

# Collaborative Efforts to Achieve Societal Impact: AACSB Accreditation Expectations

Presented by

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# Agenda

1. AACSB Approach
2. Three Pillars: Engagement/Innovation/Impact
3. Importance of Mission and Strategy
4. Rationale for Societal Impact in AACSB Standards
5. 4 Key Standards: S1, S4, S8 & S9
6. Conclusion

# 1. AACSB Approach

# AACSB Accredited Schools

- Business Schools are Professional schools
- Academic engagement
  - Curriculum, Research, Faculty
  - Academic meetings/conferences
- Professional engagement
  - Business
  - Industry
  - Government bodies
  - NGOs
  - Community groups and broader society

## **2. Three Pillars: Engagement/Innovation/Impact**

AACSB's accreditation standards help us meet new challenges and opportunities.



**Engagement**  
**Innovation**  
**Impact**

# Engagement:

Schools are expected to:

- Achieve both academic **and professional** engagement by students and faculty.
- Identify desired characteristics of engagement, aligned with the school's **mission and strategic goals**.





## Engagement: *Possibilities*

- Integration of **business practitioners and industry**
- Faculty/student engagement with **business community and industry**
- Faculty/student engagement with broader academic community





# Innovation:

Schools are expected to:

- Pursue continuous improvement.
- Be entrepreneurial and experimental.
- Focus on **mission focused areas**





## Innovation: *Possibilities*

- Adding online or hybrid delivered courses and/or degrees
- New areas of programming
- Unique service/outreach projects
- Unique collaborative activities with **business, industry,** etc.
- New student engagement activities
- New research initiatives
- **New partnerships with business, industry etc**



# Impact:

Business schools are expected to:

- Demonstrate that the business school is **“making a difference” in business and society.**



# **3. Importance of Mission and Strategy**

- **Mission: school's identity**
- **Vision: schools' future state**
- **Strategy: actions taken to get to the future state**

# Mission as your Driver



## **4. Rationale for Societal Impact in AACSB Standards**

# Rationale

- Business schools and business are a force for good in society. Through their activities, schools have the opportunity to make a difference to society and to address significant issues at a local, national, or international scale.
- Stakeholders desire this



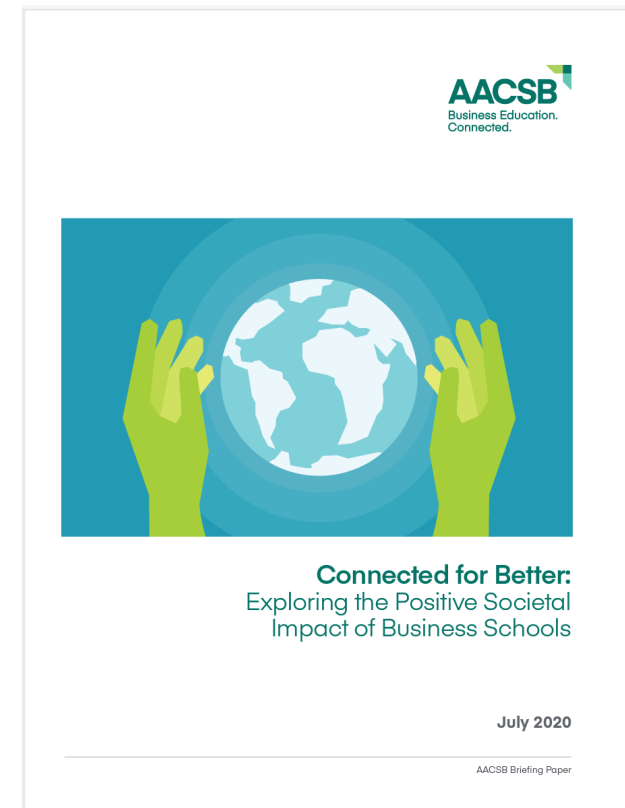
**Connected  
for Better.**

We are a global force of educators, businesses, and students, driven to create change through positive societal impact.



