) to visit the School to ensure that the concerns have been addressed and resolved sufficiently.

In instances where Schools have multiple delivery sites or partners, AMBA is required to visit at least one overseas location during the accreditation cycle. This will be pre-arranged with the School and will be a one day visit undertaken by an AMBA representative. A full template agenda will be provided by AMBA.

Any report and findings made during the accreditation visit are confidential to AMBA and the School. Other than the School's accreditation status (i.e. accredited or non-accredited), AMBA does not share the outcomes of the assessment such as length of accreditation or the written reports with third parties, and all AMBA accreditation assessors are trained to understand the importance of confidentiality.

2.6 Finalising the Accreditation

Your accreditation is only complete once your account manager has sent you a copy of the IAAB-endorsed *Accreditation Report*. You will also receive an official confirmation letter by email and a hard copy certificate by post.

Please note that in order to maintain AMBA Accreditation, Schools are required to:

- Submit for desk review any new MBA programmes that are introduced between the date of the current assessment exercise and the next scheduled review, including MBA delivery in new locations and formats.
- Participate in the AMBA research and outreach activities such as the annual *Application and Enrolment Report* (previously referred to as the *Dean's Report*);
- Pay their annual AMBA membership subscription.

2.7 Appeals

In exceptional circumstances Schools may appeal specific aspects of the IAAB-endorsed accreditation decision such as; failure to follow due process or a disregard of material facts. Appeals on the basis of accreditation judgements will not be accepted. Appeals are rare and need to be supported with documentary evidence. They should be submitted in writing to accreditation@associationofmbas.com within two weeks of receipt of the final report. Further details on the appeal process can be found in Appendix 11.

2.8 Re-Application

If accreditation is removed from a School, it can re-apply for accreditation after a three-year period, commencing the initial accreditation process from Stage 1.

2.9 Payments

At each stage of the accreditation process, AMBA will send an invoice when payment is due. If you have a purchase order number that you would like AMBA to use, please do let AMBA know so that AMBA can include this on all invoices. Schools should note that all payments are non-refundable. Some payments are also limited by set periods of time, and will expire if the School does not proceed to the next stage within the specified period. You can view information about the cost of accreditation in Appendices 4 and 5.

2.10 Timescales

The AMBA accreditation process is designed to move at each School's own pace, and progression between many stages rely on the production of documentation. AMBA endeavours to provide a timely, efficient and customer focused process and progresses each application to the next stage as quickly as possible. An indication of expected AMBA timeframes for both Schools and AMBA is shown in Appendix 12.

3. MAINTAINING YOUR RELATIONSHIP WITH AMBA

3.1 PROMOTING YOUR AMBA ACCREDITATION

Promoting your AMBA accreditation is an essential part of demonstrating the world-class quality of your institution in the highly competitive market for potential students. AMBA can help you to promote your accreditation and reach potential students in a number of ways.

3.1.1 Maintain your profile

Please keep your Business School profile and listing, shown on the AMBA website, up to date. The accredited programme search page is the most frequently visited on the AMBA website, with many views per month, and can direct potential students to your own website or programmes. To make any updates or changes to your School's listing please contact AMBA via accreditation@associationofmbas.com

3.1.2 Using the AMBA Logo

AMBA Accreditation is recognised worldwide as a quality brand, and Schools are encouraged to use the 'AMBA Accredited' logo on marketing collateral, website and course literature. Once your portfolio is accredited you will receive information and support from our staff which includes this logo file and guidelines on how to use it.

3.2 BUSINESS SCHOOL SERVICES

A wide variety of services are available for your staff, students and graduates.

3.2.1 AMBA Community

Students and alumni of AMBA accredited Business Schools are eligible to join as members for free to gain use of an exclusive online [member area](#) which allows students and graduates to come together, network and discuss key business issues.

3.2.2 Careers Support

Our comprehensive Career Development Centre and [App](#), includes:

- Powerful CV 360 tool offering members automated CV scoring, instant analysis / feedback and progress tracking
- Employer training videos, written tutorials and interactive career resources;
- Global MBA-level jobs that you can search and apply for online
- Interactive, multi-media tools, including a CV builder, aptitude tests, career assessments and bite-size online courses
- MBA news feeds, professionally selected career articles and global business stories

3.2.3 AMBA Socials

AMBA hosts networking events for students and alumni of all AMBA accredited Business Schools. These events are held globally and previous locations have included India, New Zealand, Russia, Greece, France, South Africa and the Ukraine. All event details can be found at <https://associationofmbas.com/business-schools/events/>

3.2.4 AMBA Awards

The AMBA awards recognise high achievers from the Business School space, and every year accredited Business Schools and students are invited to participate in the competition which currently includes Business School Careers Strategy Award, MBA Student of the Year Award, Business School Innovation Award, MBA Entrepreneurial Venture Award (Private Sector), MBA Entrepreneurial Venture Award (Charity/Third Sector) and Business School Impact on Community and Society Award.

