

# Obtaining Accreditation

..... Baccalaureate/Graduate Degree  
Schools and Programs



ACCREDITATION COUNCIL FOR  
BUSINESS SCHOOLS & PROGRAMS

11520 West 119th Street • Overland Park, Kansas 66213 USA • 913-339-9356 • [www.acbsp.org](http://www.acbsp.org)

A Process Book For Institutions Seeking  
Initial Accreditation

# THE PROCESS FOR OBTAINING ACCREDITATION

## BACCALAUREATE/GRADUATE DEGREE SCHOOLS AND PROGRAMS

Revised October 2014

This booklet provides information for schools considering pursuing accreditation with the Accreditation Council for Business Schools and Programs (ACBSP). It includes information about the process and the value of accreditation with ACBSP. A separate booklet available from ACBSP describes the process to maintain accreditation and to seek reaffirmation of accreditation. The accreditation process and the standards and criteria for accreditation continue to evolve as part of ACBSP's guiding principle of continuous improvement. The policies and procedures described in this publication are subject to change by the governing body responsible for approval of these changes. Please contact ACBSP offices or go to the ACBSP website, [www.acbsp.org](http://www.acbsp.org), to be certain this is the most recent version.

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# Introduction

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This introduction provides an overview of accreditation for those seeking to understand specialized accreditation. The contents can be especially valuable for those seeking to make the case for accreditation on their campus. Readers seeking to move immediately to content describing the steps in the process of obtaining accreditation should go to page nine.

## Distinctions Between Institutional and Specialized Accreditation

Accreditation is the process by which an institution voluntarily undergoes an independent appraisal of its education activities. There are two types of accreditation: ① institutional and ② specialized.

Institutional accreditation is typically provided by one of the six regional accrediting organizations for schools in the United States. Some schools within the U.S. and outside the U.S. may have their institutional accreditation from a national organization such as the Accrediting Council for Independent Colleges and Schools (ACICS) or the Distance Education and Training Council (DETC). For schools outside the United States, the national or regional government will often recognize the institution and give the authority for that institution to grant degrees.

ACBSP is a specialized accrediting organization that reviews the quality and integrity of business degree programs. In addition to accreditation of all business programs, ACBSP also offers separate accreditation of accounting programs. Accreditation in accounting is optional and separate, and requires the business unit to establish and maintain business accreditation. It does not imply the accounting program is not accredited as part of the accreditation of business programs, but demonstrates that the accounting program has met additional standards. Accreditation by ACBSP is based on an independent evaluation of an institution's business school programs by a group of professionals which includes faculty and academic administrators in the field of business education.

In order to pursue ACBSP accreditation, an institution must be accredited by one of the six regional accrediting organizations. Institutions outside the United States must present, with the application for membership, a certified translation of an official document from an appropriate government organization in their country stating recognition, accreditation, and/or their right to grant degrees. This documentation and additional justification of quality, such as accreditation by national and international accrediting bodies or quality assurance organizations, may be required upon entering candidacy. ACBSP does not offer membership or specialized accreditation to institutions with national accreditation such as that offered by DETC or ACICS.

## Inputs, Activities and Outcomes

The educational quality of a business school or program (hereafter referred to as "business unit") is determined by a variety of inputs into the educational process, the educational activities related to the teaching/learning process and the outcomes of these processes. Following are some examples:

- Examples of inputs to the educational process include faculty, students, facilities, support services, financial resources, organizational structure and skills in management of the school or program.
- Examples of educational activities related to the teaching/learning process include teaching by faculty, learning by students, student advising, improvement in quality of teaching and learning resources and institutional acquisition and development of knowledge through faculty study, consulting and research.
- Examples of outcomes include employers' evaluation of graduates, specialized test scores, student projects, student placement, surveys of graduating seniors and alumni surveys.

These examples are not intended to be all inclusive. There are many other types of input, activities and outcomes.

Over a period of years, the institutional and specialized accreditation process has shifted from an emphasis on input contained in a prescriptive process to a greater emphasis on activities and outcomes contained in an outcome-based assessment process.

## Perception of Accreditation by the Public

Often the accreditation process is not well understood by the general public. To some, it is merely a rating process that classifies institutions and programs as excellent, average or poor. This is an erroneous perception. Instead, accreditation is a means of assuring students, parents and the business community that those business schools and programs that are accredited have met rigorous criteria that indicate a high and acceptable level of educational quality.

Accreditation does not mean that every course, concentration or major in a business degree program is of comparable quality. It does mean that no concentration or major is so weak in context as to jeopardize the overall quality of the business unit.

## Value of Specialized Business Accreditation

Institutional accreditation is carried out by regional or national accrediting bodies. It is considered essential by viable institutions to ensure access to state and federal funding, establish credibility to the public and to apply for specialized accreditation. Specialized accreditation in certain health care and other professional degrees is essential since state licensure or certification generally requires graduation from an accredited school or program. Such a mandate does not exist for business schools and programs. The value is instead found in other sources.

For the business unit, the pursuit of accreditation reinforces a commitment to continuous improvement, innovation and scholarship. The process of preparing an accreditation self-study enhances the focus on quality of student learning and renews a commitment to the educational mission. Both the self-study and required reporting mechanisms provide the impetus for identifying strengths and weaknesses and a forum for review and analysis of the business unit. The accreditation process brings discipline to continuous improvement, provides access to members of peer institutions that have experience in carrying out this process, and provides additional support through staff, commissioners and regional and national conferences.

The recognition of effective business units through accreditation contributes to a more positive review by regional accreditors, as specialized accreditation is a confirmation of quality programming in specific divisions. ACBSP accreditation promotes an outcomes assessment process that is a valued emphasis for regional accreditors linking goals, activities and outcomes. ACBSP recommends the process of specialized accreditation be timed to immediately precede or follow regional accreditation since data prepared as part of one process may be used in the other process.

Accreditation provides prestige and credibility to an institution seeking funding resources from donors, foundations and governments. In some states, accredited status counts heavily in performance-based funding where state and federal governments have increased their emphasis on outcomes assessment process, linking goals, activities and outcomes rather than inputs. Accreditation status should be referenced when submitting budgets, grant proposals and course/program proposals.

Businesses are familiar with, and actively engage in, activities related to the Baldrige Performance Excellence Program continuous improvement processes, Total Quality Management, and the ISO 9000 Standards. ACBSP accreditation is based on the Baldrige Education Criteria for Performance Excellence. Businesses appreciate knowing such a process exists for the destination of their charitable funding and the source of their employees.

While Baldrige is a U.S.-based program, similar quality programs are offered by governments or NGO's in other countries. Members outside the United States may make comparisons between the ACBSP accreditation process and these quality programs in their conversations with key stakeholders. This list is not meant to be all inclusive, but to provide an idea of what quality management tools are available on a global scale:

Latin American Quality Institute — <http://www.laqi.org/index.html>

Institute for Promoting Total Quality in Mexico — <http://competitividad.org.mx/>

Confederation of Indian Industry (CII) - Institute of Quality — <http://www.cii-iq.in/>

European Quality Award — <http://www.efqm.org/en/>

British Quality Award — <http://www.bqf.org.uk/>

Canadian Quality Award — <http://www.nqi.ca/>

Deming Prize of Japan — <http://deming.org/>

ISO (International Organization for Standardization) is the world's largest developer and publisher of International Standards. ISO is a network of the national standards institutes of 159 countries. ISO is a non-governmental organization that forms a bridge between the public and private sectors. Additional information on ISO can be found at <http://www.iso.org/iso/about.htm>.

Accreditation leads to more successful articulation of business credits. When creating articulation agreements, the presence of accreditation ensures the agreement will be with a program that has an emphasis on quality and continuous improvement and discussion can move directly to details of the agreement. In pursuing advanced degrees, courses and credits are more generally accepted from accredited programs.

When national peers have validated a program, accreditation provides a sense of pride within the business faculty and staff. Faculty members at accredited institutions are provided opportunities to keep current in quality procedures through seminars such as Baldrige training. Accreditation provides professional development and leadership opportunities for faculty and administrators in development of outcome assessments and in conducting site visits to other institutions.

Accreditation creates guidelines for faculty credentials, which leads to higher standards in hiring, increased scholarly and professional activities and more focused faculty development decisions. Accreditation creates guidelines when structuring programs and provides a platform to share ideas and question the status-quo, leading to effective improvements. Again, the accreditation process provides structure and assistance with organizational development and continuous improvement as part of the management and leadership of the business unit.

All of the above attests to a business unit's high level of achievement in delivering quality education and thereby provides reliable guidance to:

- ① prospective students who plan to enroll in business degree programs
- ② employers who plan to hire the graduates of ACBSP accredited business schools and programs, and
- ③ faculty and administrators who are considering professional opportunities in seeking employment with the accredited business unit.