# The Positive Societal Impact of Business Schools

- A school's mission and strategic plan can positively influence society
- Business schools are empowered to define objectives and strategies that align with the communities they serve.



# The Business School's Role in Business and Society



# 5 Collaborative Actions for Societal Impact

## 5 Actions for Societal Impact:

### Connect

business, community, and government to deliver results

### Solve

problems based on knowledge-sharing and research developed by the best minds across universities and their business, government, and community partners

### Develop

purpose-driven leaders with the vision to tackle the toughest challenges

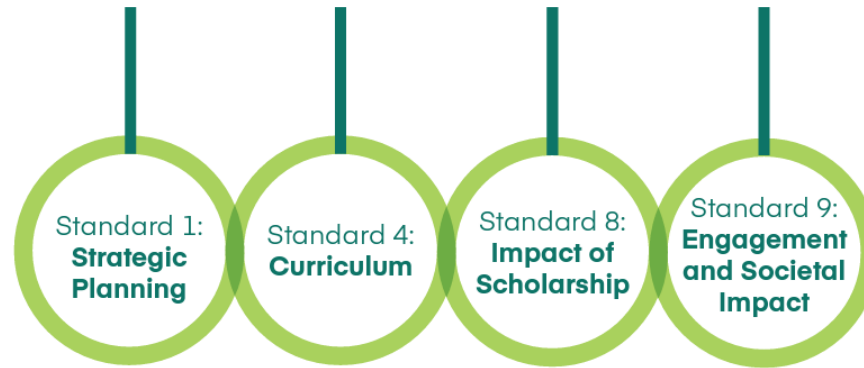
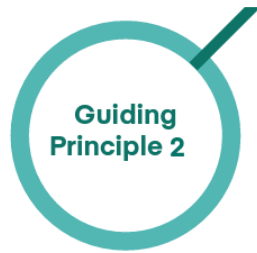
### Create

hubs for lifelong learning to promote prosperity and elevate economies

### Inspire

innovations with the power to change the world

## 4. Key Standards: S1, S4, S8 & S9



# Societal Impact

## **Guiding Principle 2**

Reflected in AACSB's vision that business education is a force for good, all accredited schools are expected to make a positive contribution to society, as identified in the school's mission and strategic plan.

### **Standard 1: Strategic Planning**

The school demonstrates a commitment to positive societal impact as expressed in and supported by its focused mission and specifies how it intends to achieve this impact.

### **Standard 4: Curriculum**

The school's curriculum promotes and fosters innovation, experiential learning, and a lifelong learning mindset. Program elements promoting positive societal impact are included within the curriculum.

### **Standard 8: Impact of Scholarship**

The school's portfolio of intellectual contributions contains exemplars of basic, applied, and/or pedagogical research that have had a positive societal impact, consistent with the school's mission.

### **Standard 9: Engagement and Societal Impact**

The school demonstrates positive societal impact through internal and external initiatives and/or activities, consistent with the school's mission, strategies, and expected outcomes.

# Kickstarting Your School's Societal Impact Plan



# Standard 4: Curriculum

From the AACSB 2021 Innovations that Inspire Challenge, [Globsyn Business School | 2021 Innovations | AACSB](#)

"...GBS also aims to groom students to become socially responsible managers. The students are appropriately **mentored** by faculty members and **industry professionals** to undertake...social entrepreneurship projects that...enrich society and **improve the living standards of economically and socially disadvantaged people.**

Embryon – the entrepreneurship cell of GBS – conducts a number of entrepreneurial events... with EntreArena being the signature event. In this event, **students work in teams to showcase and sell products, which include artwork, homemade food, and beverage items. Students develop and implement effective and efficient delivery mechanisms on their own to procure all the raw materials and semi-finished products *from people in adjoining rural areas.***

Besides learning business management & entrepreneurial skills hands-on, they also gain ***meaningful insights from industry veterans*** who attend the event.

**Thank you!**