



**AACSB**  
**ACCREDITED**

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# **Value of AACSB Accreditation**

# Resources to Shape Your Message

AACSB reviewed more than 90 pieces of academic research from the last 15 years as well as internal data to develop this resource on the value of business education and AACSB accreditation. Whether meeting with students, parents, employers, university leaders, policymakers, or the general public, this information can help you shape your communications around the benefits of AACSB accreditation into an impactful message.

Incorporate these key messages and insights into your marketing and outreach to share how AACSB accreditation has supported your mission, enhanced your program quality, and helped your institution make a positive impact in business and society.

**Together, let's amplify the value of AACSB-accredited business schools globally.**

## AACSB at a Glance

Founded in 1916, AACSB International is the world's largest global network and standard-setting body for business education. Our accreditation is recognized worldwide as the highest standard of quality, with only 6 percent of the world's business schools achieving AACSB accreditation and displaying the prestigious seal.

**1,900+**

Member organizations in **100+** countries and territories, with over **150,000** faculty serving more than 5 million enrolled students and lifelong learners

**3**

Global offices serving the Americas (**Tampa, Florida, USA**); Europe, the Middle East, and Africa (**Amsterdam, The Netherlands**); and Asia Pacific (**Singapore**)

**150,000+**

Faculty, thought leaders, and business influencers in our network

**150+**

Learning and development opportunities annually

**1,000+**

Accredited schools in **60+** countries and territories

**40+**

Networking communities

# About AACSB Accreditation

AACSB-accredited schools are trailblazers in teaching, research, and societal impact. Our business school quality standards are always evolving, with our most recent change in 2020 underscoring the importance of positive societal impact in business education. AACSB's standards are principles-based and easily adaptable to new educational models, ever-changing business needs, diverse workforce and lifelong learner demands, and the fast pace of new and emerging technologies.

## AACSB Accreditation Standards



### Strategic Management and Innovation

1. Strategic Planning
2. Physical, Virtual, and Financial Resources
3. Faculty and Professional Staff Resources



### Learner Success

4. Curriculum
5. Assurance of Learning
6. Learner Progression
7. Teaching Effectiveness and Impact



### Thought Leadership, Engagement, and Societal Impact

8. Impact of Scholarship
9. Engagement and Societal Impact

## AACSB-Accredited Business Schools

### General Public:

Benefit from graduates ready to lead.

### Students:

Build your future, make a difference.

### Employers:

Recruit top talent.

### University Leaders:

Elevate your brand and build partnerships.

### Government:

Help your economy, businesses, and communities thrive.

For schools that already hold AACSB business accreditation, AACSB also offers supplemental accounting accreditation, which recognizes accounting programs for high quality.

Nearly 200 schools have achieved supplemental accounting accreditation.

# General Audiences

## Key Messages

### Ready to Lead

AACSB-accredited schools prepare the next generation of changemakers who are eager and ready to transform business and society. We focus on high-demand skills that are relevant for today and the world ahead, including strategic agility, problem-solving, analytics, financial and technological mastery, communications and collaboration, and ethical leadership.

### A Force for Good

Our students are focused on making a positive impact on society, balancing profit with purpose, people, and the planet.

### Impact Beyond the Boardroom

Graduates from AACSB-accredited schools contribute to economic growth, help businesses thrive, and help shape a better world. They become business leaders, entrepreneurs, investors, consultants, and heads of nonprofits, government, and NGOs. Each year AACSB highlights a new class of **Influential Leaders**, celebrating the impact of business school alumni.