## Value of Accounting Program Accreditation

The separate accreditation of the accounting program is available only to institutions that currently have accreditation of the business unit or are seeking accounting accreditation concurrent with seeking business accreditation.

The National Association of State Boards of Accountancy (NASBA) presented alternatives for curriculum provisions, including ethics to a select joint panel of identified members of various stakeholder organizations, including NASBA, state boards of accountancy, American Institute of Certified Public Accountants (AICPA), state CPA societies, American Accounting Association, accrediting organizations, ethics experts and government regulators such as the Securities and Exchange Commission, Public Company Accounting Oversight Board, and the U.S. Government Accountability Office. As a result of their work, state boards of accountancy are being encouraged to adopt rules that allow students graduating from programs that have attained separate accreditation in accounting to receive less scrutiny of transcripts and to be determined to have met the recommended requirements to sit for the Certified Public Accountant (CPA) examination.

Nearly all of the benefits that exist for business accreditation apply to accreditation of the accounting program. It may be possible to secure funds needed to achieve this accounting accreditation through the financial support of an alumni graduate of the accounting program. If institutions should seek this funding, ACBSP can be helpful in outlining the costs and benefits for this case statement.

## Accreditation through ACBSP

ACBSP is devoted to promoting excellence in teaching/learning in higher education business schools and programs. It accomplishes this objective in part by providing assistance to institutions in their learning journey to become accredited.

The mission statements of ACBSP member institutions are recognized as quite diverse. Accordingly, the application of the accreditation standards for baccalaureate/graduate degree granting institutions takes into consideration the institution's mission and the mission of the business unit, and its ability to fulfill those missions. Mission-driven accreditation is widely supported and recognized by many constituents of institutions of higher education.

ACBSP is one of three accrediting bodies for business recognized by the Council for Higher Education Accreditation (CHEA). ACBSP promotes continuous improvement and recognizes excellence in the accreditation of business education programs around the world. The CHEA-recognized scope of accreditation for ACBSP is, "ACBSP accredits business, accounting, and business-related programs at the associate, baccalaureate, master, and doctorate degree levels worldwide."

ACBSP understands the need for faculty to support and be engaged in the accreditation process. ACBSP has created a variety of member benefits. These are available to all members of the faculty as individual members of ACBSP at no additional cost. The CEO/President/Rector/Director and chief academic officer of the institution are also individual members. ACBSP regional conferences, Teaching Excellence Award, the annual meeting and services on the website have a focus on teaching excellence that is of value to faculty. ACBSP is valued as a resource to faculty as well as a source for accreditation of the business unit.

### An Attitude and the Tools to Achieve Accreditation

Accreditation has been characterized in the past as a mountain that has been climbed by other institutions and those seeking accreditation must climb this mountain to achieve this status. Attitudes regarding accreditation have changed in recent years. The new attitude is that those institutions that have achieved accreditation should help and support those pursuing accreditation. ACBSP has implemented a number of avenues in which to assist those institutions pursuing accreditation. These include:

- ACBSP has adopted standards and criteria with measures that have a greater focus on outcomes, continuous improvement, Baldrige approach, respect for the mission of diverse institutions, and emerging issues such as business ethics.
- ACBSP permits the cost of accreditation to be allocated over a multi-year period to ease the financial impact of the accreditation process.
- ACBSP appoints a mentor at the beginning of the process, involving the business unit in this appointment process.
- ACBSP remains focused on success, ensuring the school or program is ready to move to the next step before continuing the process.
- With institutional approval, ACBSP permits schools in candidacy to have access to self-studies previously submitted by other institutions as examples for their work.

## Other Resources Available — Publications

In addition to this book which describes the process for obtaining accreditation, several other publications are referenced in this book and on the ACBSP website, [www.acbsp.org](http://www.acbsp.org).

- **Application for Candidacy for Accreditation Form and Cover Letter (Word document)** — These documents allow you to prepare and send the application form and letter without retyping from a printed or PDF document.
  - Application for Candidacy for Business Program Accreditation
  - Accounting Application for Candidacy for Accreditation
  - Application for Candidacy for Programs Outside the U.S. Without Regional Accreditation
- **Costs for Accreditation in Baccalaureate/Graduate Degree Schools** — This two-page document provides detailed budgeting and cost information for the accreditation process from start to finish.

- **Accreditation Standards and Criteria for Baccalaureate/Graduate Degree Schools** — This document presents the standards and criteria for institutions to demonstrate compliance with the accreditation standards. *Also available in Russian and Spanish.*
- **ACBSP Standards and Criteria for Demonstrating Excellence in Baccalaureate/Graduate Degree Accounting Programs** — This document is used by schools pursuing separate accreditation of the accounting program within the business school or program.
- **Preliminary Site Visit Questionnaire** — Members of the business unit complete this questionnaire. It is used to help all parties assess readiness of the business unit to initiate the self-study for this accreditation. *Also available in Spanish.*
- **Program Evaluators Self-Study Review Workbook** — This document is used by evaluators during the site visit to determine how well the institution meets the standards and criteria for accreditation. Institutions preparing their self-study can also use the document to make sure that they have adequately supplied the information needed to address all the standards.
- **The Process For Maintaining Accreditation — Baccalaureate/Graduate Degree Schools And Programs** — This is the companion piece to this publication. It describes the process for seeking reaffirmation of accreditation, important procedures to be followed while accredited and ways to promote the accredited status. *Also available in Spanish.*

## Other Resources Available — Annual Conference

**Annual Conference:** The Annual Conference is held in a major city in the United States every year during the month of June. The annual conference offers workshops on the accreditation process and content of accreditation standards and criteria, an opportunity to meet individually with ACBSP staff to discuss specific issues and questions and to meet with the mentor and members of the Board of Commissioners. At the conclusion of the process, representatives of the business unit will want to attend the accreditation banquet at the annual conference to receive the certificate of accreditation and to celebrate the achievement of accreditation. Some features of the conference include:

- **Pre-Conference Workshops:** Offered just prior to the Annual Conference, these sessions usually focus on accreditation process and standards, some of which may be offered during the conference (see the description below). This is an ideal way to learn more about changes in the accreditation process and reaffirmation if your schedule does not permit attending the conference or you want to attend other concurrent sessions during the conference.
- **Meeting of the Baccalaureate/Graduate Degree Commission:** This is the annual meeting of all Baccalaureate/Graduate Degree institutions, where business that relates to the accreditation process is conducted. This includes adopting changes in the standards, election of members to the Board of Commissioners, recognition of schools entering candidacy, and other business. All Baccalaureate/Graduate Degree members may attend and vote, regardless of their accredited status.
- **Accreditation Concurrent Sessions:** These educational tracks are offered during the Conference and focus on a review of the standards and criteria, best practices used by business units in achieving and maintaining accreditation, a review of the reaffirmation of accreditation process, and training sessions for site evaluators and mentors. The specific sessions offered may vary from year to year.
- **One-On-One Sessions:** Conference attendees may set appointments to meet individually with a member of the Board of Commissioners and/or staff during these 15- to 30-minute sessions. This is a time for your specific questions and discussions as you seek or maintain accredited status.
- **Accreditation Banquet:** This banquet includes the recognition of all schools that have achieved initial accreditation or have achieved reaffirmation of accreditation during the past year.
- **Networking Opportunities:** In addition to the networking that occurs during scheduled sessions, there are ample opportunities to set appointments with specific individuals involved in the reaffirmation process and visit exhibitors that offer services and products to assist you along the path toward maintaining accreditation.

## Other Resources Available — Regional Meetings

ACBSP membership is divided into geographic regions. Every year, each region conducts a meeting, typically in the fall. Many regional meetings include a presentation on the accreditation process by a member institution or by an ACBSP staff member. Both institutions seeking accreditation and those that are accredited benefit. Members may attend a meeting in another region. The cost to attend a regional meeting is often lower than the cost to attend the ACBSP Annual Conference.

Please check the Regions landing page at [www.acbsp.org](http://www.acbsp.org) for dates, locations and registration procedures for each regional meeting.

## Other Resources Available — Staff

The ACBSP staff is always available to assist individual business units that are considering accreditation or are in the process of accreditation. The staff includes a Director of Accreditation that leads the overall effort, Executive Liaison to the Baccalaureate/Graduate Degree Board of Commissioners, Assistant Director of Accreditation, Accreditation Manager, and the Accreditation Administrative Assistant. Other staff at the ACBSP office may be able to respond to your questions and requests for information.

### Accreditation Staff Roster as of January 2013



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# The Process for Obtaining Accreditation

## Baccalaureate/Graduate Degree Schools & Programs

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The introduction provided an overview of accreditation for those seeking to understand specialized accreditation. The remainder of this publication details the specific process for accreditation.

