

Beginning the journey towards AMBA accreditation

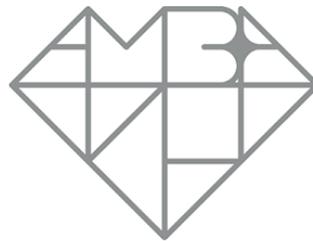
# **BEGINNING THE JOURNEY TOWARDS AMBA ACCREDITATION: A THREE-DAY WORKSHOP**

**Presented By:**



**PEREGRINE**  
— GLOBAL SERVICES —

**In Partnership With:**



ASSOCIATION  
OF  
**AMBA**  
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## **Overview**

How do we know that the higher education we provide today as Business Schools meets or exceeds the expectations of all stakeholders, including students, faculty, employers, regulatory agencies, and internationally recognised accreditation organisations like AMBA?

What policies, practices, procedures, and leadership concepts are in place to ensure that the academic institution is meeting all of its obligations relative to quality, or at least a plan that is clearly understood which states what activities need to be undertaken for continuous improvement and achieving high quality?

Answers to these key strategic questions will be provided during this dynamic and interactive three-day workshop on *Beginning the journey towards AMBA accreditation*.

By using real-world examples based on the best practices and lessons learned from more than 500 academic institutions from throughout the world, delegates will explore and explain the essential elements and principles associated with academic quality and programmatic accreditation. All participants will be involved in developing clarity regarding their specific aims for quality, AMBA accreditation, and excellence in higher education.

Stakeholders at all levels are increasing their demands for quality assurance in higher education. Through this workshop, participants will learn what their academic institutions need to do in order to address these demands, provide the highest quality educational experience, prepare for AMBA accreditation, and complete the transformation of the institution into a truly world-class centre of academic excellence.

This workshop is specifically designed for aspiring higher education institutions to determine what they need to accomplish to become eligible to pursue AMBA accreditation. At the end of the workshop, delegates will have a comprehensive action plan to overcome any remaining challenges so that they may pursue AMBA accreditation.

## Beginning the Journey Towards AMBA Accreditation

This is a hands-on workshop during which the facilitators will guide participants through a series of exercises designed to develop the strategic framework that the institution will use towards pursuing AMBA accreditation.

Key topics for this workshop include:

- Defining your institution's mission, vision, and values
- Leadership and strategic planning
- AMBA accreditation principles
- Quality assurance
- Internationally recognized program and institutional accreditation
- Student Learning - learning outcomes management and assessment
- Preparing action plans

The recommended participants for this programme include individuals involved in activities related to quality assurance, both academic and operational, for higher education organisations. This should include programme managers, department chairs, deans, directors, and other key leaders who will be involved in the accreditation process.

Workshop learning objectives include:

1. Understanding how assessment of educational courses and programs is used to achieve higher education goals, objectives, and learning outcomes.
2. Understand the strategic context of operational and learning assessment in global higher education.
3. Appreciate the quality assurance processes within global higher education.
4. Identify and use different measures for the identified learning outcomes at the course, programme, and institutional levels.

5. Develop a comprehensive strategic plan for AMBA accreditation based on the mission, vision, and values of the organisation.

The key to internationalisation of the higher education institution and AMBA accreditation pertains to the areas of quality, assurance of learning, and leadership. Through a tailored agenda designed to respond to participants' needs, this seminar will enable participants to gain valuable insights and meaningful results for achieving their desired outcomes.

By attending this programme, participants will:

- ✓ Improve the internationalisation of the higher education programmes and courses.
- ✓ Learn how to plan, develop, implement, and manage a learning outcomes assessment plan.
- ✓ Gain insights on leadership as it relates to higher education management.
- ✓ Learn how to apply values-based leadership for the participant's academic institution.
- ✓ Understand the requirements associated with AMBA accreditation.
- ✓ Understand and apply the totality of quality management for the higher education institution.

### **Session Mentors**

Two facilitators from Peregrine Academic Services will conduct the workshop. Facilitators include experienced senior leaders with extensive higher education experience from the US, Europe, Australia, Africa, Latin America, and Asia.