3.2.5 AMBA Events & Conferences

AMBA organises three annual Conferences: Global, Asia Pacific and Latin America. In addition, we run events for support staff for example the Accreditation Forum and the Business Schools Professionals Conference. AMBA events are a great way to meet other AMBA-accredited School staff, to share ideas, best practice and to engage with current trends within Business and Management Education.

Accredited Schools receive exclusive invitations and discounted access to AMBA conferences, networking and development events for Business School staff including specific events for MBA Directors/Programme Managers and Business School marketing, admissions and alumni staff.

All AMBA-accredited Schools are eligible and encouraged to nominate speakers, themes or topics for the conference programme, and if interested should contact Events@associationofmbas.com .

3.2.6 Research

AMBA accredited Schools receive exclusive access to the latest market insights via our magazine publication AMBITION as well as our annual Careers Report and Annual Applications and Enrolment Report.

APPENDIX 1: INTERNATIONAL ACCREDITATION ADVISORY BOARD (IAAB)

Professor Robert Dixon	Former Dean	Durham Business School, Durham University, UK
Professor Eddy Fang	Dean	Jiaotong-Liverpool University (XJTLU), China
Professor Amanda Gudmundsson	Executive Dean	Faculty of Business and Law QUT, Australia
Dr Sylwia Hałas-Dej,	Vice-Rector	Kozminski University, Poland
Professor Gulnara Kurenkeyeva	Dean	Graduate School at Almaty Management University
Professor Philip McLaughlin	Former Co-Founding Dean and Executive Director	KEDGE Business School
Professor Edgar Meyer	Dean	Birmingham Business School , UK
Dr Mark Oakley	Former Pro Vice-Chancellor (Learning and Teaching)	Aston University, UK
Carlos Ramos	International Adviser	AMBA, Argentina
Professor Mark Smith	Dean of Programmes	Emlyon Business School, France
Professor Anna Thomasson	Dean of Education	Copenhagen Business School, Denmark
Dr Leila Triki	Dean	Mediterranean School of Business, Tunisia
Professor Steef van de Velde (Chair)	Former Dean	Rotterdam School of Management, Erasmus University, Netherlands
Dr Cristina Vélez Valencia	Associate Dean of Applied Research and Outreach	EGADE Business School, Mexico
Professor Zhongming Wang	Director	Global Enterprise Centre, Zhejiang University, China

APPENDIX 2: AMBA ACCREDITATION PROCESS

Once approved for eligibility the following stages are followed:

Registration Stage

- 1) Institution expresses interest in accreditation
- 2) Institution sends formal 'Letter of Intent' and returns signed cost schedule
- 3) Institution pays non-refundable Registration fee (valid for one year)

Pre-Assessment Stage

- 1) Institution completes Self-Assessment Form
- 2) Institution pays non-refundable Pre-Assessment fee (valid for three years)
- 3) Application reviewed by Accreditation Director and members of IAAB

Assessment Stage

- 1) School completes Self-Audit Report
- 2) Preparation for Assessment Visit, including base room material
- 3) Institution pays Assessment fee
- 4) Official Assessment Visit
- 5) Initial feedback/recommendation given to institution
- 6) Institution pays Assessor Expenses invoice

Post-Assessment Stage

- 1) Report prepared by AMBA employee and reviewed by Assessment Team
- 2) Factual checking of Report by Business School
- 3) Report considered by members of IAAB for endorsement
- 4) Final Accreditation decision of
 - a) three or five years (or deferral of one year) for
 - b) one, three or five years may be awarded or removal of accreditation for re-accreditations
- 5) Payment of annual accreditation subscription
- 6) Full re-assessment due at the end of accreditation cycle

The Association of MBAs accreditation process is intentionally designed in specific stages to ensure a general consistency of outlook between the programmes under assessment and the accreditation criteria. Institutions should not start work on the next stage of the assessment until formally invited to do so by a member of the Accreditation Team.

APPENDIX 3: EXAMPLE LETTER OF INTENT

Before AMBA can begin the accreditation process, it needs to have received a letter of intent from you. **Before you complete this letter, you should request the cost schedule from the Accreditation team.** This letter must be written on your School's headed paper and signed by the Head of School (Dean or equivalent). It must include the following wording:

This letter states the commitment of <name of school> to formally proceed with the AMBA accreditation process. I confirm that <name of school> accepts the Association of MBAs' criteria for accreditation, and I confirm that we have read and accept the attached cost schedule and process diagram.

In addition, please attach a copy of the accreditation costs (which AMBA will provide for you) and a copy of the process schedule (see Appendix 2) all signed by the Dean / Head of School to show that you understand and agree to them.

The letter should be addressed to: Association of MBAs, Top Floor, 3 Dorset Rise, London EC4Y 8EN, UK.

The letter, signed process document and signed cost schedule can be scanned and submitted by email to your designated AMBA account manager.