## Accreditation Policies

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### Accreditation Governance

The governance of the accreditation process for baccalaureate/graduate degree institutions is the primary responsibility of the elected Board of Commissioners for the Baccalaureate/Graduate Degree Commission. The Board of Commissioners is responsible for determining eligible institutions to be accredited and for all accreditation decisions. A separate process is in place for associate degree institutions, governed by the Associate Degree Board of Commissioners.

Accreditation standards (including changes) are initiated by the Board of Commissioners and must be approved by the institutional members of ACBSP (also known as the Commission). Interpretation of the standards is the sole responsibility of the Board of Commissioners.

### Accrediting Associate Degree Programs at an ACBSP School with Baccalaureate/Graduate Degree Programs

Baccalaureate institutions seeking accreditation for its associate degree programs must include at least one representative (evaluator) on the site visit team from the Associate Degree Board of Commissioners when the associate degree programs are taught in a separate unit, at different locations and with faculty designated to teach only associate degree courses. The requesting institution must submit a self-study based on the “Accreditation Standards for Associate Degree Schools and Programs.”

Institutions seeking accreditation of associate degree programs that are integrated into baccalaureate programs must address the Curriculum Summary for the professional components, general education, and the major for each associate degree program seeking accreditation in an addendum to the Baccalaureate/Graduate Self-Study. A separate self-study and site visit is not required. This information will be evaluated by the Associate Degree Board of Commissioners to determine if the associate degree programs should be accredited based on the Baccalaureate/Graduate degree Board of Commissioners accreditation decision.

### Privacy of Accreditation Process

All reasonable efforts will be made by ACBSP to protect the confidentiality of the information gathered and reviewed during the accreditation process. The accreditation decisions made by the Board of Commissioners will be made public. It should be noted, that legal requests for information pertaining to an institution’s particular accreditation process involving ACBSP may require certain disclosures unforeseen at the time this document was prepared. Under such circumstances, the legal counsel of ACBSP will be involved in the decision about public disclosure of accreditation process materials of an institution.

## Confidentiality Requirement

Only evaluators, staff and commissioners of ACBSP (“Qualified Persons”) who need to know the confidential information may review the confidential information. ACBSP will require all such Qualified Persons to abide by this confidentiality requirement. All evaluators sign an agreement outlining their ethical responsibility pertaining to conduct before, during and after an accreditation site visit with which they are involved. This means that matters pertaining to an accreditation visit are not to be discussed in public and are to be treated confidentially. The Board of Commissioners also requests that all ACBSP accreditation materials (e.g. - Feedback Report, etc.) be maintained by the accredited institution as confidential information.

## Conflict of Interest

Every reasonable effort will be made to have commissioners, staff and evaluators excluded from involvement in the accreditation process in which they have had, or might sometime have in the foreseeable future, a professional or personal conflict of interest. ACBSP policy requires that all active commissioners and board members of ACBSP remove themselves from any of the Council’s discussions about their own institution’s accreditation and all other institutions where they have a relationship that could involve a conflict of interest. A signed conflict of interest statement is requested annually of all active commissioners.

## Five-Year Limit on Candidacy

The institution must complete the accreditation process within five years of beginning candidacy or file for an extension of candidacy or be dropped from candidacy.

## Informing the Public

In communicating with the public, business units must accurately distinguish between programs that have achieved accredited status and those that have not. This is accomplished through brochures, catalogs, websites or other means of effective public communications.

The business unit must routinely provide reliable information to the public on its performance, including student achievement, such as assessment results, in responding to the ACBSP Standards and Criteria for accreditation in the self-study. The business unit must continue to inform ACBSP of this activity through quality assurance reports that are completed every two years after the accreditation process is completed.

ACBSP will inform the public of decisions on accreditation status made by the Boards of Commissioners at their two meetings per year, held in April and November, by posting the decisions on [www.acbsp.org](http://www.acbsp.org) under a section called [Accreditation Decisions](#).

# ACCREDITATION TIMETABLE

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The two questions most often asked at the start of the process are: “What is the timetable for accreditation?” and “What is the cost to achieve accreditation?” The short answer is 18-24 months and \$12,500, if an outcomes assessment process is in place. A longer time will be required if an outcomes assessment process or other processes are not in place. If the institution is pursuing accreditation of the accounting program at the same time as accreditation of all business degrees, the time answer is typically the same and the cost will increase to approximately \$15,000. Cost will vary depending on many factors, including the size of the business school or program, the number of campuses being accredited, the readiness to achieve accreditation, the speed at which the institution wishes to move through the process and other factors. ACBSP always looks to each institution to establish a timetable that suits its own particular needs.

## Accreditation Evaluation Process Timetable Example

- 1 The process begins when the [Application for Accreditation Evaluation](#) has been completed. At this time, the school or program is considered a candidate for accreditation. For our purposes here, we assume the application is submitted in the fall and the accounting program is pursuing separate accreditation at the same time.
- 2 A mentor will be assigned.
- 3 The business unit begins work on the preliminary site visit document. When completed, this document is shared with the mentor and Director of Accreditation, and an action plan is developed. For our purpose here, we assume work begins during the academic year and an action plan is developed by the members of the business unit to close any identified gaps.
- 4 If the accreditation includes concurrent business and accounting accreditation, the accounting unit will provide input to the preliminary questionnaire prepared for business accreditation. A separate mentor for the accounting accreditation is not required as it is with the business unit accreditation.
- 5 Work begins on the timetable and plan of work outlined in the action plan. The mentor must recommend, and the Director of Accreditation must approve, that the school is ready to begin self-study. We assume this occurs by spring, following the start of work in the fall.
- 6 The mentor and the Director of Accreditation will coordinate the time frame in which the business unit will submit the self-study, and the business unit will send in an [Intent to Submit a Self-Study Form](#). Under one scenario, the school is determined to be ready to begin the self-study immediately, with the self-study completed by January. Under another scenario, the school determines that a year or more is required. In this case, work on the self-study is not concluded until the next August. Either of these cases is considered fast and most institutions can anticipate when more time is required to prepare a successful self-study. Submit the self-study to the mentor for review: Volume I - Self-Study; Volume II - Appendicies; and Volume III - Accounting Self-Study. For schools outside the United States, Volumes I and III must be in English. Translation is not required for Volume II documentation.
- 7 [Intent to Submit a Self-Study Form](#) must be received by Oct. 1 for a January submission, or Apr. 1 for an August submission.
- 8 An evaluation site-visit team is assigned to an institution after ACBSP headquarters receives the [Intent to Submit a Self-Study form](#). Visits are scheduled each February and March, and permit review and action by the Board in April. Visits in October would permit review and action by the Board in November.
- 9 The team of evaluators receives the self-study four weeks prior to the site-visit.
- 10 A consensus call will be made by the team to discuss strengths, opportunities for improvement, and site-visit issues two weeks prior to the visit. The mentor and the assigned commissioner will be invited to participate in the call.
- 11 The site team visits the campus and within two weeks following the visit files its feedback report with ACBSP.
- 12 The findings of the evaluators are first reviewed by the ACBSP staff for completeness and then sent to the president of the institution to respond to the evaluators' feedback report. After the president prepares the institution's response, it is forwarded to ACBSP at least two weeks prior to the meeting of the Board of Commissioners.
- 13 Assuming all materials have been submitted at least two weeks prior, the Board of Commissioners reviews the self-study, evaluators reports and institutional response by the president at its meeting each April (end of the month) or November (the week prior to Thanksgiving) to consider accreditation requests and to award accreditation to those institutions that are in compliance with ACBSP standards and criteria.
- 14 Action by the Board of Commissioners is reported to the institution immediately following the meeting. As ACBSP is a proponent of continuous improvement, most institutions receive accreditation with conditions, notes, and/or opportunities for improvement. Accreditation is effective immediately.
- 15 At the ACBSP Annual Conference held in June, the accredited business unit receives its accreditation certificate during the accreditation banquet, although many will have held that status for several months.

In our example, one school achieved accreditation in approximately 18 months, beginning in the fall and receiving approval by the Board the following April. In the other scenario, the process required two years. The time spent by the business unit preparing to conduct the self-study is the major factor in this process and is determined in coordination with the business unit, staff and mentor.

## Timing with Regional Accreditation

It is often advantageous to begin the accreditation process immediately prior to or following the process for regional accreditation. The data used for the ACBSP accreditation is similar to that required for regional accreditation and will help the institution and business unit in time and effort developing this data.

# System-wide Accreditation

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ACBSP offers accreditation for individual campuses and system-wide accreditation. Typically, the main campus of the system enters membership and there is no requirement for branch campuses to join into membership unless there is a desire to receive member benefits at these branch campuses. The cost of annual dues is \$1,350 for the main campus.

At the point the accreditation is sought, the branch campuses must be brought into membership as candidates for accreditation. Exceptions are created for campuses that are not prepared to undertake the accreditation process. They should not be brought into candidacy until they are prepared to undertake the process. Extraordinary efforts must be taken by these campuses and the main campus to clearly state the accreditation preparation status or lack thereof.