## Key Insights

- ▶ **73 percent** of the CEOs representing Fortune 100 companies have a business degree from an AACSB-accredited school.<sup>1</sup>
- ▶ **75 percent** of top-paid CEOs from S&P 500 companies have a business degree from an AACSB-accredited school.<sup>2</sup>
- ▶ AACSB-accredited schools address **significant societal challenges**, reporting **over 700 initiatives** between July 1, 2023 and June 30, 2024 aimed at positively impacting the economy, biosphere, society, and more.<sup>3</sup>

## Community Stories

**“Our world needs agile leaders now more than ever. As business schools continue to innovate to meet stakeholder expectations, it’s important that they share their knowledge and insights while providing equitable educational access to lifelong learners who aspire to become business leaders and entrepreneurs.”**

—Alex Triantis

Immediate Past Chair, AACSB Board of Directors, and Dean, Johns Hopkins Carey Business School

### Looking to add your own stories? Ask your community:

- How has your community been **impacted** by responsible and effective business leadership?
- How have you seen businesses recently **make** a positive impact on society?
- Which skills are **required** for today’s business leaders that perhaps weren’t relevant 5 to 10 years ago?

<sup>1</sup> AACSB International, 2024.

<sup>2</sup> Ibid.

<sup>3</sup> Ibid.

# Students

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## Key Messages

### Build Your Future

AACSB-accredited schools develop business leaders with higher earnings potential and greater career mobility. Graduates are sought after by top employers. Prepare to make a difference, no matter where you are in your career journey.

### Experience Your Full Potential

AACSB-accredited schools are leaders in research, curriculum, and advanced learning programs, ensuring that you receive the highest-quality business education with the knowledge and high-demand skills that employers and society need. With only 6 percent of the world's business schools achieving AACSB accreditation, you're learning from the best.

### Be a Changemaker

Not only will you be equipped with the skills to advance your career, but you'll also deeply explore your purpose and grow your global network, helping you have a greater positive impact in society.

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## Key Insights

- ✔ Schools with AACSB accreditation offer higher-quality programs that directly benefit students, result in **increased graduation rates**, and produce graduates who are **sought after by leading employers**.<sup>4</sup>
- ✔ **96 percent** of alumni from AACSB-accredited business schools **are employed**.<sup>5</sup>
- ✔ **72 percent** of alumni from AACSB-accredited schools agree that their graduate business education offered them opportunities for **quicker career advancement**.<sup>6</sup>
- ✔ **83 percent** of alumni from AACSB-accredited schools agree that their graduate business education **increased their earning power**.<sup>7</sup>
- ✔ AACSB-accredited schools address **significant societal challenges**, reporting **over 700 initiatives** between July 1, 2023 and June 30, 2024 aimed at positively impacting the economy, biosphere, society, and more.<sup>8</sup>

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<sup>4</sup>Claybaugh et al., 2020; Espiritu, 2007; Trapnell, 2007.

<sup>5</sup>Graduate Management Admission Council, 2022.

<sup>6</sup>Ibid.

<sup>7</sup>Ibid.

<sup>8</sup>AACSB International, 2024.

# Students



## Community Stories

“The MBA gave me the foundation I needed to tackle the business world’s complexities. It honed my analytical skills and prepared me for leadership roles in a way nothing else could.”

—Indra Nooyi

Former CEO of PepsiCo, Graduate of Yale School of Management and Indian Institute of Management, Calcutta

“My time at Harvard Business School taught me to take risks, think strategically, and lead with confidence. These lessons have been instrumental in my roles at Google and Facebook.”

—Sheryl Sandberg

Former COO of Meta Platforms, Graduate of Harvard Business School

### Looking to add your own stories? Ask alumni and students:

- What **unique characteristics** prompted you to apply to our school?
- What **skills and competencies** did you develop during your program that prepared you for career success?
- What **educational or networking experiences** have helped you in your professional endeavors?

# Businesses and Employers



## Key Messages

### Recruit Top Talent With Confidence

AACSB's principles-based accreditation standards mean that schools can adapt their programs to the demands of an ever-changing business landscape, ensuring that graduates are equipped with the knowledge and durable skills to tackle the toughest challenges and opportunities of today, and tomorrow.

