



اتحاد الجامعات العربية

Association of Arab Universities (AARU)

Workshop

28

**"AACSB Business Accreditation Standards
Workshop"**

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

November 2-3, 2022

Venue: General Secretariat of AARU, Amman, Jordan

**2-3
November**

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 890 accredited business schools worldwide.

Engage in workshop-style sessions in an interactive cohort of peer business school leaders on AACSB 2020 Business Accreditation Standards. Learn in live sessions to explore in depth all nine standards.

Through interactive exercises, facilitators will relate your strategic plan to the AACSB standards and share relevant, timely examples that will support your initial accreditation journey. Learn how to gain university and college-wide support for your efforts, and how to turn your colleagues into change agents in support of stated goals.

Instructors

Timothy S. Mescon, Executive VP and Chief Officer. Europe, Middle East and Africa, AACSB International

Ihsan Zakri, Regional Head of Middle East and Africa, AACSB International

Targeted Group:

Individuals who play a leading role with mission-based strategic initiatives, who are new to administration and academic strategic management, or who are responsible for accreditation activities and/or from schools preparing to launch a strategic plan and/or new mission.

Workshop Language: ENGLISH





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Instructors

Tim Mescon

Executive Vice President and Chief Officer of the Europe, Middle East, and Africa for AACSB International

Dr. Timothy S. Mescon is executive vice president and chief officer for Europe, the Middle East and Africa (EMEA) for AACSB International. In this capacity, Mescon and his team currently support close to 600 members and 170+ accredited schools throughout EMEA. Mescon and his team opened the EMEA Office in January 2015 in Amsterdam, the Netherlands.

Mescon is President Emeritus of Columbus State University in Georgia, where he served for 6 ½ years. Prior he was the dean and Dinos Eminent Scholar Chair for 18 years at the Michael J. Coles College of Business at Kennesaw State University in Georgia. The Coles College of Business, with more than 7,000 students and 170 full-time faculty holds both AACSB business and accounting accreditation. He was previously dean at the Perdue School at Salisbury (MD) University and prior to that a tenured faculty member and Assistant Dean at the University of Miami Herbert School of Business and an Assistant Professor of Management at the Carey College at Arizona State University.



He served as a Trustee of the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC). In 2012, 2013 and 2014 Georgia Trend Magazine named Mescon one of the 100 most influential Georgians.

Mescon gained extensive experience as an AACSB peer review team member, chair, and committee member for 25 years before joining AACSB. He is the author of more than 200 articles and case studies, and he has co-authored five books, including "Entrepreneurship: Venture Initiation, Management and Development" 2nd edition (Routledge/Taylor & Francis) and his latest co-edited work, "Technologies, Artificial Intelligence and the Future of Learning Post-COVID-19- The Crucial Role of International Accreditation," (Springer, 2022). The White House named him as a winner of the President's Volunteer Service Award from the President's Council on Service and Civic Participation. He has also received the national Award of Excellence from the U.S. Small Business Administration.

Dr. Mescon received his Ph.D. from the Terry College at the University of Georgia, MBA from the Cox School at Southern Methodist University and B.A. from Tulane University.

Ihsan Zakri

Regional Head, Middle East and Africa for AACSB International



Ihsan Zakri serves as a Regional Head of Middle East and Africa at AACSB International. Ihsan works with both the Executive vice president/Chief Officer Europe, the Middle East and Africa (EMEA), and the Chief Accreditation officer to develop and implement integrated accreditation and member service and engagement initiatives in the EMEA region. Ihsan has been with AACSB since 2016 and he played an important role in engaging schools in the region within AACSB's Business Education Alliance, and in his role as accreditation liaison, he has supported the success of the 32 accredited schools, as well over 30 schools in the Middle East and Africa currently in the accreditation process. Ihsan has an international background in higher education, program and Institutional accreditation and business and program development. He gained extensive experience in accreditation and EU funded projects before joining AACSB. Ihsan has earned a Master's degree in Social Sciences with a concentration on the Middle East from Lund University, Sweden, and served as a faculty member at the University of Amsterdam before joining AACSB.





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Workshop Program

Wednesday 2 November

Day one: **Strategic Management and Innovation**

The goal of this session is to develop an awareness and understanding of the importance of Standard one in AACSB accreditation and the main elements to develop a strategic plan.

8:30 - 9:00 **Registration + coffee break**

9:00 - 9:30 **Opening session:** Hunaiti A. Assistant Secretary General, Director of Arab Quality and Accreditation Council AARU.

9:30 - 10:00 Overview of Strategic Planning Agenda

- 10:00 - 11:00**
- Introduction and goals of this seminar
 - What is strategic planning and what does it mean to have an agile strategic plan?
 - What does AACSB say about strategic planning?
 - Standard 1: Strategic Planning

11:00 – 11:30 **Coffee break**

- 11:30 - 13:00**
- Standard 2: Physical. Virtual and Financial Resources
 - Standard 3: Faculty and Professional Staff Resources

13:00 - 14:00 **Working lunch**

- 14:00- 16:00**
- Standard 3: Faculty and Professional Staff Resources (Continued)





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Thursday 3 November

Day Two: **Learner Progression & Thought Leadership, Engagement and Societal Impact**

Utilizing presentation and interactive exercises, this aspect of the workshop focuses on preparing on creating an agile strategic plan in line of AACSB criteria.

9:00 – 11:30

- Standard 4: Curriculum
- Standard 5: Assurance of Learning
- Standard 6: Learner Progression
- Standard 7: Teaching Effectiveness and Impact

11:30 - 12:00

Coffee break

12:00 - 14: 30

- Standard 8: Impact of Scholarship
- Standard 9: Engagement and Societal Impact
- Reflection

14: 30 - 15:30

Working lunch

Registration

Payment

250 \$ AArU members
350 \$ Non AArU members

Accommodation
facilities

Contact
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