The definitions of what comprises campuses and sites where education programs are offered are as follows:

- 1 **Main Campus:** Educational institutions which offer business courses or programs at several locations must declare one of these locations to be the Main Campus.
- 2 **Branch Campuses:** A Branch Campus is defined by ACBSP as a teaching location that is:
  - a. Geographically located away from the main campus;
  - b. permanent in nature;
  - c. offers courses in business programs leading to a degree;
  - d. has its own administrative or supervisory organization;
  - e. has its own budget; and
  - f. hires its own faculty, with or without the support of personnel from the main campus.
- 3 **Educational Site:** An Educational Site is defined by ACBSP as:
  - a. A site other than a branch campus or other instructional site;
  - b. geographically located away from the main campus;
  - c. geographically located away from the branch campus; and is
  - d. supported with faculty and administration from another campus.
- 4 **Other Instructional Sites:** An instructional site is an off-campus site, other than a Branch Campus or an Educational Site, at which the institution offers one or more courses for credit. These sites may include, but are not limited to, high schools, corporations, community centers, and churches.

Educational sites and other institutional sites are not considered campuses as outlined in this document. Their programs and degrees are reviewed as part of the review of the campus to which they are attached. Certain policies and practices make it viable for a system to bring into membership and accreditation as many campuses as are ready for accreditation:

- The cost for annual membership for the main campus remains \$1,350 prior to accreditation or \$1,950 upon accreditation. A sliding scale is applied to all branch campuses, with the next 30 campuses paying one-half of the dues amount. Following that, the next 40 campuses pay one-fourth of the dues amount, with the 72nd campus and beyond paying one-eighth of the dues amount. One invoice is submitted to the main campus.
- Any online campus is considered part of the main campus.

- The system may bring into accreditation as many campuses as are prepared for accreditation at one time by payment of the standard \$2,500 fee (\$2,000 for schools outside the United States **until January 15, 2015**]). As other campuses are added in any given year, the \$2,500 (or \$2,000) fee is required for a group or individual campuses and the accreditation process undertaken.
- Under certain circumstances, new campuses may be added to the system. They are not required to undertake the accreditation process as long as the system-wide policies that apply to all campuses at the time of accreditation are applied to these campuses.
- Recognition of accredited status is provided for all campuses on the ACBSP website, where all campuses are listed with designation as candidates and then later as accredited.
- Each campus designates a CHAMPION and CO-CHAMPION. However, the variety of all member benefits is delivered to all persons on the campus.
- During the candidacy for accreditation process, it is advisable that a person be designated to assist with providing required information to the lead campus coordinator. This person may be a CHAMPION or a CO-CHAMPION.
- One self-study is conducted for all campuses, alleviating the need for multiple self-studies for each campus.
- One site-visit is conducted with an expanded team, larger than the typical team. The visit typically begins and concludes at the main campus with visits to other campuses carried out by individual site team members during the middle of the week. The expense is greater than a one campus site-visit but dramatically less per campus than a typical visit. It is not mandatory for all campuses to be visited.
- Once all existing campuses are accredited, any new branch campus may be added using a process described in the companion publication, *The Process for Maintaining Accreditation: Baccalaureate/ Graduate Degree Schools and Programs*. Simply stated, this is considered a reporting of institutional changes.
- Upon granting of accreditation, all campuses in attendance at the Annual Conference will be recognized with one framed certificate of accreditation for the entire system. An unframed certificate can be sent to each campus desiring to receive a certificate for framing.

# COST OF ACCREDITATION — BUSINESS

The costs related to obtaining accreditation by ACBSP will vary from institution to institution because of location and expenses for visits by the mentor and site visit team.

It is recommended the cost of accreditation be allocated over a three-year period. ACBSP will work with the business unit and the timetable set forth in the action plan to properly prepare invoicing and payment consistent with the budget set forth by the business unit.

The costs shown are subject to change. They do not include the prorated or annual membership dues, nor do they include the costs for individuals to attend the regional meeting or the ACBSP Annual Conference.

Application Fee	\$ 2,500*
Maintenance Fee (\$500/yr for two years)	\$ 1,000
Mentor Visits & Consultations	\$ 2,000
Site Visit Travel (three evaluators)	\$ 2,400
Site Visit Honorarium (three days)	\$ 1,650
Site Visit Food and Lodging	\$ 2,000
Site Visit Shipping Expense	\$ 100
	<hr/>
TOTAL	\$11,650

\*(\$2,000 for schools outside the United States until January 15, 2015)

A \$3,500 site-visit deposit is required prior to the site visit. ACBSP will pay each evaluator individually after they file an expense claim and attach receipts for the site visit expenses. An honorarium of \$250/day is provided to the chair of the site visit team and \$150/day to other members of the site visit team. The expenses of the site visit include costs for ACBSP to ship the self-study documents submitted by the business unit to the visiting team and others. The business unit is responsible for reimbursing ACBSP on a timely basis for additional expenses. Any unexpended funds are returned to the business unit.

# COST OF ACCREDITATION — ACCOUNTING

Accounting accreditation can be obtained at the same time the business unit is pursuing business accreditation or as a separate process. Both scenarios are described below. The same requirements with regard to site visit fees paid in advance, expense reimbursement and other details described in the previous section apply. The separate evaluation requires the expense of a separate site visit based on two persons for three days. If conducted concurrently, one additional evaluator is added to the site visit team, and the honorarium provided to the chair increases to \$300/day.

	<u>CONCURRENT</u>	<u>NON-CONCURRENT</u>
Application Fee	\$ 1,250	\$ 1,250
Maintenance Fee (one year)	none	\$ 500
Mentor Visit & Consultations (recommended)	\$ 0	\$ 1,000
Site Visit Travel (one additional/two evaluators)	\$ 800	\$ 1,600
Site Visit Honorarium (three days)	\$ 600	\$ 1,200
Site Visit Food and Lodging	\$ 700	\$ 1,200
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TOTAL	\$ 3,350	\$ 6,750

# OBTAINING SEPARATE ACCREDITATION OF ACCOUNTING NOT CONCURRENT WITH ACCREDITATION OF BUSINESS UNIT

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The most typical pursuit of separate accreditation of the accounting program will be as part of the initial accreditation or reaffirmation process. However, some business units that currently have accreditation based on their current business unit accreditation may wish to use a process not concurrent. A separate procedure has been established and mirrors the other content in this document.

At no time is it to be inferred that the accounting program, as part of the business unit, does not have an accredited status when the business unit is accredited. The separate accreditation exists only to show the unit has met a set of standards separate from, and in addition to, the business unit accreditation. If the separate accreditation is not achieved, there is no change in the accredited status of the business unit or the accreditation of the accounting program as part of the accreditation of the business unit.

## Letter of Application for Separate Accreditation of the Accounting Program

The process begins with a letter to the Director of Accreditation. The letter content should be as follows:

This letter is to notify you that, as an accredited member in good standing with ACBSP, our institution is applying for a separate accreditation of our accounting program.

We certify:

1. Our institution has offered (a) degree(s) in accounting for at least two years and has the necessary approval from appropriate state, provincial, national or other governing bodies to confer the degree(s).
2. Our institution is enclosing or has previously provided payment in the amount of \$625 for half of the application fee or the amount of \$1,250 for payment of the fee in full.
3. We are enclosing our current course catalog outlining all accounting degrees offered.
4. We have reviewed the *ACBSP Standards and Criteria for Demonstrating Excellence in Baccalaureate/Graduate Degree Accounting Programs* and are desirous of achieving these standards.
5. We understand that our institution will reimburse ACBSP for the travel expenses incurred by a mentor, if appointed, and in conducting the site visit necessary to complete the process. We understand this will be done with our prior approval of the budgeted amount.
6. Upon submission of the completed self-study, any balance of the application fee will be provided to complete the process.

The person designated to be the contact person for this activity is (name, title, mailing address, email address).

Sincerely,

(typed name of President, Chancellor, Executive Director, Rector or equivalent)

cc: (designated individual)

## Candidacy

Upon submittal of the letter, fees and approval by the ACBSP staff, the accounting program may officially use the title of “Candidate for Accreditation in Accounting.”

## Appointment of a Mentor

Unlike the accreditation process for the business unit where appointment of the mentor is required, a mentor is not required for this process. However, it is recommended for the non-concurrent process. The ACBSP staff will be pleased to provide more information, including candidates for mentors. The cost mirrors the cost of the mentor for the business unit. Please refer to the mentor section of this document for additional details.

## Annual Progress Reports

The mentor and the representatives from the candidate school will update ACBSP with an annual status report due in September of each year.

## Designation of a Commissioner

Standard operating procedures are distributed to the nominating committee to consider when nominating new members to the Baccalaureate/Graduate Degree Board of Commissioners, to ensure an accounting person is on the Board. The accounting person will be assigned, or closely follow, the review of applications and materials related to the separate accreditation in accounting. Each institution, whether following a concurrent or a non-concurrent process, will be assigned a commissioner, similar to the process for accreditation of the business unit.