APPENDIX 4a: AMBA ACCREDITATION ASSESSMENT FEES – 1st assessment

The following fees apply to institutions undergoing AMBA accreditation for their MBA programmes first time:

1. **Registration Fee £4,000** will be invoiced to the School once the letter of intent is received by AMBA. The School will then need to submit their Application Form.
2. **Pre-assessment fee £8,000** will be invoiced to the School once the Application Form has been successfully reviewed and the institution has been accepted as a formal candidate for accreditation. The School will then need to submit their Self-Assessment Form.
3. **Assessment Visit Fee £20,000** will be invoiced to the School once the dates for the assessment visit is set. Payment for the visit will be required no later than eight weeks before the visit date.
4. **Assessment Visit Panel Expenses:** Institutions are required to pay additional costs including travel, over-night accommodation and subsistence for all Accreditation Assessors and Association staff (usually 4 people in total). Travel is booked by AMBA as Business Class in instances where journey time exceeds five hours. Any expenses incurred will be recharged at cost on completion of the assessment visit. Payment of the recharges invoice will be due within 30 days of receipt.
5. **Outreach Programmes:** The assessment of outreach programmes such as overseas campuses will be undertaken, as necessary and at a cost of **£5,000** for each site visit in addition to any expenses incurred.
6. **Additional Programmes:** The assessment of MBM and DBA programmes can be arranged at the time of the MBA assessment visit. The fee for MBM programme/s is **£5,000** and for DBA programme/s **£4,000**. Midcycle additions of MBM to be charged at **£10,000** and DBA at **£8,000** respectively to include full site visit and three-person panel.
7. **Business School Member Subscription Fee:** Once accredited status has been confirmed, the institution continues to be becomes a Business School Member of AMBA at an annual fee of **£4,995**. This is a non – negotiable license fee for accreditation. The subscription year operates to 31st March of each year.
8. **New Programmes:** The assessment of new MBA or new MBM programmes introduced during the accreditation cycle (in-between on site assessment visits) will be undertaken initially as a desk review/s at a cost of **£2,500** per programme.

9. **Cancellation:** All non-refundable costs incurred by AMBA as a result of arranging an assessment visit which is subsequently cancelled by the institution will be re-charged to the institution. In addition, a cancellation fee of **£5,000** will also be applied. This fee and all relevant expenses will also be charged to the institution in cases where AMBA cancels the assessment visit due to the institution failing to meet their obligations, such as submitting the Self-Audit Report at least three weeks prior to the assessment date. Cancellations costs incurred as a result of areas outside AMBAs control (such as sickness pandemic/legal restrictions etc) that cannot be reclaimed by AMBA via insurance will be recharged in full to the School.
10. **Further Notes:** The costs detailed above are correct at the current date, provided as indicative only and may be subject to review. The terms for accreditation shall be construed in accordance with English Law and any dispute arising out of or in connection with the guidelines including any question regarding existence, validity or termination shall be considered in accordance with English Law. All fees are non-refundable. Please note that fees can vary according to region and reduced fees are available for School in some emerging markets. Please contact AMBA to check.

APPENDIX 4b: AMBA ACCREDITATION ASSESSMENT FEES – reaccreditation

1. **Assessment Visit Fee:** **£20,000.** The assessment fee is payable once the date of the onsite assessment visit has been confirmed by the School and AMBA.
2. **Assessment Visit Panel Expenses:** Institutions are required to pay additional costs include travel, over-night accommodation and subsistence for all Accreditation Assessors and Association staff (usually four people in total). Travel is booked by AMBA as Business Class in instances where journey time exceeds five hours. Any expenses incurred will be recharged at cost on completion of the assessment visit. Payment of the Recharges Invoice will be due within 30 days of receipt.
3. **Outreach Programmes:** The assessment of outreach programmes such as over-seas campuses will be undertaken, as necessary and at a cost of **£5,000** for each site visit in addition to any expenses incurred.
4. **Additional Programmes:** The assessment of MBM and DBA programmes can be arranged at the time of the MBA assessment visit. The fee for MBM programme/s is **£5,000** and for DBA programme/s **£4,000.** Midcycle additions of MBM to be charged at **£10,000** and DBA at **£8,000** respectively to include full site visit and three-person panel.
5. **Business School Member Subscription Fee:** Once accredited status has been re-confirmed, the institution continues to be becomes a Business School Member of AMBA at an annual fee of **£4,995.** This is a non – negotiable license fee for accreditation. The subscription year operates to 31st March of each year.
6. **New Programmes:** The assessment of new MBA or new MBM programmes introduced during the accreditation cycle (in-between on site assessment visits) will be undertaken initially as desk reviews at a cost of **£2,500** per programme.
7. **Cancellation:** All non-refundable costs incurred by AMBA as a result of arranging an assessment visit which is subsequently cancelled by the institution will be re-charged to the institution. In addition a cancellation fee of **£5,000** will also be applied. This fee and all relevant expenses will also be charged to the institution in cases where AMBA cancels the assessment visit due to the institution failing to meet their obligations, such as submitting the Self-Audit Report at least three weeks prior to the assessment date. Cancellations costs incurred as a result of areas outside AMBAs control (such as sickness pandemic/legal restrictions etc) that cannot be reclaimed by AMBA via insurance will be recharged in full to the School.
8. **Further Notes:** The above costs are correct at the current date and may be subject to review. The terms for accreditation shall be construed in accordance with **English Law** and any dispute arising out of or in connection with the guidelines including any question regarding existence, validity or termination shall be considered in accordance with **English Law.** All fees are non-refundable.

