



اتحاد الجامعات العربية

Association of Arab Universities (AARU)

Workshop

3

"How to Qualify for AACSB Accreditation"

**A workshop Organized by
Association of Arab Universities (AARU)**

March 13-14, 2022

Venue: MOVENPICK Hotel, Amman, Jordan

13-14 March

2022

Overview and Objectives:

AACSB International (AACSB), a global nonprofit association, connects educators, students, and business to achieve a common goal: to create the next generation of great leaders.

Synonymous with the highest standards of excellence since 1916, AACSB provides quality assurance, business education intelligence, and learning and development services to over 1,700 member organizations and more than 840 accredited business schools worldwide.

This workshop deals with a systematic step by step approach to preparing business schools for AACSB accreditation. This will be conducted within the context of the specific and new requirements of AACSB. Specifically, it defines the processes by introducing and discussing in details the fifteen specific AACSB business standards, and also touches upon the six accounting standards specific to the discipline and profession of accounting. The workshop is targeted at institutions considering applying for AACSB accreditation and those wishing to get a better understanding about the system. This two-day workshop provides the insights needed to evaluate and understand your school's position when it comes to addressing the standards and eligibility criteria strategies on how to get started on your accreditation journey and consider key factors influence your school's accreditation readiness.

Instructors

Timothy S. Mascon, Ph.D. AACSB International.

Executive VP and Chief Officer. Europe, Middle East and Africa.

Ihsan Zakri, Regional Head of Middle East and Africa.

Hunaiti A. Assistant Secretary General, Director of Arab Quality and Accreditation Council AARU.

Targeted Group:

- Deans, department heads and faculty members in colleges and schools of business
- Professionals from the centers of the Quality Assurance and Accreditation in the universities
- Representatives of accreditation bodies in the Arab countries.

Workshop Language: ENGLISH



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Association of Arab Universities

Designed by
Najm Aleessawi



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Association of Arab Universities (AARU)

Workshop Program

Sunday 13 March

Day one : **Setting the Stage**

The goals of this session are to develop an awareness and understanding of the program faculty to the importance of accreditation in general and that of AACSB in particular that reflects quality education.

9:00 - 9:30 **registration**

9:30 - 10:00 **Opening session**

10:00 - 10:30 Quality based accreditation

10:30 - 11:30

- Basic Understanding of AACSB Accreditation: Process, and what is needed to prepare?
What is AACSB?
Why AACSB?
Who can apply?
Time-line of the process
- Description of AACSB's required fifteen Criteria

11:30 – 12:00 **Coffee break**

12:00 - 13:30

- The role and importance of the specific curricula, faculty, facilities and institutional support criteria
- The role and importance of six specific Program Criteria for Accounting. We can shed some light on this but not covering the standards. We can keep it on the agenda, but just FYI

13:30 - 14:30 **Working lunch**

14:30- 16:30

- Defining consistent Mission for the Institution, the Colleges and their programs
- Constructing Program Educational Objectives (PEOs) in cooperation with various constituents
- Defining Student Outcomes (SOs)





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Monday 14 March

Day Two: Assessment of Student Outcomes, and Faculty Qualifications

Utilizing presentation and interactive exercises, this aspect of the workshop focuses on preparing faculty to develop and implement continuous program improvement plans through outcomes-based accreditation within their programs.

9:00 – 11:30	<ul style="list-style-type: none">• Introduction to assessment plan cycle• Constructing the assessment articulation matrix (curriculum to outcomes mapping)• Developing measurable performance criteria
11:30 - 12:00	Coffee break
12:00 - 14: 30	<ul style="list-style-type: none">• Description of the process of outcome assessment• Selecting assessment tools• Direct and Indirect assessments of the SOs• Direct assessment is based upon student work. Indirect uses surveys• Reporting results• Concluding remarks and evaluation of the workshop• Certificate distribution to the participants• Group Photo
14: 30 - 15:30	Working lunch

Registration

Payment

250 \$ AARU members
350 \$ Non AARU members

Accommodation
facilities

Contact
Person

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