## Preliminary Site Visit Questionnaire

A preliminary site visit is not required, although the mentor or staff may seek clarification excerpts from the preliminary questionnaire prepared for the business unit when the concurrent process is used.

## Self-Study

The self-study process mirrors the process of the business unit. For additional information, refer to that section of this document. Since portions of the business unit self-study are used in this self-study, the length of time between the two self-studies and applicability of this information will be contributing factors in determining the time and resources required to complete the self-study.

## Site Team Visit

The site team visit for the non-concurrent process includes two persons. The cost for the team visit is described in the previous section on Costs of Accreditation — Accounting (page 13). The timetable and process for the separate accreditation in accounting site visit team is similar to that of a visit by a team for accreditation of the business unit.

## Actions Taken By Board of Commissioners

Institutions using a concurrent process will have review and action of the accounting program accreditation considered immediately following action on the accreditation of the business unit. They will be two separate actions. The actions taken are identical to those described in that section of this document. Institutions using the non-concurrent process will be considered and acted upon at the meeting with the actions taken identical to those described in this document. ACBSP will inform the public of decisions on accreditation status through the ACBSP website.

## Effective Date of Accreditation in Accounting

Accreditation in Accounting begins with official notification from ACBSP. Your success in having achieved accreditation will be celebrated at the next Annual Conference, when a professionally framed certificate will be awarded during the Accreditation Banquet.

## Maintenance of Accreditation

A separate publication outlines the requirements for maintaining and promoting accreditation, including the separate accreditation in accounting. Institutions using the non-concurrent process will be provided accreditation for a period of less than 10 years. The exact date will be linked to the next scheduled reaffirmation of the business unit. During the time period between initial accreditation and reaffirmation of accreditation, each Quality Assurance Report will require submission of information on the accounting program.

# ACCREDITATION ELIGIBILITY

## ACBSP Membership

To be eligible for consideration to become accredited, the business unit must be a member of ACBSP. For membership to be granted, three conditions must be met:

- 1 The institution must be accredited by one of the six regional accrediting bodies or, if the institution is located outside the United States, the institution may submit a certified translation of an official document from an appropriate government organization in its respective country stating recognition, accreditation and/or the institution's right to grant degrees. At the current time, ACBSP does not recognize accreditation from national accrediting agencies, such as the Accrediting Council of Independent Career and Technical Colleges.
- 2 The business unit must pay the appropriate membership dues. The annual and pro-rated dues amounts are as follows:

July 1 - June 30	\$1,350.00
October 1 - June 30	\$1,025.50
January 1 - June 30	\$ 675.00
- 3 The business unit must submit a [Member Enrollment Form](#) listing a CHAMPION for the business unit, a CO-CHAMPION, important information about the institution and a listing of all those designated to receive member benefits.

## Other Eligibility Requirements

In addition to membership, prior to submitting an application to enter candidacy for accreditation, the institution must:

- 1 Have offered (a) degree(s) in business for at least two years and have graduates.
- 2 Have a publicly-stated purpose appropriate to a college or university that has been approved by the institution's governing body (i.e. Regents, Trustees, etc.).

# ACCREDITING PROCESS — SUBMITTING THE APPLICATION

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Once the school determines it does meet the eligibility requirements, an application for candidacy is submitted. Following acceptance into membership, the business unit must verify it has reviewed the eligibility requirements and submit: ❶ a [Letter of Application for Candidacy Status of Only the Business Unit](#); ❷ the [Letter of Application for Candidacy of the Business Unit and Separate Accreditation of the Accounting Program](#); or ❸ the [Letter of Application for Candidacy for Business Units That Do Not Have Regional or Institutional Accreditation](#). These letters are shown on pages 28 and 30 and are available for download in Microsoft Word format at [www.acbsp.org](http://www.acbsp.org). The process is described as follows:

- ❶ The letter and appropriate application for accreditation must be authorized in writing by the CEO/president/rector/director of the institution. Use the appropriate application based on whether or not the institution is regionally accredited.
- ❷ If the accreditation is for a multi-campus system, the letter should indicate how many campuses are included for accreditation and list them specifically. If campuses are excluded, they should be listed and a reason provided as to why they are being excluded. This letter should include an explanation of the ways in which you will communicate to the public what is not accredited.
- ❸ Payment of half of the initial accreditation fee of \$1,250 (\$1,875 if pursuing accounting accreditation concurrent with business accreditation) must accompany the application materials. The initial application fee is applied toward the \$2,500 fee (\$2,000 for schools outside the United States until January 15, 2015) for business accreditation or \$3,750 if accounting accreditation is pursued concurrent with business accreditation. The fee is refundable if it is determined the institution was not eligible or cannot proceed with the accreditation process based on the content of the application and course catalog. The remaining balance of the accreditation fee may be paid at any time, but must be paid before accreditation is granted.

# ACCREDITING PROCESS — CANDIDACY

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## Candidacy Status

Upon review and approval of the application documents, the business unit becomes a “Candidate for Accreditation” and is in “candidacy status.” This title may be used in communicating the business unit’s status to the public. If accounting accreditation is being pursued concurrent with, or separate from, accreditation of the business unit, the accounting unit may use the title “Candidate for Accreditation in Accounting.” A special logo is available from ACBSP for the school to use in promoting its candidacy status. The logo shown here is black and white; a color logo is also available.



A word of caution is in order at this point. While ACBSP wants to actively help the business unit achieve accreditation, and while it has established this program for that purpose, ACBSP is not in a position to guarantee that the business unit will receive accreditation by becoming a Candidate for Accreditation. The expectations, however, are that the business unit will successfully achieve accreditation. Candidates for Accreditation are held to all of the standards for accreditation.

## Appointment of a Mentor and Mentoring Activities

After receiving notice of being granted candidacy status, ACBSP will assign a mentor for the business unit and, if applicable, determine, in cooperation with the head of the business unit, the need for an additional mentor for the separate accounting accreditation. The institution and ACBSP will mutually agree upon mentors.

Contact information will be provided to the mentor and the designated person (institutional contact), as specified in the application for candidacy. The mentor and the institutional contact person should communicate as soon as possible about expectations on timing to complete the preliminary questionnaire and any support the business unit requires from the mentor. The mentor and institutional contact person should communicate approximately once a month to determine the requirements needed to assist with the accreditation process and monitor the progress along the timeline suggested by the business unit.

The institutional contact person will forward the preliminary questionnaire to the mentor and ACBSP. The mentor should review the information and provide feedback to the business unit. This is normally done within one month after receipt of the questionnaire. The mentor and the institutional contact person should discuss the feedback and prepare a timeline and an action plan to improve any processes identified by the mentor. Communication with the mentor and the institutional contact person should occur at least once a month to determine the progress on the action plan.

When the mentor believes the action plan has progressed sufficiently to allow the business unit to conduct a self-study that can meet the ACBSP standards, the mentor will notify ACBSP on or before Apr. 1 for an August self-study submission, or on or before Oct. 1 for a January self-study submission. Please note that the Baccalaureate/Graduate Degree Board of Commissioners expects to see a minimum of three-to-five data points for the assessment results and some evidence of improvements made based on the results. If the institution does not have the necessary three-to-five data points or no evidence of improvements, the mentor and ACBSP staff will not authorize the business unit to move forward with the self-study.

After notification by the mentor that the business unit is ready to write the self-study, ACBSP staff will notify the institutional contact person with the timelines for submittal of the self-study. The institutional contact person will complete the [Intent to Submit a Self-Study Form](#) and send it to ACBSP.

The business unit should send the mentor each section of the self-study to review after the section is completed. Feedback will be provided to the business unit. Suggested improvements can include providing sufficient data and information to show evidence of improving educational processes and, whenever possible, including the data or data summaries in the self-study document rather than in the appendices.

The mentor may be invited to participate in the consensus call with the site-visit team and the commissioner. The business unit can also invite the mentor to be present during the site visit to participate as a liaison between the business unit and the site-visit team. The business unit is responsible for all expenses incurred by the mentor if invited to participate in the site visit.

## Fees During Candidacy — Mentor

The costs related to having the mentor include a consulting fee of \$400 per day/per year and reimbursement of travel expenses. During the first year, if a visit to the school is not required, and work is done via e-mail and phone, the mentor is paid an honorarium of \$400 for desk time upon completion and submittal of an expense report. The mentor is not paid for desk time in subsequent years, only for visits to the campus. If more than one day per year is requested, it must be approved by the candidate prior to the mentor visit.

The mentor submits documentation of an expense report to ACBSP. ACBSP takes responsibility to provide payment to the mentor and the business unit takes responsibility to reimburse ACBSP in a timely manner.