APPENDIX 5: ACCREDITATION VISIT- ADDITIONAL FEE INFORMATION

During the assessment visit, the assessment panel of four will incur expenses for:

- Subsistence;
- Travel relating to the assessment visit, including airport transfers; and
- Any other reasonable expenses attached to the assessment visit.

Hotel Accommodation is booked and paid for by the School in advance of the visit for all four members of the assessment panel. This may also include the cost of meals the day before the visit. On average a panel member will not require more than three nights' accommodation, and no less than one night. Where long-haul travel occurs (e.g. including a time-difference of more than eight hours, a fourth night's accommodation for panellists will be required. This will depend largely upon their origin and travel time/availability.

All AMBA Accreditation Assessors are required, as paid consultants to adhere to AMBAs own expenses policy which states that only expenses related to the assessment visit activities can be claimed. All panel members are asked to submit receipts and expense claims directly to AMBA (not via the host School) and they are scrutinised by AMBA before the final re-charge invoice is generated. Full copies of all receipts are provided with the recharge invoice.

AMBA adheres to UK Anti-Bribery & Corruption Legislation. AMBA assessors are not encouraged to invite guests (such as family members) to assessment visits. When this occurs guests should play no part in the assessment visit and the assessor will need to pay the hotel directly for any additional expenses such as double occupancy rate and additional breakfast. Business Schools should not invite panel guests to join formal activities, such as meetings or evening meals.

APPENDIX 6: IAAB Permission to proceed

Initial submissions submitted by Business Schools seeking AMBA accreditation for the first time are reviewed by Accreditation staff and members of the International Accreditation Advisory Board who will confirm if the application for accreditation can proceed to the assessment visit stage.

APPENDIX 7: ENDORSEMENT

Each Accreditation report, produced by the panel is subject to review by three members of the IAAB who have volunteered to consider reports for endorsement. On occasion retired members of the IAAB, or experienced accreditation assessors may be asked to endorse reports. This may be necessary for example where conflicts of interests occur. Please note that accreditation recommendations are not finalised until they have been endorsed.

APPENDIX 8: AMBA ENDORSEMENT PROCESS (POST-ASSESSMENT STAGE)

The final endorsement of accreditation is made by the International Accreditation Advisory Board, based on a recommendation from the peer review team in the format of a comprehensive report. Once an onsite visit has taken place, the process for endorsing the peer review team's recommendation is as follows:

1. The assessment report is compiled by the AMBA panellist;
2. The report is agreed by the Peer Review Assessment Team (four members);
3. The report is returned to School for factual verification;
4. The report is submitted to three members of the IAAB (Endorsement Committee)
5. The final accreditation decision is confirmed or rejected with the following possible outcomes:
 - a. Accreditation for one, two, three or five years for re-accreditation and three or five years for new Schools or;
 - b. Deferral of accreditation (with a reduced visit within one year, available for new Schools only) or;
 - c. Definitive denial of accreditation.
6. If accreditation is endorsed, a full on-site peer reviewed re-assessment is carried out at the end of the agreed accreditation period (maximum of five years).

9a. MBA ASSESSMENT AGENDA

Day 1

TIME	AGENDA ITEM	PERSONNEL
13:00 – 14:00	Lunch with dean and key staff.	Dean; MBA programme directors; and other key staff.
14:00 – 14:30	Tour. ¹	Assessors.
14:30 – 18:00	Private meeting of assessment team in base room (see base room requirements).	Assessors.
19:00 – 22:00	Optional dinner	Assessors; dean; and small group of stakeholders ² .

Day 2

TIME	AGENDA ITEM	PERSONNEL
09.00-10.45	Discussion: The institution; Impact	Dean (who should provide a 15-minute presentation at the commencement of the session); programme director(s); senior academic faculty ³ ; and staff responsible for admissions, marketing, careers and alumni.
10:45 – 11:00	Private break in base room.	Assessors.
11:00 – 12:45	Discussion: The Student Cohort Experience, Learning Outcomes, Curriculum and Assessment	Programme director(s); senior academic faculty ⁴ .
12:45 – 13:30	Private lunch in base room.	Assessors.
13:30 – 14:30	Private meeting with students, graduates and employers. ⁵	Current students; alumni ⁶ ; and employers ⁷ .
14:30 – 15:30	Discussion with MBA faculty.	MBA teaching team ⁸ .
15:30 – 16:30	Private meeting in base room.	Assessors.
16:30 – 17:00	Feedback to School.	Dean and other personnel of the School's choosing.