Brief biographies of the Peregrine's workshop facilitators and their office location are as follows. The workshop will be tailored to the hosting institution's needs. It can be repeated for the hosting institution or adapted to other interested institutions.

## Beginning the Journey Towards AMBA Accreditation



### **Olin O. Oedekoven, PhD (US)**

Dr Oedekoven has devoted his career to leading effective teams and improving performance in higher education through strategic planning, staff/faculty development, accreditation reviews, quality assurance, academic research, and governance. With a doctorate in business administration with specialisations in management and public administration from Northcentral University, a post-doctoral programme in human resource management, and his military experience leading more than 2,000 soldiers as Brigadier General in the Army National Guard, Dr Oedekoven has more than 35 years of senior leadership, education, and academic experience through service in both the public and private sectors. Dr Oedekoven is the President and CEO of Peregrine Academic Services and the Peregrine Leadership Institute.



### **William Parrott, MA (US)**

For more than 30 years, William (Bill) Parrott has worked in quality assurance and academic program development. Bill is an expert in the implementation of continuous improvement including program assessment. Before joining our team, Bill spent 13 years with International Assembly for Collegiate Business Education (IACBE). Bill has travelled to over 200 institutions of higher learning and reviewed 1,000+ degree programmes in more than 20 countries and within the US. Bill has reviewed accreditation documents, developed new academic programs, updated existing programs, and consulted with program administrators to enhance their ability to accomplish their goals.



### **Paul Mallette, MBA (France)**

Paul has more than 30 years of experience in higher education in both teaching and administrative positions, including the higher education quality assurance work where he specialised in business program accreditation, in the US, Europe, the Middle East, and Asia. In addition to his teaching and quality assurance work, Paul has served as Director of Training at International Masters Publishers in Paris and Director of Admissions at Clark University's Graduate School of Management in Worcester, Massachusetts. A native of Boston, he received his Bachelor of Science degree from Boston University, his MBA from Clark University, and a Certificate of Management Studies from Harvard University's Division of Continuing Education.

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	<p><b>Clarice Tate, MBA, MEd (US)</b></p> <p>Clarice Tate has more than 20 years combined experience in the public and private sectors, including non-profit organizations, primarily focused on business development, consulting, research, and administration. Within the education sector she served as a secondary classroom teacher and higher education administrator. Her higher education experience includes accreditation management, human resource management, and project management. She holds a Master of Education from Coppin State University and Master of Business Administration from the Smith School of Business, University of Maryland College Park.</p>
	<p><b>Mick Thomas, MA., SPHR (Australia)</b></p> <p>Mick has over 30 years of experience in both the public and private sectors with both for-profit and non-profit organisations. His responsibilities have included organisational leadership, quality and continuous improvement, project and people management, HR management, university administration, research and development, and environment, health and safety. Mick holds a Bachelor of Engineering and a Master of Arts in organisational management as well as professional certifications from the Society of Human Resource Management, the American Society of Training and Development, and is Six Sigma certified.</p>
	<p><b>Deborah Robbins, MPA, SPHR, SHRM-SCP (US)</b></p> <p>Debbie has more than 30 years of experience within nearly every organisational level of higher education and business from faculty/first-line employee to senior leadership. She has worked in the public sector, private sector, and with non-profit organisations. Her specialisations include workforce development, strategic planning, and operations management. She holds a Bachelor of Science degree in personnel management and industrial relations and a Master of Public Administration from the University of Wyoming.</p>
	<p><b>Doug Gilbert, JD, DBA (US)</b></p> <p>Doug Gilbert has held a range of leadership positions in the private sector, in academia, and in U.S. federal and local government. He has worked in the legal profession, industry, and management consulting, including several international leadership roles at Novartis AG, in Basel, Switzerland, and strategy and transformation consultant for Ernst &amp; Young and Gemini Consulting in life sciences and biotech. He was also an attorney law clerk for the Hon. Warren K. Urbom, Chief Judge of the U.S. District Court in Nebraska. Doug holds a Juris Doctorate from the University of Iowa, an MBA from IMD in Switzerland, and a Doctor of Business Administration from the University of Phoenix.</p>