## Fees During Candidacy — Maintenance Fee

There is a \$500 per year candidacy maintenance fee that will be due every October after the one-year anniversary of candidacy has been granted. If accounting accreditation is conducted in conjunction with accreditation of the business unit, no additional fee is required. If accounting accreditation is conducted separate of accreditation of the business unit, a candidacy fee is required. The candidacy maintenance fee is invoiced with the request for the annual candidacy report in September each year immediately following the first anniversary and continues until the business unit receives accreditation.

## Reports During Candidacy — Preliminary Site Visit Questionnaire

Once the candidacy letter and application have been received, the ACBSP office and mentor will ensure the institution receives, or has previously received, a copy of the *Preliminary Site Visit Questionnaire* and the *Standards and Criteria*. If accounting accreditation is being pursued, an additional required document is *ACBSP Standards and Criteria for Demonstrating Excellence in Baccalaureate/Graduate Degree Accounting Programs*.

The first report submitted for business accreditation is the *Preliminary Site Visit Questionnaire* response that is developed by the members of the business unit. ACBSP anticipates that this will be submitted within the six months following appointment of the mentor.

Once the questionnaire has been received, the mentor or mentors may schedule a visit to the institution to review the materials submitted. The cost of travel and honorarium is described on page 18.

The results of the preliminary review should not be construed as an approval or rejection of accreditation – it is simply a test of readiness for accreditation and nothing more.

## Reports During Candidacy — Action Plan

A valued option is for the institution to develop an action plan based on the *Preliminary Site Visit Questionnaire* and mentor feedback. The action report includes a description of what needs to be accomplished and a timetable for completion. It is also an ideal opportunity to outline the anticipated costs of accreditation, a plan for budgeting expenses and for anticipating the expenses for which ACBSP will invoice and require payment. If accounting accreditation is being pursued concurrent with business accreditation, the action plan should address both proposed accreditations.

## Reports During Candidacy — Annual Report

The business unit in candidacy should submit an annual candidacy report to the ACBSP office in September. If accounting accreditation is being pursued concurrent with business accreditation, the annual report should address both proposed accreditations. The annual report will address progress in meeting the accreditation standards and set forth a timetable for meeting program deficiencies.

The mentor or mentors will also file an annual mentoring report to the ACBSP office in September of each year regarding progress and will inform ACBSP of anticipated readiness for proceeding to the self-study.

## Recommendation to Proceed to Self-Study

The institution must receive a recommendation to proceed to the self-study or self-studies from the mentor or mentors, with concurrence of the Director of Accreditation before starting the self-study process. The Director of Accreditation, or designated staff, will coordinate the timeline for submitting the self-study. The business unit, or accounting unit, must submit an [Intent to Submit a Self-Study Form](#) to the ACBSP accreditation staff to be placed on the site-visit schedule. This must be received by Oct. 1 to be on the January accreditation cycle, or by Apr. 1 to be on the August cycle. The self-study for accreditation should take place within five years of the date on the application for candidacy.

# ACCREDITING PROCESS — SELF-STUDY

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While still in candidacy, the accreditation process enters a key stage with the beginning of the self-study. The institution may not proceed with a self-study until after it has been given permission to do so. The purpose of the self-study is for the business unit and the accounting program to demonstrate and record that it is in compliance with the ACBSP accreditation standards or to outline activities that will lead to achievement. Typically, it takes an institution about six months to prepare the self-study document.

## Preparation of Self-Study

The self-study document for the business unit must be typed and placed in two volumes. *Volume I* represents the text of the report (maximum of 100 pages) and *Volume II* has the appendices for bulky items such as the vitae for faculty and syllabi for required courses. *Volume I* must be in English. *Volume II* documents may be submitted without the need for translation. ACBSP anticipates the self-study for the accounting program to be composed of one volume, *Volume III*, and may reference reports in the self-study for the business unit.

Upon completion of the self-study for the business unit, five hard copies and one electronic copy are sent to ACBSP, where the report will be examined and the necessary arrangements will be made for a team of trained evaluators to receive the report. Accompanying the self-study reports should be five copies of the institution's catalog covering the self-study year. If the catalog is not available in printed form, please provide the Web link or electronic file for use by the site visit team. If accounting accreditation is being pursued, three copies of the accounting self-study report and one electronic copy must be submitted. Additional copies of the self-study may be requested when more than three evaluators are participating in the site visit. In 2014, ACBSP will begin using an online submission process whereby printed copies will no longer be required.

The self-study includes specific responses to all ACBSP accreditation criteria. It should include a candid assessment of the business school's or program's strengths and weaknesses regarding each criterion, including whether it complies with the standards and criteria, or how it will comply with the standards and criteria, with a timetable. Unique characteristics of the business unit not referenced in responses to individual standards, but which are significant in making the case for accreditation, should be set forth and highlighted in the overview section of the self-study document.

Applicants are encouraged to ask questions throughout the preparation of the self-study. The ACBSP staff is more than willing to help.

## Faculty Credentials Committee

If the administration is unable to determine whether the business faculty has credentials that meet the faculty qualifications standard, the Baccalaureate/Graduate Degree Board of Commissioners has established a Credentials Committee to make such determinations. The purpose of this committee is to assist the business unit in determining if a faculty member is academically, professionally or minimally qualified — for faculty who may have out-of-field doctorates or a unique combination of education and experience.

Requests for review of one to four full-time faculty members or part-time faculty (adjuncts) in an institution's business unit must be sent electronically to the ACBSP headquarters and will be processed on a timely basis. Normally it takes about 30 days for the business unit to receive a response.

A faculty review by the Credentials Committee cannot be conducted unless there is a complete portfolio on each faculty member. A portfolio consists of the following electronic documents:

- 1 Vitae (current)

- 2 Transcripts of all graduate work. Graduate courses that relate to the discipline(s) in which the faculty member is teaching should be highlighted and separately identified. Transcripts of undergraduate work should also be included if needed to meet qualifications. The listing of these courses should be presented in a manner that allows the reader to evaluate the content of the course (course description).
- 3 A statement describing the teaching experience of the faculty member, including an analysis of the quality of teaching that is performed — student learning outcome assessments, peer evaluations, student evaluations, etc. (Two-page limit)
- 4 A statement describing the faculty member’s professional experience as it relates to the enhancement of teaching in the discipline(s) taught within the business unit. (two-page limit)
- 5 A statement describing the faculty member’s consulting experience as it relates to the enhancement of teaching in the discipline(s) taught within the business unit. (two-page limit)
- 6 A completed [Faculty Credential Review Spreadsheet](#) provided by ACBSP. The spreadsheet is also available for download from the ACBSP website. The faculty member’s name and requested level of qualification, as well as the discipline and/or course levels being sought, should be completed in the top portion of the spreadsheet.

All materials are to be submitted electronically to [reports@acbsp.org](mailto:reports@acbsp.org). There should be one portfolio submitted for each faculty member being reviewed. In compiling the portfolio, substance in the narrative is more important than length. There is a 10-page limit. All materials submitted in the portfolio will be kept by the Credentials Committee and will not be returned to the institution or individual.

## ACCREDITING PROCESS — EVALUATION SITE TEAM VISIT

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ACBSP will assemble a well-balanced team of trained program evaluators to conduct a site visit. ACBSP selects visiting team members from a pool of well-qualified individuals who have experience in the Council’s evaluation process. The person designated as the chair of the team will be responsible for ensuring that the visit is conducted objectively. The size of the team (usually three members) and the qualifications of its members are determined by the type of institution being evaluated and the programs offered by that institution. If the accreditation is for a system of campuses, the size and length of the visit may increase. If accounting accreditation is being pursued concurrent with business accreditation, one additional team member may be added to participate in review of the business unit accreditation and to focus on the accounting self-study report. This person has a background in requirements for accreditation of accounting programs. If accounting accreditation is being pursued separate of the business unit, the site team may be comprised of two individuals.

### Evaluation Team Appointment

To minimize potential conflicts of interest, ACBSP will construct evaluation teams that do not include former employees or a close relative of a former employee, a graduate of the institution, someone having previously expressed a personal opinion, or someone who is in the immediate competitive area of the institution. The institution will be aware of proposed appointees and be provided an opportunity to object to anyone designated to serve on the evaluation team.

After the site visit dates are agreed upon and the team is appointed, the institution, in cooperation with ACBSP staff, will be responsible for all logistical arrangements, including, but not limited to: hotel reservations, a meeting room on campus for team meetings, announcements of the arrival of the visiting team, and arrangements for the visiting team to meet with key administrators, faculty, students, alumni, business advisers, and community groups. These arrangements will be coordinated with the chair of the ACBSP site visit team and ACBSP staff, typically the assistant director of accreditation or the accreditation manager.

## Preparing for the Site Visit

Copies of the self-study report will be distributed to each member of the evaluation team by ACBSP and to a member of the Board of Commissioners assigned to the institution. Team members are expected to carefully examine all materials received from ACBSP and the institution prior to the site visit. The chair will establish which team member will be responsible for writing specific portions of the report.