¹ The panel must be shown the MBA-relevant teaching facilities. The tour must not exceed 30 minutes.

² This group should be small. The School is welcome to include for example individuals who are not included the following day such as advisory board members and/or university leadership (where relevant).

³ e.g. academic department heads.

⁴ e.g. academic department heads, or module leaders who have not attended the previous meeting.

⁵ Two rooms must be available, the PRT will split. The base room must not be used as a meeting room.

⁶ Attending alumni should not be currently employed by the School.

⁷ Employers should be those who hire graduates from the MBA programme/s or sent their own employees onto the MBA programme/s. They should not be alumni of the programme or employees of the School/University.

⁸ Excluding those that hold administrative or management positions within the School, or who have attended previous sessions.

9b. MBA / MBM JOINT ASSESSMENT AGENDA

Day 1

TIME	AGENDA ITEM	PERSONNEL
13:00 – 14:00	Lunch with dean and key staff.	Dean; MBA & MBM programme directors; and other key staff.
14:00 – 14:30	Tour. ⁹	Assessors.
14:30 – 18:00	Private meeting of assessment team in base room (see base room requirements).	Assessors.
19:00 – 22:00	Optional dinner.	Assessors; dean; and small group of stakeholders ¹⁰ .

Day 2

TIME	AGENDA ITEM	PERSONNEL
09:00 – 10:45	Discussion: The Institution; Impact	Dean (who should provide a 15-minute presentation at the commencement of the session); MBA & MBM programme director(s); senior academic faculty ¹¹ ; and staff responsible for admissions, marketing, careers and alumni.
10:45 – 11:00	Private break in base room.	Assessors.
11:00 – 12:00	MBA Discussion: The Student Cohort Experience; Learning Outcomes, Curriculum & Assessment.	MBA programme director(s); senior academic faculty (e.g. academic department heads ¹²).
12:00 – 13:00	MBM Discussion: The Student Cohort Experience; Learning Outcomes, Curriculum & Assessment.	MBM programme director(s); senior academic faculty (e.g. academic department heads ¹³).
13:00 – 13:45	Private lunch in base room.	Assessors.
13:45 – 14:45	Private meeting with students, graduates and employers. ¹⁴	Current students; alumni ¹⁵ ; and employers ¹⁶ .
14:45 – 15:30	Discussion with MBA & MBM faculty.	MBA & MBM teaching teams ¹⁷ .
15:30 – 16:30	Private meeting in base room.	Assessors.
16:30 – 17:00	Feedback to School.	Dean and other personnel of the School's choosing.

⁹ The panel must be shown the MBA- and MBM-relevant teaching facilities. The tour must not exceed 30 minutes.

¹⁰ This group should comprise individuals that the assessment team may not otherwise meet (e.g. advisory board members and/or university leadership (where relevant).

¹¹ e.g. academic department heads.

¹² e.g. academic department heads or module leaders, who have not attended the previous meeting.

¹³ e.g. academic department heads or module leaders, who have not attended the previous meeting.

¹⁴ Two meeting rooms must be available; the PRT will split. The baseroom must not be used as a meeting room.

¹⁵ Attending alumni should not be currently employed by the School.

¹⁶ Employers should be those who hire graduates from the MBA programme/s, or send their own employees onto the MBA programme/s. They should not be alumni of the programme/s or employees of the School/University.

¹⁷ Excluding those that hold administrative or management positions within the School, or who have attended previous sessions.

9c. MBA / DBA JOINT ASSESSMENT AGENDA

Day 1

TIME	AGENDA ITEM	PERSONNEL
13:00 – 14:00	Lunch with dean and key staff.	Dean; MBA & MBM programme directors; and other key staff.
14:00 – 14:30	Tour. ¹⁸	Assessors.
14:30 – 18:00	Private meeting of assessment team in base room (see base room requirements).	Assessors.
19:00 – 22:00	Optional dinner.	Assessors; dean; and small group of stakeholders ¹⁹ .

Day 2

TIME	AGENDA ITEM	PERSONNEL
09:00 – 10:45	Discussion: The Institution; Impact	Dean (who should provide a 15-minute presentation at the commencement of the session); MBA & MBM programme director(s); senior academic faculty ²⁰ ; and staff responsible for admissions, marketing, careers and alumni.
10:45 – 11:00	Private break in base room.	Assessors.
11:00 – 12:00	MBA Discussion: The Student Cohort Experience; Learning Outcomes, Curriculum and Assessment.	MBA programme director(s); senior academic faculty (e.g. academic department heads).
12:00 – 13:00	DBA Discussion: The Student Cohort Experience; Learning Outcomes, Curriculum and Assessment	DBA programme director(s); senior academic faculty (e.g. academic department heads).
13:00 – 13:45	Private lunch in base room.	Assessors.
13:45 – 14:45	Private meeting with students, graduates and employers. ²¹	Current students; alumni ²² ; and employers.
14:45 – 15:30	Discussion with MBA & DBA faculty.	MBA & DBA teaching teams ²³ .
15:30 – 16:30	Private meeting in base room.	Assessors.
16:30 – 17:00	Feedback to School.	Dean and other personnel of the School's choosing.