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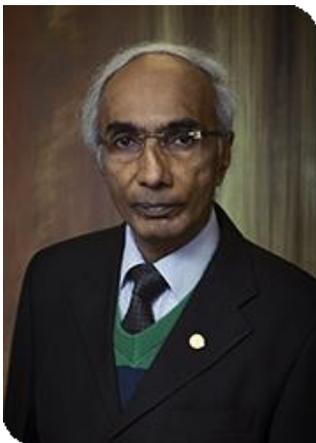
### **Dominique Bert (Switzerland)**

Dominique has worked in international higher education for over 25 years, contributing to the internationalisation of Schools and the constant improvement of their academic standards. As Executive Director for the American Business School of Paris for more than five years, she worked to improve programmes for academic and operational excellence to meet international and French accreditation requirements. She also served during two terms the IACBE board of directors, carrying out site visits for prospective schools interested in obtaining the IACBE accreditation and represented the European schools within the organisation. Her mission is to provide students with opportunities to succeed in a global market, no matter what their nationality, country of origin or field of study.



### **Günther Singer, PhD (Austria)**

Dr Singer is specialised in the areas of human resource management, change and performance management as well as the accreditation of institutions in higher education. In his career he held various positions: CEO, Provost, Academic Director, Dean, Senior Researcher, Sales Manager, Regional Director Europe for a US accreditation organisation. He has been working internationally as a consultant to companies for 25 years. He designs and implements corporate change processes and supports them as a coach and management developer. As a lecturer he focuses on graduate and post-graduate courses.



### **Krishna Venkatesh, PhD (India)**

Dr Krishna has over 20 years' experience in the corporate sector including five years as the CEO of a conglomerate, and 18 years' experience as an academic leader and distinguished professor of strategy and international business. Krishna has a bachelor's degree in engineering, a master's degree in systems, a master's degree in business administration, and two doctoral degrees – one in project management and the second in strategy. Krishna has undergone advanced training in business intelligence, Analytics, and Knowledge Management at SAS Institute, US. He has conducted more than 50 executive training programmes for CXOs including 10 for Fortune 100 Companies.

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### **Annette Craven, PhD, CPA (USA)**

Dr Craven has more than 30 years of experience spanning the public, private, non-profit, higher education, and government sectors. Her experiences in the transportation, public accounting, health, telecommunications, and service industries covered a variety of levels from line employee to senior leadership. Regardless of sector or industry, Annette has always been a key player in strategic planning and problem resolution, particularly in companies experiencing mergers, acquisitions, or restructuring.

Annette holds a Bachelor of Science degree in Business Administration from College of the Ozarks in Branson, Missouri, a Master of Education in training and Development and a Master of Human Relations from the University of Oklahoma, and a PhD in administration and human communications from the University of Denver. She is also a certified Myers-Briggs administrator and a licensed certified public accountant. She served for more than a decade in state and federal Baldrige activities from examiner to team lead and trainer.

### **Fees**

The cost for this three-day workshop is \$29,000. AMBA member schools receive a 15% discount, resulting a workshop price of \$25,000. The workshop price includes two workshop facilitators plus travel to the host institution's city. The host institution will be responsible for workshop facility costs, local travel costs, lodging for the facilitators, and meals.

The workshop can be customized specific to the academic institution. If additional workshop days are needed, cost for each additional day is \$5,000.

### **Workshop Scheduling**

Workshop dates need to be scheduled at least three months in advance and in collaboration with Peregrine Academic Services.

Once the fees have been paid in advance of the workshop and the dates have been determined, Peregrine will send the institution a form to use to map the current institutional processes and products with the AMBA accreditation principles. This document must be completed at least 30 days prior to the workshop so that the form can be used to help customise the workshop towards the specific needs of the academic institution.

