ACBSP APPROACH TO ASSESSMENT & ACCREDITATION

Babes-Bolyai University, June 2009
ACBSP Foundational Evaluator Training

- Standards and Criteria
- The Evaluation Process
- Case Study
The Association of Collegiate Business Schools and Programs (ACBSP)

Steve Parscale
Director of Accreditation
913-339-9356
sparscale@acbsp.org
www.acbsp.org
A Review of ACBSP Accreditation Standards and Processes

- The Goal
  - Continuous improvement in educational performance leading to excellence.
The Process

- Developing and implementing systems to achieve ACBSP accreditation by meeting the prescribed standards of excellence
ACBSP, a global leader enhancing the quality of business schools and programs focused on excellence in teaching
The mission of ACBSP is to develop, promote, and recognize best practices that contribute to continuous improvement of business education and to accredit qualified business programs.
ACBSP Guiding Principles

- Focuses on **student-centered learning**

- Embraces **inclusiveness** including uniqueness and diversity of institutional missions worldwide

- Promotes **continuous improvement**
ACBSP Guiding Principles

- Assures involvement and professional development of individual members
- Values accreditation
- Embraces outcomes and is results oriented
ACBSP Guiding Principles

- Fosters **scholarly activities** in research, application, integration, teaching, and service

- Commits to meeting the needs of **stakeholders** in the business world

- Forges mutually beneficial **partnerships**
ACBSP Standards are based on the Baldrige National Quality Program’s Educational Criteria for Performance Excellence
PURPOSE OF THE STANDARDS

- The ACBSP accreditation standards, supporting criteria, and core values provide the building blocks and integrating mechanism to develop a viable education system.
KEY AREAS OF FOCUS

- Leadership
- Strategic Planning
- Student/Stakeholder and Market focus
- Measurement Analysis and Knowledge Management
KEY AREAS OF FOCUS

- Faculty and Staff Focus
- Process Management
- Organization Performance Results
CHARACTERISTICS OF ACBSP STANDARDS

- Focus on organizational results
- Are nonprescriptive and adaptable
- Integrate key educational themes
CHARACTERISTICS OF ACBSP STANDARDS

- Support a systems perspective to maintaining organization-wide goal alignment
- Support goal-based diagnosis.
MANAGING THE PROCESSES

- APPROACH
- DEPLOYMENT
- RESULTS
- LEARNING
- IMPROVEMENT

Institutions and logos:
- Uniunea Europeană
- Ministerul Muncii
- Fondul Social European
- Ministerul Educației
- Universitatea Babeș-Bolyai
FOCUS ON RESULTS

- Next Slide shows:
  - **Current Performance Levels**
  - **Improvement Trends or Sustained** Performance Levels
  - Evidence of **Comparison or Benchmark**
Ten Years of Improvement in Learning Performance
HOW TO SUGGESTIONS
“CONTINUED”

- Remember, you are required to meet the Standards. The criteria serve as guidelines.
- Do not use the criteria as a checklist.
- Focus on the processes you develop to meet each standard.
- Remember, each process must demonstrate an approach that is deployed with results that are used for improvement.
- CLOSE THE LOOP
ACBSP Accreditation Standards and Criteria

- Baccalaureate/Graduate Degree Standards (Adopted 2004)
  1. Leadership
  2. Strategic Planning
  3. Student and Stakeholder Focus
  4. Measurement and Analysis of Student Learning and Performance
  5. Human Resource Development and Management
The Self-Study: Business Unit Overview

- Each type of academic degree
- Regional accreditation
- Mission
- Organizational chart
- Governing body
- Competitive factors
1. Leadership

1. Systematic approach to leadership

2. Quality, and commitment to:
   a) Instruction
   b) Services
   c) Educational programs
   d) Personnel
   e) Public interest and concern
2. Strategic Planning

- Planning Process
- Objectives
- Action plans
- Deployment
- Improve the planning process
3. Student and Stakeholder Focus

- Awareness of needs
- Measure student utilization
- Learn from former, current and future students
- Complaint resolution
- Student and stakeholder satisfaction
4. Measurement and Analysis of Student Learning and Performance

- Student outcome assessment
- Data
- Comparative data (Benchmarking)
- Results
- Evaluation of Results
- Actions Taken
- Reassessment
- Data
- Comparative data, Etc.
5. Faculty and Staff Focus

- Human Resources Planning
- Employment
- Faculty Composition
- Faculty Evaluation
5. Faculty and Staff Focus (Cont)

- Faculty Qualifications
- Scholarly & Professional Activities
- Faculty and Staff Development
- Faculty operational policies, procedures, and practices

- Core Professional Component (CPC)
- General Education
Common Professional Component (The CPCs)

(a) Functional Areas
- 1) Marketing
- 2) Business Finance
- 3) Accounting
- 4) Management
Professional Component

(b) The Business Environment
  1) Legal Environment of Business
  2) Economics
  3) Business Ethics
  4) Global Dimensions of Business
Professional Component