¹⁸ The panel must be shown the MBA- and DBA-relevant teaching facilities. The tour must not exceed 30 minutes.

¹⁹ This group should comprise individuals that the assessment team may not otherwise meet (e.g. advisory board members and/or university leadership (where relevant).

²⁰ e.g. academic department heads.

²¹ Two rooms should be made available in the event that the panel elects to split the stakeholders into two groups.

²² Attending alumni should not be currently employed by the School.

²³ Excluding those that hold administrative or management positions within the School, or who have attended previous sessions.

9d. MBA / MBM / DBA JOINT ASSESSMENT AGENDA

Day 1

TIME	AGENDA ITEM	PERSONNEL
09:00 – 09:30	Tour. ²⁴	Assessors.
09:30 – 13:00	Private meeting of assessment team in base room (see base room requirements).	Assessors.
13:00 – 14:00	Lunch with dean and key staff.	Dean; MBA & MBM programme directors; and other key staff.
14:00 – 18:00	Discussion: The Institution; Impact	Dean (who should provide a 15-minute presentation at the commencement of the session); MBA & MBM programme director(s); senior academic faculty ²⁵ ; and staff responsible for admissions, marketing, careers and alumni.
19:00 – 22:00	Optional dinner.	Assessors; dean; and small group of stakeholders ²⁶ .

Day 2

09:00 – 10:00	MBA & MBM Discussion: The Student Cohort Experience; Learning Outcomes, Curriculum and Assessment.	MBA & MBM programme directors; senior academic faculty (e.g. academic department heads).
10:00 – 10:45	Discussion with MBA & MBM faculty.	MBA & MBM teaching teams ²⁷ .
10:45 – 11:00	Private break in base room.	Assessors.
11:00 – 12:00	Private meeting with MBA & MBM students, graduates and employers. ²⁸	Current MBA & MBM students; alumni ²⁹ ; and employers.
12:00 – 12:45	Private lunch in base room.	Assessors.
12:45 – 13:45	DBA Discussion: The Student Cohort Experience; Learning Outcomes; Curriculum and Assessment	DBA programme director(s); senior academic faculty (e.g. academic department heads).
13:45 – 14:45	Private meeting with DBA students, graduates and employers. ³⁰	Current DBA students; alumni ³¹ ; and employers.
14:45 – 15:30	Discussion with DBA faculty.	DBA supervisors ³² .
15:30 – 16:30	Private meeting in base room.	Assessors.
16:30 – 17:00	Feedback to School.	Dean and other personnel of the School's choosing.

²⁴ The panel must be shown the teaching facilities relevant to the MBA, MBM and DBA. The tour must not exceed 30 minutes.

²⁵ e.g. academic department heads.

²⁶ This group should comprise individuals that the assessment team may not otherwise meet (e.g. advisory board members and/or university leadership (where relevant).

²⁷ Excluding those that hold administrative or management positions within the School, or who have attended previous sessions.

²⁸ Two rooms should be made available in the event that the panel elects to split the stakeholders into two groups.

²⁹ Attending alumni should not be currently employed by the School.

³⁰ Two rooms should be made available in the event that the panel elects to split the stakeholders into two groups.

³¹ Attending alumni should not be currently employed by the School.

³² Excluding those that hold administrative or management positions within the School, or who have attended previous sessions.

9e. MBA AGENDA ADVANCED ACCREDITATION

Day 1

TIME	AGENDA ITEM	PERSONNEL
14:00 – 17:00	Optional private meeting of assessment team in base room. ³³	Assessors.
17:00 – 19:00	Private meeting of assessment team at the hotel.	Assessors.
14:30 – 18:00	Private meeting of assessment team in base room (see base room requirements).	Assessors.
19:00 – 22:00	Optional dinner.	Assessors; dean; and small group of stakeholders ³⁴ .

Day 2

TIME	AGENDA ITEM	PERSONNEL
08:45	Panel arrives at School	
09:00 – 10:00	Base room review: private meeting of assessment team in base room (see base room requirements).	Assessors.
10:00 – 10:45	Discussion: The Institution; Impact	Dean (who can provide a 10-minute presentation at the commencement of the session); programme director(s) and manager(s).
10:45 – 11:45	Discussion: The Student Cohort Experience; Learning Outcomes. Curriculum & Assessment.	Programme director(s); senior academic faculty.
11:45 – 12:00	Private break in base room.	Assessors.
12:00 – 13:00	Admissions, marketing, careers and alumni discussion	Staff responsible for admissions, marketing, careers and alumni.
13:00 – 14:00	Private lunch in base room.	Assessors.
14:00 – 15:00	Private meeting with students, graduates and employers. ³⁵	Current students; alumni ³⁶ ; and employers.
15:00 – 16:00	Private meeting in base room.	Assessors.
16:00 – 16:30	Feedback to School.	Dean and other personnel of the School's choosing.