## Consensus Call

About two weeks prior to the site visit, a consensus call is conducted with all team members. The assigned member of the Board of Commissioners and the mentor are invited to participate in the call. Contact may be made with the institution by the site team chair or commissioner following this consensus call to request information or to raise specific issues to be discussed during the visit.

## Site Visit Schedule

The precise length of the team's visit will depend on the location(s), size and number of programs offered by the institution. The schedule is typically as follows: first day - arrival; second and third day - extensive meetings; and fourth day departure in the afternoon. It may take extra days for extensive off-campus sites and system-wide accreditation.

In conjunction with the institution's self-study coordinator, the team chair is responsible for working on logistics, agenda, gathering information, etc. The chair also keeps team members informed about how the site visit arrangements are progressing and communicates the team's arrival and departure times.

Team members will usually arrive the afternoon before the first day of the official visit. The chair will notify team members of the time and place of their first team meeting. At this meeting, the chair will review specific plans for the visit and generally organize the team to ensure a successful visit.

## Evaluation Team's Responsibilities

During its first day on campus, the team should meet with the president of the institution, the head of the business unit and others as deemed appropriate. The team begins the process of evaluation by considering the business unit in its entirety. As representatives of ACBSP, the evaluation team is responsible for verifying the information in the self-study report and evaluating the business unit to help determine whether the standards for accreditation are met.

The team should try to accumulate as much pertinent information as it can, and use sampling techniques where appropriate to review the accumulated data. The team's findings should reflect its collective judgment about the clarity of mission of the business unit and the ability of the business unit to deliver a quality educational experience to its students.

A final team meeting will be held during the last day of the site visit at which time the team will seek to reach agreement on the proposed content of its report. At this same meeting, the team chair should finalize plans for an exit interview with the head of the business unit and the head of the accounting program if separate accreditation in accounting is being pursued. The head of the business unit should not be surprised by information presented at the exit interview. At the exit interview, the team chair will provide the institutional representatives with an oral summary of the major points that will be in the team's written report. The team chair will make it clear in the exit interview that the Board of Commissioners will make the final decision on accreditation. The team is not to express any opinions as to whether the unit will be accredited — that is the sole prerogative of the Baccalaureate/Graduate Degree Board of Commissioners.

## Following the Site Team Visit

The findings of the evaluators are first reviewed by the ACBSP staff for completeness and then sent to the institutional representative (CEO/President/Rector/Director) to respond to the evaluators' feedback report. A written response by the institutional representative is requested within two weeks of receipt of the feedback report. It then becomes part of the material reviewed by the Board of Commissioners.

# ACCREDITING PROCESS —

## Action by the Board of Commissioners

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The Board of Commissioners is comprised of 12 elected Baccalaureate/Graduate Degree members of ACBSP and one public member, appointed by the board. The director of accreditation and executive director are ex-officio members of the Board (non-voting).

During the accreditation cycle, the Board of Commissioners reviews the self-study materials, the evaluation team's feedback report, and the institution's response and determines:

- 1 If the team's report is complete and supported with factual information,
- 2 if the team's findings support the granting of accreditation, and
- 3 if the institution's response to the team's report is substantially in agreement with the team's report. If not, the commissioners will obtain clarification of conflicting information.

After careful review of the self-study report, the visiting team's findings, the response by the institution, and other relevant materials, the Board of Commissioners makes a determination of whether the business programs meet the accreditation standards of ACBSP. The Board of Commissioners renders one of the following actions on the institutional requests for accreditation:

### Accreditation Granted

Accreditation shall be granted to those institutions judged by the Board of Commissioners to be in compliance with the ACBSP accreditation standards. The institution must have paid its current membership dues and the site visit expenses before accreditation is granted. The institution will be notified, in writing, of its accreditation status.

Business units must accurately distinguish between programs that have achieved accredited status and those that have not in all public communication. This is accomplished through brochures, catalogs, websites, or other means of effective public communications. ACBSP will also list this information on our website, [www.acbsp.org](http://www.acbsp.org).

### Opportunities for Improvement

Work during this process may suggest Opportunities for Improvement (OFI) for a business unit. These suggestions are not requirements for accreditation, but are offered as feedback that might enable the business unit to move to higher levels of excellence through continuous improvement, an ACBSP core value. Because the members of the Board of Commissioners have the opportunity to review progress, levels of achievement, and best practices of all accredited and accreditation-seeking institutions, the board members are well-positioned to provide information and feedback that could serve as "stretch goals" for schools. As individual schools continuously raise the bar, so will it be for the aggregate of accredited schools.

### Accreditation Granted with Notes

If an institution is found to be in compliance with ACBSP standards, then it may be accredited "with notes." Notes represent concerns of the Board of Commissioners and until those concerns are dealt with by the institution and accepted by ACBSP, the progress on improving the process to remove the notes should be included in the quality assurance report submitted to ACBSP every two years.

## Accreditation Granted with Conditions

There are occasions when the Board of Commissioners may grant “Conditional Accreditation.” This means that most standards are met, but there are some deficiencies in meeting the ACBSP standards, and the president/rector or person in a similar position of the institution has pledged that the deficiencies will be remedied within a four-year time frame. When the deficiencies are ameliorated, the institution will write a letter to ACBSP, or report the progress in the quality assurance report, asking for a review so the conditions can be removed. When deemed necessary, a commissioner will visit the campus and make a determination of whether the deficiencies have been corrected. The report of these findings is made at the April or November Board of Commissioners meeting for its final disposition. Requests for a one-year extension, with justification, may be considered. If the deficiencies are not corrected within the time allowed, the institution will be notified that its conditional accreditation status has been rescinded and its current status is unaccredited.

## Accreditation Action Deferred

When an institution is found to be in noncompliance with several of the ACBSP standards, the Board of Commissioners may defer action until a later date (usually within three years) pending remedial action and/or receipt of additional information. The reasons for the deferral will be stated in writing by the Commissioners, along with an invitation to respond. A deferral is, in effect, a ruling of no action at that time, and therefore cannot be appealed. This action differs from conditional accreditation in two main respects: first, the noncompliance areas are extensive; and/or second, adequate information concerning compliance with standards was not included in the self-study document or other related documents.

When an institution has corrected the deficiencies that caused the deferral, the institution is required to write a letter notifying ACBSP of the corrective action it has taken. A Commissioner may then be assigned to make a one-day visit to validate that the deficiencies have been eliminated. Each April and November, the Board of Commissioners meets to review removal of deferred status, and therefore requests should be sent to ACBSP headquarters several months in advance of the Board of Commissioners Meeting in April or in November. The institution will be notified of the Commissioners action after the meeting.

## Accreditation Withheld

Accreditation withheld applies to an initial or new application for accreditation. If accreditation is withheld, the Board of Commissioners will give written reasons for the denial of the application. The applicant has the opportunity to present its case, including new evidence, in a fair and impartial hearing before the Board of Commissioners at its next scheduled meeting. The procedures for this type of hearing are as follows:

- 1 The request for such a hearing must be made within 15 days of the date of notification of the denial, it must be in writing, and it must be signed by the chief executive officer of the institution. The arguments and reasons in support of the request must be limited to the points enumerated in the written statement of denial.
- 2 The institution may present only evidence not already considered. The institution may send one or more representatives, including legal counsel, to present its argument contesting the action taken by the Board of Commissioners. ACBSP records and subsequently transcribes all proceedings of this type for its own use.
- 3 Based on the kind of new evidence presented, the Board of Commissioners may affirm, modify, or reverse its previous decision to deny accreditation. If the previous action of denial is upheld, the denial becomes final and no further remedy is available to the institution for the period of one year, after which the institution may reapply for accreditation.

## Final Steps

Following action by the Board, the institution is notified of the final action and made aware of any remaining fees due as a result of the accreditation process. Upon payment of final fees and any membership dues, the accreditation is granted. The business unit will be notified, in writing, of its accreditation status. ACBSP will inform the public of decisions on accreditation status through the ACBSP website.

ACBSP staff will then invite the champion, co-champion, and others to join in the celebration of all member institutions that have been granted initial accreditation and reaffirmation of accreditation during the current academic year. This occurs at the ACBSP Annual Conference in June, and includes attendance at the Accreditation Banquet and at a special breakfast.

# THE PROCESS FOR MAINTAINING ACCREDITATION

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While the certificate of accreditation is formally presented at the Annual Conference each June, the effective date of the accreditation begins earlier with the issuance of a letter notifying the institution they have achieved accredited status. If accounting accreditation has been achieved, two certificates are issued. At no time is it to be inferred that the accounting program as part of the business unit does not have an accredited status when the business unit is accredited. The separate accreditation exists only to show the unit has met a set of criteria in addition to the business unit accreditation requirements. At that time the institution may begin to promote its accredited status.