## WORKSHOP AGENDA, TOPICS, AND SUBJECTS

<b>Day One – LAYING THE FOUNDATIONS</b>		
<b>WHEN</b>	<b>TOPIC</b>	<b>DISCUSSION AREAS</b>
09:00 to 09:30	<b>Welcome and introductions</b>	<ul style="list-style-type: none"> <li>▪ Introduction of the facilitators and the participants</li> </ul>
9:30 to 11:00	<b>Your mission, vision, values</b>	<ul style="list-style-type: none"> <li>▪ Strategic alignment of your mission and vision</li> <li>▪ Clarifying your organisational values</li> </ul>
11:00 to 11:30	<i>Break</i>	
11:30 – 13:00	<b>SOAR analysis</b>	<ul style="list-style-type: none"> <li>▪ Strengths</li> <li>▪ Opportunities</li> <li>▪ Aspirations</li> <li>▪ Results</li> </ul>
13:00 to 14:00	<i>Lunch</i>	
14:00 to 15:30	<b>Strategic goals</b>	<ul style="list-style-type: none"> <li>▪ Review and develop and strategic goals</li> <li>▪ Implementation of goals -who when and how</li> </ul>
15:30 to 16:00	<i>Break</i>	
16:00 to 18:00	<b>AMBA accreditation principles</b>	<ul style="list-style-type: none"> <li>▪ Principle review</li> <li>▪ GAP analysis</li> </ul>

**Day Two - ASSURANCE OF LEARNING**

<b>WHEN</b>	<b>TOPIC</b>	<b>DISCUSSION AREAS</b>
09:00 to 09:30	<b>Review day one</b>	<ul style="list-style-type: none"> <li>▪ Review the key learning points and notes from the previous day</li> </ul>
09:30 to 11:00	<b>The assessment context</b>	<ul style="list-style-type: none"> <li>▪ What do you need to assess?</li> <li>▪ Operational assessment</li> <li>▪ Student learning assessment</li> </ul>
11:00 to 11:30	<i>Break</i>	
11:30 to 13:00	<b>Assessment planning</b>	<ul style="list-style-type: none"> <li>▪ Course-level assessment</li> <li>▪ Programme-level assessment</li> <li>▪ Institutional-level assessment</li> </ul>
13:00 to 14:00	<i>Lunch</i>	
14:00 to 15:30	<b>Assessment tools</b>	<ul style="list-style-type: none"> <li>• How do you assess?</li> <li>• Direct and indirect measure</li> <li>• Formative, normative, summative assessment</li> </ul>
15:30 to 16:00	<i>Break</i>	
16:00 to 18:00	<b>Using assessment results</b>	<ul style="list-style-type: none"> <li>• Identifying required changes and improvements</li> <li>• Strategies for making changes and improvements</li> </ul>

### Day Three – *PREPARING YOUR ACTION PLANS*

WHEN	TOPIC	DISCUSSION AREAS
09:00 to 09:30	<b>Review day two</b>	<ul style="list-style-type: none"> <li>▪ Day One: you started to learn what you need to do and day two: you learned how to assess those needs.</li> </ul>
09:30 to 11:00	<b>Goals – objectives – measures – metrics – targets</b>	<ul style="list-style-type: none"> <li>▪ How to implement identified need changes and improvements</li> <li>▪ Goals and objectives</li> <li>▪ Metrics and targets</li> </ul>
11:00 to 11:30	<i>Break</i>	
11:30 to 13:00	<b>Building the actions plans</b>	<ul style="list-style-type: none"> <li>▪ What is an action plan?</li> <li>▪ What are the pieces of an action plan?</li> <li>▪ Implementing the plans</li> </ul>
13:00 to 14:00	<i>Lunch</i>	
14:00 to 15:30	<b>Using the actions plans</b>	<ul style="list-style-type: none"> <li>▪ Monitoring the implantation of action plans</li> <li>▪ Assessing actions plans</li> <li>▪ Making needed changes to the plan</li> </ul>
15:30 to 16:00	<i>Break</i>	
16:00 to 17:30	<b>Ensuring unity of effort towards AMBA accreditation</b>	<ul style="list-style-type: none"> <li>▪ Communication, internal and external</li> <li>▪ Leadership in the process</li> <li>▪ Consultation in the process</li> </ul>
17:30 to 18:00	<b>Closing</b>	<ul style="list-style-type: none"> <li>▪ Wrap-up and workshop assessment</li> </ul>