³³ Optional session included at the discretion of the assessment panel chair.

³⁴ This group should comprise individuals that the assessment team may not otherwise meet (e.g. advisory board members and/or university leadership (where relevant).

³⁵ Two rooms should be made available in the event that the panel elects to split the stakeholders into two groups.

³⁶ Attending alumni should not be currently employed by the School.

APPENDIX 10: ACCREDITATION VISIT BASE-ROOM REQUIREMENTS

Set-Up

- The base room should provide sufficient desk space to enable 4/5 people to work with large volumes of documentation.
- Luggage may also need to be stored in the base room.
- The base room should ideally not be used for any meetings during the visit.
- The base room must include at least one working pc/laptop with internet access.
- The base room must include a printer located in the base room so that assessors can print securely.
- Wi-fi codes should be provided for the assessor team.
- Full student and teacher access to the virtual learning environment (if applicable) should be available for the assessment panel in the base room.
- If possible a key to the base room should be provided so that personal items may be left in there during meetings.
- An internal telephone should be provided in the base room.

Contact:

- The institution should nominate someone as the assessment team's contact person during the visit. This contact should be accessible at all times during the visit and provide an e-mail address and telephone number so the assessment team can contact them if needed.

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Documentation to be made available in the base room should include items generally too bulky to include in the self-audit documentation.

The base room should include all of the following items of evidence / documentation where they exist and are listed below against the relevant AMBA criteria.

The Institution

- Marketing materials for all programmes that are being assessed
- Marketing strategy for School/programmes seeking accreditation
- Evidence of teaching quality, to include details of:
 - national teaching audits (if applicable);
 - management research;
 - consultancy;

- research contracts;
 - involvement in industry; and
 - external examiners' reports (where they are used).
- Evidence of satisfactory outcomes from the institution's own internal, external and national audit processes. This might include minutes of relevant meetings over a period of three years.
- Examples of student feedback and response to student reactions to course delivery and content. An audit trail of relevant committee meeting minutes should be made available.
- Teaching materials – examples of key books; texts and classroom teaching supports such as power point material etc.
- Minutes of all relevant committee meetings at School and programme level for the last three years must also be available. This would include for example Strategic planning committee meetings, faculty meeting, programme committee meetings, student/staff meeting and external advisory board meetings.

Faculty

If not already supplied in the form of appendices in the self-audit documentation, the assessment team needs to be able to examine the following:

- CVs of all key teaching staff on the MBA programme(s) including local staff in instances of off-campus or DL provision*
- Publication record of all teaching staff on the MBA programme(s) – for the last three years.
- Separate list of all adjunct teaching staff including their qualifications to teach at MBA level.
- Faculty Handbook

*The base room documents should facilitate the easy reference of faculty via their unique ID number provided in the SAF and other documents.

Programme Management & Student Engagement

- Student handbook (as provided to all students on arrival at the institution).
- Job Description for MBA Director / equivalent
- Details of any career / alumni / stakeholder surveys for the programmes under assessment.
- Full details of most recent programme review

Students

- Accredited prior learning information must be supplied, of all instances of credits having been awarded for 'accredited prior learning' over the previous three years. Details must include:
 - name of student,
 - title of programme to which admitted,
 - qualification being recognised for accredited prior learning,
 - institution where this qualification was obtained,
 - number of credits granted.
- Tables a, b and c should already have been supplied in the Self Audit Report and Self Assessment Form.

- Details of any careers data survey
- Details of any surveys of students offered places on programmes, but declined
- General student data (in an anonymised format) will have been provided in advance via the SAR and SAF – however peer review panels may request during the visit for more detailed individual information to be made available.

Curriculum

- Module descriptors for every core/mandatory module should be available for all programmes that are being assessed. Module descriptors should also be made available for every elective/optional module which has been delivered in the last academic year. Attention will be especially paid to the coverage and assessment of the core-curriculum against AMBAs criteria 7.5 i-xiii. All core modules should have module descriptors translated into English if applicable.
- Course outlines for any formal study trips including details of assessment and calendar of activities including academic study, company visits, and cultural immersion.

In addition, for every module (compulsory and those options/electives which have run in the last academic year) and for each programme submitted examples of the following must be provided:

- marked coursework to include borderline passes, as well as average and high scoring examples, and evidence that this has been used to provide feedback to students.
- student examination papers; to include borderline passes, as well as average and high scoring examples, and evidence that this has been used to provide feedback to students.
- both individual and group projects (with marking sheets), to include borderline passes, as well as average and high scoring examples.
- literary based dissertations with marking sheet, (if applicable) to include borderline passes, as well as average and high scoring examples.
- Examples of capstone or integrative element of the programme (such as project) with marking sheet to include borderline passes as well as average and high scoring examples.
- Teaching and Learning Strategy
- For Distance Learning / Blended Learning provision, examples of any specific / bespoke learning materials provided.
- Sample of Teaching materials (core text etc.)

