



A M B A & B G A

ACCREDITATION FORUM

BARCELONA, SPAIN



Hosted by:

esade
RAMON LLULL UNIVERSITY

Business
School

MONDAY 14 NOVEMBER

14.00–14.30

Registration and networking

14.30–14.45

Welcome and introduction

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

Steef van de Velde, Chair, International Accreditation Advisory Board, AMBA & BGA

Josep Franch, Dean, Esade Business School, Ramon Llull University

14.45–15.45

Session 1: AMBA new criteria and accreditation updates

At the AMBA & BGA Global Conference 2022 in Lisbon, a quinquennial review of the AMBA accreditation criteria was announced.

In this session, find out how these new and improved accreditation criteria will impact your next assessment and ask any questions you may have about the updates.

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

Joseph Pilkington, Senior Accreditation Manager, AMBA & BGA

15.45–16.45

Session 2: Understanding the AMBA accreditation process

This session will give you in-depth information about AMBA's accreditation process.

In it, you will learn what to expect from your next accreditation assessment, as well as some tips and tricks to make the assessment visit as successful as possible.

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

Joseph Pilkington, Senior Accreditation Manager, AMBA & BGA



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16.45–17.15

Networking and refreshment break

17.15–17.45

Session 3: An overview of BGA and its quality assurance philosophy

The vision of the Business Graduates Association (BGA) is to be the leading global movement for responsible management, positive impact and lifelong learning. Its mission, meanwhile, is to ensure that business schools innovate and venture beyond conventional means of teaching.

The results and impact of that teaching are stressed in BGA's quality assurance process. This session will dive into why this quality assurance philosophy is more important in management education than ever before.

Victor Hedenberg, Business Development Manager, AMBA & BGA

17.45–18.15

Session 4: AMBA & BGA joint accreditation

How can you attain BGA accreditation for your entire business school at the same time as your next AMBA accreditation? Find out in this session.

Joseph Pilkington, Senior Accreditation Manager, AMBA & BGA

Victor Hedenberg, Business Development Manager, AMBA & BGA

18.30–23.00 (including travel time)

Networking dinner at Arenal Restaurant

Coaches will depart from Esade Business School, Ramon Llull University at 18.30 to take delegates to the restaurant.



TUESDAY 15 NOVEMBER

09.30–10.30

Session 5: The accreditation journey for business schools

Newly accredited and newly re-accredited business schools will talk through their accreditation experience in this session.

Their journeys will offer valuable insights into how the accreditation process can be managed, as well as tips and advice that can provide help to others.

Chair: **George Iliev**, Director of Strategic Projects and Innovation; Accreditation and China Director, AMBA & BGA

Panellist: **Oriol Amat**, Rector, Pompeu Fabra University

Panellist: **Álvaro de la Rica Aspiunza**, Dean, Deusto Business School, University of Deusto

Panellist: **Leila Guerra**, Vice Dean (Education), Imperial College Business School

Panellist: **Stéphanie Villemagne**, Chief Operating Officer for International Development, ESSCA School of Management

10.30–11.30

Session 6: Triple crown accreditation

Hear from a selection of 'triple crown' accredited schools in this session and learn how they manage their accreditation processes successfully, working with a range of accreditation bodies.

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

Chair: **George Iliev**, Director of Strategic Projects and Innovation; Accreditation and China Director, AMBA & BGA

Panellist: **Steeff van de Velde**, Chair, International Accreditation Advisory Board, AMBA & BGA

Panellist: **Joan Rodón Mòdol**, Vice Dean of Faculty and Research, and the incoming Dean, Esade Business School, Ramon Llull University

Panellist: **Leila Guerra**, Vice Dean (Education), Imperial College Business School

Panellist: **Stéphanie Villemagne**, Chief Operating Officer for International Development, ESSCA School of Management



ACCREDITATION FORUM 2022

11.30–12.00

Networking and refreshment break

12.00–13.00

Session 7: Innovation in education – the use of humour in education

Thoughtfully deployed humour can add a lot of value to business education. This session will showcase the work of TBS Education's David Stolin in collaborating with comedians and other creative professionals on creating humour-infused educational content.

Drawing on examples of his work over the past four years and sharing lessons learned, Stolin will argue that any concept can be helpfully explained through the use of humour and will provide pointers for doing so.

At the end of the session, the audience will be asked to suggest and then vote on a difficult-to-explain concept from the business school curriculum that they would like to see explained through humour. Stolin will subsequently produce and make publicly available an irresistibly funny educational video explaining this concept.

David Stolin, Professor of Finance, TBS Education

13.00–14.00

Networking lunch