### Upskill Your Employees

You can turn to AACSB-accredited business schools for training and development needs, or partner with them to advance industry insights. With top-tier faculty who are eager to learn and share, accredited schools offer collaborative opportunities in curriculum and research that can benefit employees, businesses, and entire industries.

### Future-Proof Your Success

When you recruit from AACSB-accredited schools, C-suite executives can rest assured that they are hiring qualified applicants for their next role and engaging the next generation of bold business leaders.

## Key Insights

- 📌 **73 percent** of the CEOs representing Fortune 100 companies and **75 percent** of the top-paid CEOs at S&P 500 companies have a business degree from an AACSB-accredited school.<sup>9</sup>
- 📌 With only **6 percent** of the world's schools having achieved AACSB accreditation, you are partnering with the best business schools in the world, globally recognized for excellence in teaching, research, and a commitment to positive societal impact.<sup>10</sup>
- 📌 AACSB accreditation emphasizes **quality education, faculty qualifications, and continuous improvement**, ensuring that students gain critical skills, such as leadership, analytical thinking, and global business awareness.

<sup>9</sup> AACSB International, 2024.

<sup>10</sup> Ibid., 2023.

# Businesses and Employers



## Community Stories

“We are not hiring people to do the same thing for the next 30 years. . . . If you do not have the ability to learn, relearn, reskill, and upskill, you are at a significant disadvantage in today’s world.”

—Roy Matthew

National Practice Leader, Higher Education, Deloitte

“Graduates from AACSB-accredited business schools have received a quality education, possess diverse skill sets, embrace a global perspective, and exhibit a continuous learning mindset. They bring tremendous value to our organization, contributing to our success and growth.”

—Austin Okere

Founder of CWG Plc and Member of AACSB’s Business Practices Council

“As an accreditation board, AACSB ensures that member institutions stay current with the evolving complexities of the business landscape. They provide institutions with the latest standards in imparting knowledge and sustainability values, ensuring that students are well equipped to offer optimal value to their employers and organizations.”

—Deborah Caplan

EVP Human Resources, NextEra Energy

### Looking to add your own stories? Ask employers who recruit on campus:

- What unique leadership **qualities** do you notice in our graduates?
- What **skills** do our graduates reliably bring to your business?
- What set of **values** do our graduates bring to your business?



# University Leadership



## Key Messages

### **Attract Top Students, Faculty, and Funding**

AACSB accreditation elevates the quality and global recognition of your business school's brand. It signals a commitment to high-quality instruction, impactful research, relevant and timely curriculum and programs; opens partnership opportunities with other accredited business schools; and demonstrates a commitment to positive societal impact—attracting the best and brightest to your academic community. AACSB accreditation also attracts donor support to increase the financial sustainability of your institution.<sup>11</sup>

### **Build Impactful Partnerships**

By tapping into a global network of prestigious business schools and employer partners, your school can explore innovative approaches to curriculum development, uncover industry trends, and develop advocacy opportunities that advance the value of business education.

### **Stay Flexible, Stay Current**

AACSB connects you to the needs of business and society, providing guidance and insights on skills needs and gaps to ensure your graduates are ready to create impact.

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<sup>11</sup> Trapnell, 2007; Bryant, 2013.

# University Leadership



## Key Insights

- ▶ AACSB initial accreditation **boosts student enrollment**,<sup>12</sup> both in business undergraduate and graduate programs.<sup>13</sup>
- ▶ AACSB accreditation strongly **contributes to a business school's ability to survive in a highly competitive environment**.<sup>14</sup> Schools take the opportunity to refine their missions, markets, and strategies to stand out from the crowd.<sup>15</sup>
- ▶ AACSB-accredited schools **generate more research grants and cited works**,<sup>16</sup> as well as enjoy greater:
  - Assets
  - Equipment
  - Revenue generation
  - Instructional resources
  - Faculty salaries<sup>17</sup>
  - Faculty funding for academic and professional conferences<sup>18</sup>
- ▶ AACSB accreditation **enhances CPA exam pass rates**, as students from these schools achieve higher pass rates and require fewer attempts to pass.<sup>19</sup> The rigorous standards and quality of resources required for this accreditation substantially help prepare students for the CPA exam.<sup>20</sup>
- ▶ Each year AACSB highlights **Innovations That Inspire**, showcasing the **impactful solutions** coming from its member business schools globally.

