



Towards AACSB Initial Accreditation: Binus Business School's Perspective

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BINUS Business School Executive Dean



CONTENT



**About BINUS Business School
(BBS)**

**Lesson Learned from BBS AACSB
Initial Accreditation Journey**

ABOUT BINUS BUSINESS SCHOOL (BBS)



BBS Vision and Mission

Vision

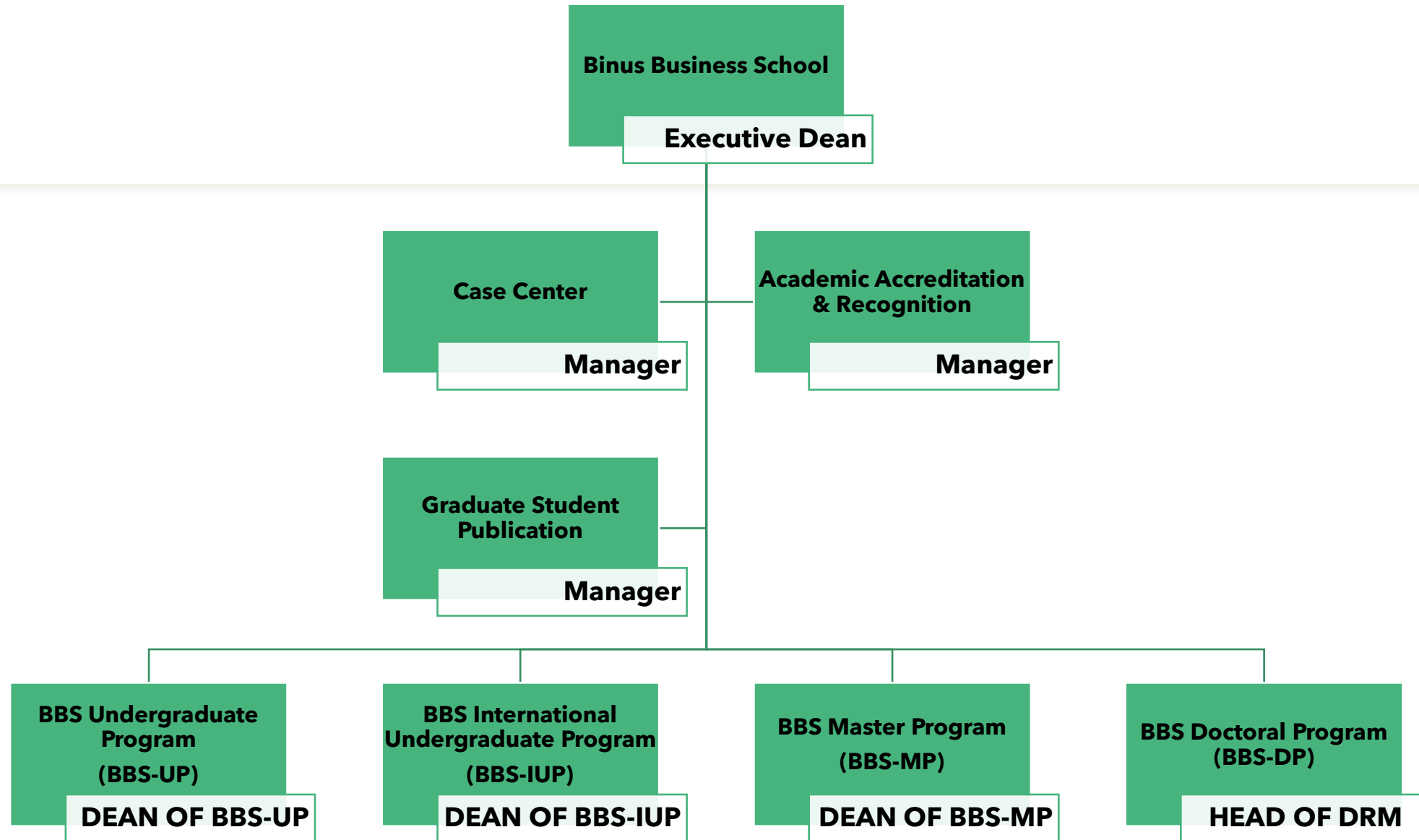
A world-class business school, fostering and empowering the society in serving and building the nation.

