

PROGRAMME.

ACCREDITATION FORUM

2020

05 – 09 OCTOBER 2020

#AF2020



ASSOCIATION
OF
AMBA^S
BE IN BRILLIANT COMPANY



BUSINESS GRADUATES
ASSOCIATION
LEADERS NEVER STOP LEARNING



INTRODUCING THE AMBA & BGA ACCREDITATION FORUM 2020

► Paul Thurston, Conference Producer, AMBA & BGA

We would like to welcome you to the virtual AMBA & BGA Accreditation Forum taking place from 05 – 09 October 2020.

This digital event will take place over one week, incorporating interactive webinar sessions hosted by leading thinkers in business education as well as a variety of podcasts and a virtual exhibition.

Our Accreditation Forum is designed to support AMBA accredited Schools in preparing for their re-accreditation as well as candidate Schools hoping to join the prestigious AMBA-accredited Business School network. The programme includes cutting-edge and best practice ideas and insights for you to learn from, in addition to virtual networking opportunities through which you can discuss and exchange accreditation-related experiences and ideas with executives from other leading Business Schools around the world.

WELCOME FROM THE CONFERENCE PRODUCER



MONDAY

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05

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PROGRAMME.
SCHEDULE

PRE CONFERENCE WORKSHOP

15:00 – 16:30 BST

Achieving a robust learning outcomes process that encompasses key competencies

Speakers

Christina Perry

Project Portfolio Manager, Peregrine Global Services

Paul Mallette

Director of EMEA Operations, Peregrine Global Services

MONDAY

TUESDAY

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06
OCTOBER
2020

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PROGRAMME.
SCHEDULE

Session 1

10:00 – 11:00 BST

Understanding the accreditation process

Speaker

Mark Stoddard

Director of Accreditation and BGA Services, AMBA & BGA

Session 2

14:00 – 15:00 BST

The accreditation journey for Business Schools
– examples from newly accredited / recently re-accredited institutions

Chair: Mark Stoddard

Director of Accreditation & Director of BGA Services, AMBA & BGA

Panelists

John Da Silva Luiz

Professor of International Management
University of Sussex Business School

Lisa McAllister

Director of Accreditations and Quality, Excelia Business School

Shannon Reid

Strategic Initiatives Analyst, Olin Business School,
Washington University

Session 3

15:30 – 16:30 BST

Interactive networking session

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WEDNESDAY

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07

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PROGRAMME.
SCHEDULE

WEDNESDAY

Session 4

10:00 – 11:00 BST

Maximising chances of accreditation success and the role of the accreditation panel

Chair: Steef van de Velde

Board Member and Chair, IAAB, Professor of Operations and Management, Rotterdam School of Management, Erasmus University (RSM)

Panellists

Michele O'Dwyer

Director of Executive MBA, Kemmy Business School, University of Limerick

Leila Triki

Dean, Mediterranean School of Business, South Mediterranean University

Session 5

14:00 – 15:00 BST

AMBA & BGA joint accreditation

Chair: Mark Stoddard

Director of Accreditation & Director of BGA Services, AMBA & BGA

Panellists

Percy Marquina

Director General, CENTRUM PUCP Business School

Hanna-Leena Pesonen

Dean and Professor of Corporate Environmental Management, University of Jyväskylä School of Business and Economics

Session 6

15:30 – 16:30 BST

Online and hybrid instruction are here to stay

Speakers

Paul Mallette

Director of EMEA Operations, Peregrine Global Services

THURSDAY

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08
OCTOBER
2020

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PROGRAMME.
SCHEDULE

Session 7

11:00 – 12:15 BST

Current and future trends in business education

Chair: George Iliev

Strategic Projects and Innovation Director and China Director,
AMBA & BGA

Panellists

Martin Boehm

Dean, IE Business School

Anju Seth

Director, Indian Institute of Management Calcutta, and Board Member,
AMBA & BGA

Francisco Veloso

Dean, Imperial College Business School

Lin Zhou

Dean of The Chinese University of Hong Kong (CUHK) Business School
and Choh-Ming Li Professor of Economics