<sup>12</sup> Womack and Krueger, 2015.

<sup>13</sup> Alajoutsijarvi et al., 2018; Ito, 2022; Okulova and Shakina, 2022; Trifts, 2012.

<sup>14</sup> Al Shraah et al., 2023; Nigsch and Schenker-Wicki, 2013.

<sup>15</sup> Zammuto, 2018.

<sup>16</sup> Faria and Mixon, 2022; Iossifova, 2008; Kuo et al., 2017.

<sup>17</sup> Brink and Smith, 2012.

<sup>18</sup> Prasad et al., 2019.

<sup>19</sup> Lindsay and Campbell, 2003; Howell and Heshizer, 2008.

<sup>20</sup> Myers et al., 2008; Cordis and Muzatko, 2020.

# University Leadership



## Community Stories

“ AACSB accreditation ensures that business schools meet the highest standards of excellence in teaching, research, curriculum development, and learner success. This accreditation is not just a reflection of the institution’s commitment to quality but also a significant assurance to students and employers of the value and relevance of the education provided.”

—Lily Bi

President and CEO, AACSB International

“ Achieving AACSB accreditation is a mission-driven, rigorous process that includes an in-depth assessment of internal activities, mentorship with an AACSB advisor, and a peer-reviewed evaluation focused on continuous improvement. This commitment is a true reflection of each school’s dedication not only to its students, alumni network, and greater business community—but to society as a whole.”

—Stephanie Bryant

Executive Vice President, Chief Accreditation Officer, and Managing Director of the Americas, AACSB International

### Looking to add your own stories? Ask your academic community:

- How can our business school **work across** other disciplines within our institution to solve the challenges of business and society?
- How can faculty and university leadership further **respond** to AACSB’s commitment to high-quality teaching and research?
- What university **resources** have become available to you as a result of AACSB accreditation?

# Government

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## Key Messages

### **Increase Access to Quality Business Education**

Through accreditation, AACSB becomes your partner for elevating the quality of business schools in your region, ensuring you have the talent and research to grow your economy, strengthen your communities, and accelerate business innovation.

### **A Reliable Partnership for Quality Assessments**

AACSB is here to help you hold your local business schools accountable for quality offerings by ensuring that they meet the evolving standards of a top-tier global business education.

### **A Path to Continuous Improvement**

When developing a national plan for the continuous improvement of education, you can rely on AACSB to offer clear guidance and execution.

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## Key Insights

- ▶ AACSB has **alliances with ministries of education and accrediting organizations** in more than 20 countries.
- ▶ AACSB actively collaborates with mission-aligned global organizations like PRME, UNESCO, ACCA, and others to advance access to quality business education.

# Government



## Community Stories

“Our partnership with AACSB International marks a significant step forward in advancing business education in Qatar. This collaboration directly supports our commitment to academic excellence, as outlined in our recently established institutional accreditation standards. By joining hands with AACSB, we are set to enrich our learning environments and ensure that our future business leaders are equipped with the knowledge and skills needed to thrive in an ever-evolving global economy.”

—Mazen Hasna

Chairman, National Committee for Qualifications and Academic Accreditation, Qatar

### Looking to add your own stories? Ask governments you've partnered with:

- How has partnership with AACSB impacted the **quality** of your region's business programs?
- What **skills** are necessary for business leaders to succeed in your region?
- How have graduates of AACSB-accredited schools **helped** drive your society and economy forward?

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