Mission

Providing world class business education to build the nation and to contribute to community development, by means of:

- 1. Educating BINUSIANS to develop exemplary characters through holistic approach.***
- 2. Resolving business and entrepreneurship issues with meaningful and relevant research.***
- 3. Fostering BINUSIANS through self-enrichment.***
- 4. Empowering BINUSIANS to continuously improve business community.***

BBS Unit Structure



BBS Multi Campuses



Kemanggisan



Senayan



Alam Sutera



Bekasi



Bandung



Malang



Semarang

BBS Student Number & Lecturer Degree



	S1	S2	S3
Student	8.928 (91%)	744 (7,7%)	122 (1,3%)



	S1	S2	S3
Lecturer	0	127 (44,7%)	157 (55,3%)



BBS IS AN AACSB ACCREDITED BUSINESS SCHOOL

As of 30 November 2019, BINUS Business School has been:

1. The 2nd business school in Indonesia to get AACSB Accreditation.
2. The 1st private business school in Indonesia to get AACSB Accreditation.
3. The 20th business school in Southeast Asia to get AACSB Accreditation.

Lesson Learned from BBS AACSB Initial Accreditation Journey



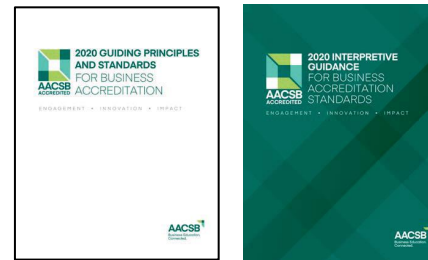
Our Advice For Aspiring Business Schools



**Commitment from
The Top**



Organizing The Organization



Knowledge & Learning

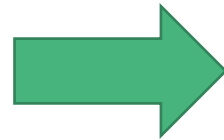


Leadership In Action

Commitment from The Top

Achieving AACSB Accreditation is a rigorous process. Generally, it takes a lot of money, work, and time to meet all of the AACSB Accreditation Standards. Therefore any aspiring business school needs to have:

Full Support from University Leadership and Foundation



Access to the world's largest business education network, industry-changing research and insights, global networking communities

Business schools have met the highest standards of excellence in teaching, research, curriculum, and learner success.

Commitment from The Top: Direct Costs - Initial Accreditation Fees

1. Membership	USD3,300
2. Eligibility Application	2,000
3. IAC Process Acceptance	6,500
4. Initial Visit	15,000
5. Initial Accreditation Fee	5,950

Annual Payment
One-Time Payment

Commitment from The Top: Direct Costs - Accredited School Fees

1. Membership Fee	USD3,300
2. Accreditation Fee	5,950

Annual Payment
One-Time Payment

Commitment from The Top: Indirect Costs



Faculty Sufficiency & Qualification

- Participating Vs Supporting Faculty Members
- Faculty Qualifications for Participating Faculty Members
 - Hiring new PhDs and
 - Granting PhD scholarships for existing lecturers



Intellectual Contribution

- Research grant & incentives for intellectual contributions (IC)
- Publication and conference fees
- International guest lecturer & research events



Organization & Accreditation Standards

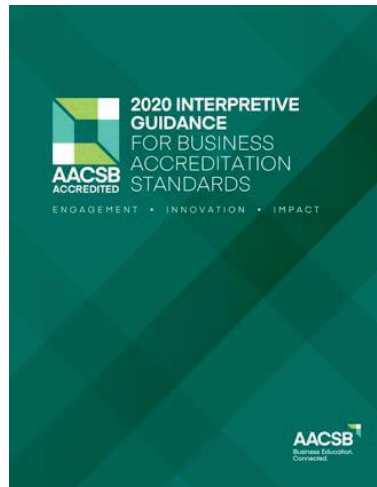
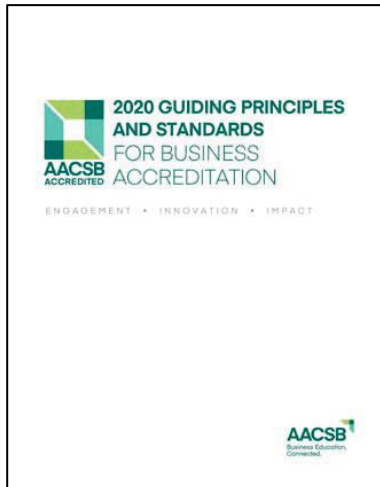
- Dedicated office and staff for AACSB Accreditation matters
- AACSB conference, & seminar attendance
- Internal workshops & training events