Session 8

14:00 – 15:00 BST

Triple Crown accreditation

Chair: Andrew Main Wilson

CEO, AMBA & BGA

Panellists

Patti Brown

MBA Director, ESSEC Business School

Chris Healy

Head of MBA Marketing & Recruitment,
Alliance Manchester Business School

Rajendra Srivastava

Dean and Novartis Professor of Marketing Strategy and Innovation,
Indian School of Business

Samantha Walbrugh-Parsadh

Head of International Affairs,
University of Stellenbosch Business School

POST-CONFERENCE WORKSHOP

15:30 – 17:00 BST

Business Graduates Association (BGA) Accreditation Workshop

Speaker

Victor Hedenberg

Business Development Manager, AMBA & BGA

THURSDAY

FRIDAY

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09

OCTOBER

2020

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PROGRAMME.
SCHEDULE

INSIGHT SESSION: your questions answered

10:30 – 12:00 BST

During this interactive session we will address all the unanswered questions from previous sessions throughout the forum, while giving you the opportunity to network with fellow delegates and AMBA accreditation experts.

FRIDAY

PRE-CONFERENCE WORKSHOP: Achieving a robust learning outcomes process that encompasses key competencies

The accreditation journey is a learning process for Business Schools. There are multiple opportunities to improve the quality of academic programmes at every step of the way, and this continues once a School is accredited.

Having a clear, well-defined, and rigorous learning outcomes process is essential in achieving and maintaining AMBA accreditation. Developing, implementing, and assessing programmatic learning outcomes that encompass both business fundamentals and essential business competencies remains one of the biggest challenges Schools encounter.

This workshop will take a hands-on approach in exploring how to create a robust learning outcomes process that will enable a Business School to not only meet AMBA's standards, but also improve quality throughout the institution. Topics under discussion will centre on tools, techniques, and best practices for ensuring that business fundamentals and 'soft skills' are developed, assessed, and improved.

SPEAKERS

Christina Perry
Project Portfolio Manager,
Peregrine Global Services

Paul Mallette
Director of EMEA
Operations, Peregrine
Global Services

SESSION 1: Understanding the accreditation process

This session will give you an overview of the very latest AMBA accreditation processes, including costs, time scales and logistics.

SPEAKER

Mark Stoddard
Director of Accreditation
and BGA Services,
AMBA & BGA

SESSION 2: The accreditation journey for Business Schools – examples from newly accredited / recently re-accredited institutions

Newly accredited and newly re-accredited Business Schools will talk through their accreditation experience, giving insights into how they managed the accreditation process as well as tips and advice that can provide help to others.

SPEAKERS

John Da Silva Luiz
Professor of International
Management, University
of Sussex Business School

Lisa McAllister
Director of Accreditations
and Quality, Excecia
Business School

Shannon Reid
Strategic Initiatives
Analyst,
Olin Business School,
Washington University

Mark Stoddard
Director of Accreditation
and BGA Services,
AMBA & BGA

SESSION 3: Interactive networking session

Join your fellow Accreditation Forum delegates for a virtual networking session; during which you will have a chance to meet with old contacts and new; discuss trends and issues in business education, debate challenges and opportunities and take part in one to one chatrooms for private introductions.

SESSION 4: Maximising chances of accreditation success and the role of the accreditation panel

Experienced AMBA assessors and panel chairs will highlight the small details that can make a difference in ensuring that your School is presented in its best light during the accreditation process. Factors and questions covered will include the best way to compile your documentation, hotel and travel arrangements, what makes a good base room and what is the most effective approach to discussion sessions with the accreditation panel.

SESSION 5: AMBA & BGA joint accreditation

The Business Graduates Association (BGA) is AMBA's most significant new product launch in more than 30 years. Learn about BGA's membership, validation and accreditation opportunities and criteria, as well as how you can attain BGA accreditation for your entire Business School, at the same time as your next AMBA accreditation.

SPEAKERS

Michele O'Dwyer
Director of Executive MBA, Kemmy Business School, University of Limerick

Leila Triki
Dean, Mediterranean School of Business, South Mediterranean University

Steeff van de Velde,
Board Member and Chair, IAAB, Professor of Operations and Management, Rotterdam School of Management, Erasmus University (RSM)

SPEAKERS

Percy Marquina
Director General, CENTRUM PUCP Business School

Hanna-Leena Pesonen
Dean and Professor of Corporate Environmental Management, University of Jyväskylä School of Business and Economics

Mark Stoddard
Director of Accreditation and BGA Services, AMBA & BGA

SESSION 6: Online and hybrid instruction are here to stay

In view of the lightning speed at which digital transformation is currently progressing in higher education, Business Schools understand that online and hybrid forms of instruction are here to stay.