APPENDIX 11: AMBA ACCREDITATION APPEALS PROCESS

On receipt of the final accreditation decision provided by the International Accreditation Board (IAAB), the School has the opportunity to appeal the decision. The Association's appeal process is outlined below:

Part A: Following and assessment visit and accompanying assessment report

- (i) The School has the right to appeal an accreditation decision made by the IAAB. Appeals can only be accepted based on the grounds of a failure to follow due process or a disregard of material facts. Appeals simply on the basis of accreditation judgements will not be accepted.
- (ii) An IAAB Appeals Sub-committee will be established, consisting of three members of the IAAB to be nominated by the IAAB Chair, who were not members of the original IAAB Endorsement Committee and who have no conflict of interest with the School or the accreditation process of the School.
- (iii) The School may make written representations in writing to the Appeals Sub-committee, in which the School will have the opportunity to provide all the evidence that will be considered. It is incumbent on the School to provide all the information and evidence necessary to state its case for appeal at this time. In reviewing the decision, the IAAB Appeals Sub-committee shall be limited to the facts at the time of the decision, not any changes since the decision or the School's plans for changes.
- (iv) The appeal should be sent to the relevant Accreditation Director with responsibility for the appealing School, within two weeks of receiving the official decision.
- (v) The IAAB Appeals Sub-committee will consider any appeal made and return its official decision within four weeks of receipt of the appeal.
- (vi) The Appeals Sub-committee will come to a majority verdict, and this decision will be final. In the case of significant disagreement amongst the members of the Appeals Sub-committee of the IAAB, the matter may be referred to the Association's International Management Board (IMB).
- (vii) The application and outcome of any appeal procedure are reported to the IAAB via the regular meetings and via the IAAB Chair to the IMB at least annually.

Part B: Following submission of a progress report responding to any conditions of accreditation

- (i) Following the submission of a progress report, or any other additional data requested by the assessment panel, resulting in a refusal to continue accreditation, the School has the right to appeal the decision. Appeals can only be accepted based on the grounds of a failure to follow due process or a disregard of material facts. Appeals simply on the basis of accreditation judgements will not be accepted.

- (ii) An IAAB Appeals Sub-Committee will be established, consisting of three members of the IAAB to be nominated by the IAAB Chair, who have no known conflict of interest with the School or the accreditation process of the School. Should no IAAB members be available/suitable to join any Appeals Sub-committee members of the IMB or experienced accreditation assessors nominated by the IAAB Chair will join the Appeals Sub-committee instead.
- (iii) The School may make written representations in writing to the Appeals sub-committee, in which the School will have the opportunity to provide all the evidence that will be considered. It is incumbent on the School to provide all the information and evidence necessary to state its case for appeal at this time. In reviewing the decision, the IAAB Appeals Sub-committee shall be limited to the facts at the time of the decision, not any changes since the decision or the School's plans for changes.
- (iv) The appeal should be sent to the relevant Accreditation Director with responsibility for the appealing School, within two weeks of receiving the official decision.
- (v) The IAAB Appeals Sub-committee will consider any appeal made and return its official decision within four weeks of receipt of the appeal.
- (vi) The IAAB Appeals Sub-committee will come to a majority verdict, and this decision will be final. In the case of significant disagreement amongst the Appeals Sub-committee of the IAAB, the matter may be referred to the Association's International Management Board (IMB).
- (vii) The application and outcome of any appeal procedure are reported to the IAAB via the regular meetings and via the IAAB Chair to the IMB at least annually.

APPENDIX 12: TIMEFRAMES

AMBA TASKS	ESTIMATED TIMEFRAME
Registration Stage	
Review School Application Form	Within four weeks of receipt of Application Form
Pre-Assessment Stage	
Confirm permission to proceed	Within four weeks of receipt of Self-Assessment form
Assessment Stage	
Issue Panel expenses to School	Within four weeks of assessment visit
Post-Assessment Stage	
Issue assessment report to School	Within six weeks of assessment visit
Endorse report	Within four weeks of receipt of School comment
SCHOOL TASKS	ESTIMATED TIMEFRAME/DEADLINE
Registration Stage	
Submit Letter of Intent	At time convenient to School
Pay Registration Fee	At time convenient to School
Submit Application Form	Within one year of payment of Registration Fee
Pre-Assessment Stage	
Pay Pre-Assessment Fee	Within one year of payment of Registration Fee
Submit Self-Assessment Form	Within three years of payment of Pre-Assessment fee
Assessment Stage	
Submit Self-Assessment Report	Within three years of payment of Pre-Assessment fee
Pay Assessment Fee	At least eight-twelve weeks before assessment
Pay Panel Expenses Invoice	Within thirty days of receipt of invoice
Post-Assessment Stage	
Review factual elements of Panel Report	Within two weeks of receipt
Pay Annual Accreditation Subscription	One month after accreditation and then annually in March each year of accreditation