Knowledge & Learning

Many of the questions about achieving accreditation are answered in **2020 AACSB Accreditation Standards & Interpretive Guidance for AACSB Business Accreditation.**

The standards document includes:

- The headings and sections for items addressed in the self-evaluation report.
 - ❖ To format the self evaluation report to include each of the headings for each of the standards.
 - ❖ To pay particular attention to the required tables for the report, especially the content and format of these tables.
- The Definition and basis for judgment, which provides evaluation criteria,
- Guidance and examples, which provides a list of items the visiting team might examine



Valuable Information & knowledge can also be obtained from discussion with

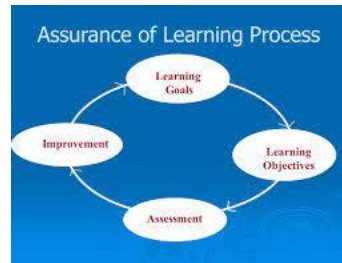
- AACSB Staff
- Presenters and Participants of AACSB Events
- AACSB Member Forum

Organizing The Organization

When the school begins the preparation, the first step is the assignment of roles:



coordinating the overall accreditation process



coordinating assurance of learning



Writer(s) of the self-evaluation report

- The coordinator of accreditation understands the requirements for a successful self-evaluation, including the data and processes to report for each standard.
- The coordinator of assurance of learning is in charge of developing and implementing the assessment plan, working with faculty, and compiling reports.
- The writer(s) of the self-evaluation report has to know the school and its processes as well as the standards thoroughly and work with the AACSB mentor, the dean, faculty, and staff to create the documents submitted to AACSB.

Leadership In Action

The Dean has ultimate responsibility for achieving accreditation and to ensure all faculty members and professional staff know what are expected from them that include:

- Scope of Accreditation must be clearly determined,
- Definitions of participating and supporting faculty should be developed in the early stages,
- The faculty members have a clear set of academic qualifications and professional qualifications,
- Providing resources for faculty support in achieving academic qualifications, and
- Annual self updating curriculum vitae of faculty members for intellectual contributions and other relevant activities for maintenance of faculty qualifications and participation.



The Last Words

Achieving AACSB accreditation is **a painstaking endeavor** that consumes much time and resources. However, **the rewards** of achieving and maintaining accreditation **more than compensate** for the sacrifices of the dean, faculty members, and staff of a business school.





Since 2019




Since 2020

- BBS Undergraduate Program in Management
- BBS Master Program in Management
- BBS Doctorate Program in Management




BINUS BUSINESS SCHOOL Postgraduate Program won an achievement in the Indonesia Customer Experience Award 2020 organized by SWA Magazine, in collaboration with Business Digest.



BINUS BUSINESS SCHOOL Undergraduate Program TOP 10 Favourite Program in Private University Indonesia, by detik.com (May 2021).

BBS Accreditation & Recognition 2019 - 2023



QS World University Rankings by Subject | 2022
qs.com

Bina Nusantara University (BINUS)

#501-550

in QS World University Rankings by Subject 2022:
Business & Management Studies

2022



BINUS University
RANKED 601+
FOR BUSINESS AND ECONOMICS

THE WORLD UNIVERSITY RANKINGS 2022
www.thewur.com



2022



Top Business School in Indonesia
QS Global MBA University Rankings 2022

#201-250

BINUS BUSINESS SCHOOL

Universitas Gadjah Mada



2022



QS WORLD UNIVERSITY RANKINGS
QS Global MBA Rankings | 2023

BINUS UNIVERSITY BUSINESS SCHOOL

#37 in the Asia

2023



BINUS UNIVERSITY BUSINESS SCHOOL

#71-80
in QS MBA by Career Specialization Rankings 2023:
Operations Management

QS WORLD UNIVERSITY RANKINGS
QS MBA by Career Specialization Rankings | 2023

2023

DONE