- (c) Technical Skills
  - 1) Information Systems
  - 2) Quantitative Techniques/Statistics
Professional Component

(d) Integrative Areas

1) Business Policies

OR

2) A comprehensive or integrating experience that enables a student to demonstrate the capacity to synthesize and apply knowledge from an organizational perspective.
ACBSP Foundational Evaluator Training

- Overview of Accreditation Workshops
- Roles and Responsibilities
- Evaluator Qualifications
- Standards and Criteria
- The Evaluation Process
- Case Study
The Evaluation Process

- Systematic Approach
- Deployment
- Results
- Improvement (learning)
The term “systematic approach” refers to approaches that are repeatable and use data and information so learning is possible. In other words, approaches are systematic if they build in the opportunity for evaluation, improvement, and sharing, thereby permitting a gain in maturity.
Strategy Development: Describe how your business unit establishes its strategic objectives, including addressing key student and stakeholder needs; enhancing its performance relative to competitors, comparable schools, and/or appropriately selected organizations; and enhancing its overall performance.
Strategic Planning Systematic Approach, Deployment, and Improvement

4. Envision the Future
3. Analyze Mission
2. Values Assessment
1. Starting to Plan
11. Annual Review
10. Periodic Review
5. Assess Current Capabilities
6. Gap Analysis
7. Develop Strategic Goals and Objectives
8. Develop Action Plans
9. Implement Plans

Figure 2.1.1 Eleven Step Strategic Planning Model
Deployment

- Deployment is evaluated on the basis of the breadth and depth of application of the approach to relevant work units throughout the organization.
Strategy Deployment: Describe how your business unit converts its strategic objectives into action plans. Summarize your business unit’s action plans and related key performance measures/indicators. Project your business unit’s future performance on these key performance measures/indicators.
## Strategic Planning Deployment

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<th>2 Economics</th>
<th>3 Accounting</th>
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</tbody>
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Program number first  
Outcome number second  
Goal number third
Evaluate Approach and Deployment

- Evaluator: Mark the appropriate level of approach, deployment, results, and improvement were applicable and then comment on strengths, opportunities for improvement, and possible site visit issues at the end of each section:

- An effective systematic approach
- Beginning of a systematic approach
- No systematic approach is evident

- The approach is fully deployed
- The approach is well deployed
- The approach is deployed
- The approach is in the early stages of deployment
- Little or no deployment
Results

- Results are evaluated on the basis of current performance; performance relative to appropriate comparisons; the rate, breadth, and importance of performance improvements.
Organizational Effectiveness Results: Summarize your business unit's key performance results that contribute to opportunities for enhanced student learning and/or the achievement of business unit effectiveness. Include appropriate comparative data.
Strategic Planning Results

Communications

Critical Thinking

2001
2002
2003
Evaluate Results

Evaluator: Mark the appropriate level of approach, deployment, results, and improvement were applicable and then comment on strengths, opportunities for improvement, and possible site visit issues at the end of each section:

- Excellent performance results reported
- Improvement results reported
- A few performance results reported
- No performance results reported

- Fact-based improvements
- General improvement orientations are evident
- The beginning of improvements
- An improvement orientation is not evident
Improvement

- Added two hours of additional communications coverage in 2001 curriculum
- Added three critical thinking exercises in two of the courses in 2001
A SITE TEAM EXPERIENCE PROVIDES VALUABLE OPPORTUNITIES FOR PERSONAL AND PROFESSIONAL GROWTH!
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Case Study

- Evaluators Workbook
- Page 6 Associate Degree
- Page 18 Baccalaureate/Graduate Degree
- Standard 2 Strategic Planning
- Handout (case)
Use the following criteria to document the extent to which the business school or program meets the standard. Attempt to answer all criteria. Justify or explain a plan to address criteria not currently being met.
Case Study

- Evaluators Workbook
- Share with team:
  - Qualitative table scoring
  - Strengths
  - Opportunities for Improvement
  - Site Visit Issues
- As a group share one Strength, One OFI and One Site Visit Issue with the whole group
ACBSP Foundational Evaluator Training

What We Covered

- Overview Accreditation Workshops
- Roles and Responsibilities
- Evaluator Qualifications
- Standards and Criteria
- The Evaluation Process
- Case Study
Titlul proiectului:
„Asigurarea calității programelor de studii universitare prin formarea resursei umane și orientarea spre piața muncii”

Investește în oameni!
FONDUL SOCIAL EUROPEAN
Programul Operațional Sectorial pentru Dezvoltarea Resurselor Umane 2007-2013
Axa priorităță 1. Educație și formare profesională în sprijinul creșterii economice și dezvoltării societății bazate pe cunoaștere
Domeniul major de intervenție 1.2 Calitate în învățământul superior
Numărul de identificare al contractului: POSDRU/18/1.2/G/5593
Questions

Thank you!

Questions?