However, delivering effective and engaging curriculum content is a big challenge – one cannot simply take what works in a traditional campus-based programme and replicate it online. Solutions are needed to fill the gaps in online curricula and ensure that learners achieve the intended outcomes. It's also important to secure the academic freedom of faculty members and the flexibility they need in order to be successful.

This session will explore the Peregrine Global Services Leading-Edge-Learning modules created in response to the demand for quality, online educational content. With the focus on flexibility and engagement, these modules provide institutions with a wide range of high-quality options covering business competencies that include: critical thinking/problem solving; oral/written communications; teamwork/collaboration; digital technology; leadership; professionalism/work ethic; career management; and global/intercultural fluency.

SESSION 7: Current and future trends in business education

This interactive panel session, featuring four distinguished deans from Europe and Asia, will focus on the future of management education; the impact of the Covid-19 pandemic; and the shifting tectonic plates resulting from the rising tsunami of online education and generational changes in student preferences, employer expectations, and technological advances.

It will pose the question: is management education ripe for disruption and can it emerge as the champion of the higher education overhaul, thanks to its close links with business, entrepreneurship and the real economy?

SPEAKER

Paul Mallette
Director of EMEA Operations, Peregrine Global Services

CHAIR

George Iliev
Strategic Projects and Innovation Director and China Director, AMBA & BGA

PANELLISTS

Martin Boehm
Dean, IE Business School

Anju Seth
Director, Indian Institute of Management Calcutta, and Board Member, AMBA & BGA

Francisco Veloso
Dean, Imperial College Business School

Lin Zhou
Dean of The Chinese University of Hong Kong (CUHK) Business School and Choh-Ming Li Professor of Economics

SESSION CONTENT

SESSION CONTENT

SESSION 8: Triple Crown accreditation

Hear from a selection of 'triple crown' accredited Schools about how they manage their accreditation processes successfully, working with a range of accreditation bodies.

This session will cover practical tips, techniques and strategies used in order to secure – and retain – multiple accreditations, as well as ideas on how to use these accreditation to maximum effect in terms of marketing, public relations, recruitment and industry collaboration.

CHAIR

Andrew Main Wilson
CEO, AMBA & BGA

SPEAKERS

Patti Brown
MBA Director, ESSEC
Business School

Chris Healy
Head of MBA Marketing
& Recruitment, Alliance
Manchester Business
School

Rajendra Srivastava
Dean and Novartis
Professor of Marketing
Strategy and Innovation,
Indian School of Business

**Samantha Walbrugh-
Parsadh**
Head of International
Affairs, University of
Stellenbosch Business
School

POST-CONFERENCE WORKSHOP: Business Graduates Association (BGA) Accreditation Workshop

While AMBA accreditation focuses on postgraduate business education at a programme level, BGA accreditation assesses the full Business School or institution. BGA utilises a peer-review quality assurance process that examines a range of business programmes, including certificate and online courses. The criteria are based on the three themes of positive impact, responsible management, and lifelong learning.

The workshop is ideal for Business School professionals who are:

- considering undergoing BGA accreditation
- BGA member Schools preparing for BGA accreditation
- seeking an understanding of the role of BGA accreditation as a quality assurance mechanism for Business Schools
- seeking an in-depth understanding of BGA accreditation.

The workshop content will be led by BGA accreditation experts who will share their knowledge and insights, and will cover the following:

- the structure of BGA's accreditation process
- what it takes to make an accreditation submission successful
- understanding BGA mentorship and its role in accreditation
- typical challenges Business Schools face – and the role of accreditation in providing solutions
- marketing and communicating your accreditation to key audiences.

SPEAKERS

Victor Hedenberg
Business Development
Manager, AMBA & BGA

INSIGHT SESSION: Your questions answered

During this interactive session we will address all the unanswered questions from previous sessions throughout the forum, while giving you the opportunity to network with fellow delegates and AMBA accreditation experts.

SPEAKERS

Panelists and speakers from the previous sessions will have the opportunity to network with delegates.



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