Accreditation is granted for 10 years. During this time the business unit and the accounting program will be required to file Quality Assurance (QA) Reports every two years and to notify ACBSP of certain actions taken that may impact the accreditation status. If notes or conditions are part of the accreditation, these must be addressed and the continued services of a mentor can be offered. For all institutions, the timetable for these reports is tied to the official date of accreditation rather than the Annual Conference where the granting of accreditation is celebrated. This is done for administrative purposes.

## Public Concerns and Complaints Process

This policy provides two avenues in which to pursue a complaint—an informal resolution procedure and a formal resolution procedure. An individual may utilize this policy to process a complaint about ACBSP, or any business program accredited by ACBSP. The assistant director of administration has established a mechanism for tracking all formal complaints. Individuals seeking information regarding the process of complaint resolution may consult with any of the following individuals for advice and assistance. Contact information for these individuals is available on the ACBSP website under the tab “About ACBSP” using the link for “Contact Us.”

- Assistant Director of Administration
- Executive Director
- Director of Accreditation
- Assistant Director of Accreditation

### Informal Resolution Procedure

Complainants are required first to seek informal resolution of their grievances or concerns with the person or entity that is the subject of the complaint. This informal procedure is intended to encourage communication between the parties involved, either directly or through an intermediary, in order to facilitate a mutual understanding of what may be different perspectives regarding the act or directive prompting the complaint.

If the informal process does not result in the resolution of the complaint to the satisfaction of the complainant, the complainant may utilize the formal complaint procedure.

## **Formal Resolution Procedure**

The formal complaint shall be in writing and shall set forth a statement of the facts, the ACBSP policy or procedure allegedly violated, and the specific remedy sought. It must document that informal resolution has been attempted but failed. If possible, include documentation exchanged between the two parties.

The written complaint will be acknowledged within five business days. If an acknowledgement is not received, it is incumbent on the person submitting the complaint to immediately contact the ACBSP office to verify receipt or to determine the process for re-submittal.

The formal complaint normally shall be filed as follows:

All formal complaints shall be filed with the Assistant Director of Administration. The complaint will be logged in and given a control number. If the complaint concerns an accreditation issue, the complaint will be forwarded to the Director of Accreditation. If the complaint concerns a Council issue, the complaint will be forwarded to the Executive Director. Each Director may select a representative, other than the one designated in this paragraph, to handle these complaints.

These individuals or their offices shall also continue to monitor and coordinate the complaint resolution process.

Absent extraordinary circumstances, the Director to whom the complaint was referred to shall, within ten (10) business days, forward a copy of the written complaint to the respondent. One extraordinary circumstance would be to consider the complaint beyond the scope of the ability for ACBSP to resolve, such as a grade dispute between a professor and a student. Another circumstance that will cause the complaint process to stop at any time will be upon discovery that there is pending litigation in a court of law or action underway that may cause such litigation to be filed. Under these circumstances the Director will confer with the complainant and document why ACBSP cannot be of further assistance.

Within ten (10) business days after forwarding the written complaint to the respondent, the Director will communicate with the complainant, requesting additional information, securing additional information in response to questions. The Director shall also communicate with the respondent and conduct such additional investigation as he/she deems necessary.

Absent extraordinary circumstances, a written recommendation shall be rendered via email within ten (10) business days of the communications unless an extension is mutually agreed upon by the parties. The recommendation shall be sent to the complainant and respondent. The written recommendation shall state the background information, the rationale for the recommendation, and the recommended remedy (if any). For monitoring purposes, a copy of the report shall be sent to the Assistant Director of Administration who received the initial complaint.

## Example of a *Letter of Application for Candidacy Status* of Only the Business Unit. This Must be Submitted on Official Letterhead from the Institution.

(date)

Dr. Steve Parscale  
Director of Accreditation  
Accreditation Council for Business Schools and Programs  
11520 W. 119th St.  
Overland Park, KS 66213

Dear Dr. Parscale,

This letter is to notify you that, as a member in good standing with ACBSP, our institution is applying for Candidacy Status with ACBSP. The required Application for Candidacy Status is enclosed.

We certify:

1. Our institution is accredited by one of the six regional accrediting bodies and it is currently in good standing with that body or, if located outside the United States, we are providing documentation issues by a government authority that our institution has met the requirements necessary to offer degrees.
2. Our institution has offered (a) degree(s) in business for at least two years and has the necessary approval from appropriate state, provincial, national or other governing bodies to confer the degree(s).
3. Our institution has a publicly stated mission appropriate to a college or university and the mission has been approved by the institution's governing body (e.g. Regents, Trustees, etc.).
4. Our institution has reviewed ACBSP's accreditation standards and criteria and is desirous of meeting those standards.
5. Our institution is enclosing or has previously provided payment in the amount of \$1,250, which represents one-half of the application fee. (Note: For schools outside the United States, this will be \$1,000).
6. Upon receiving candidacy status, we understand that our institution will reimburse ACBSP for the travel expenses incurred by the mentor in conducting the site visit necessary to complete this process. We understand this will be done with our prior approval of the budgeted amount.
7. Upon submission of the completed self-study, the \$1,250 remaining balance of the application fee will be provided to complete the process and move from candidacy status to site visit towards accreditation. (Note: For schools outside the United States, this will be \$1,000).

It is understood that our institution will comply with the information contained in *The Process for Obtaining Accreditation: Baccalaureate/Graduate Degree Schools and Programs*.

Sincerely,

(typed name of President, Chancellor, Executive Director, Rector or Equivalent)  
(title)

cc: (designated individual)

Enclosures



# APPLICATION FOR CANDIDACY STATUS FOR BACCALAUREATE/GRADUATE DEGREE INSTITUTIONS

NAME OF INSTITUTION: \_\_\_\_\_

INSTITUTION TYPES:  Public  Private  Multi-Campus\*

\*Please provide in separate documentation a list of campuses proposed to be accredited. This must be all branch campuses but not educational sites. Please refer to the book on obtaining accreditation for these definitions and the advantages for system-wide accreditation. Only campuses listed in this application will be considered as having accredited status. All campuses must be ACBSP members.

AFFILIATION:  Propriety  Faith-Based  Other \_\_\_\_\_

Business School Enrollment: \_\_\_\_\_

Business Programs Offered: (i.e, B.S. in Accounting, M.S. in Accounting)

- 1) \_\_\_\_\_  undergraduate  graduate  both
- 2) \_\_\_\_\_  undergraduate  graduate  both
- 3) \_\_\_\_\_  undergraduate  graduate  both
- 4) \_\_\_\_\_  undergraduate  graduate  both
- 5) \_\_\_\_\_  undergraduate  graduate  both

Are there any business degree programs or business related degree programs offered by the institution that are not listed as candidates for accreditation?  Yes  No. If the response is yes, please submit a separate letter outlining these degree programs and the justification for their exclusion.

PRIMARY CONTACT FOR ACCREDITATION (attach business card or complete the following):

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State/Province, Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ FAX: \_\_\_\_\_ Email: \_\_\_\_\_

ALTERNATE CONTACT FOR ACCREDITATION (attach business card or complete the following):

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State/Province, Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ FAX: \_\_\_\_\_ Email: \_\_\_\_\_

**Example of a *Letter of Application for Candidacy Status* of the Business Unit and Separate Accreditation of the Accounting Program. This Must be Submitted on Official Letterhead From the Institution.**

(date)

Dr. Steve Parscale  
Director of Accreditation  
Accreditation Council for Business Schools and Programs  
11520 W. 119th St.  
Overland Park, KS 66213

Dear Dr. Parscale,

This letter is to notify you that, as a member in good standing with ACBSP, our institution is applying for Candidacy Status with ACBSP for accreditation of the business unit and separate accreditation of the accounting program. The required Application for Accredited Status is enclosed.

We certify:

1. Our institution is accredited by one of the six regional accrediting bodies and it is currently in good standing with that body or, if located outside the United States, we are providing documentation issued by a government authority that our institution has met the requirements necessary to offer degrees.
2. Our institution has offered a degree(s) in business and accounting for at least two years and has the necessary approval from appropriate state, provincial, national, or other governing bodies to confer the degree(s).
3. Our institution has a publicly stated mission appropriate to a college or university and the mission has been approved by the institution's governing body (e.g. Regents, Trustees, etc.).
4. Our institution has reviewed ACBSP's accreditation standards and criteria for business programs and for accounting programs and is desirous of meeting those standards.
5. Our institution is enclosing or has previously provided payment in the amount of \$1,875 for half of the application fee. (NOTE: For schools outside the United States this will be \$1,625.)
6. Upon receiving Candidacy Status, we understand that our institution will reimburse ACBSP for the travel expenses incurred by the mentor in conducting the site visit necessary to complete this process. We understand this will be done with our prior approval of the budgeted amount.
7. Upon submission of the completed self study, an additional \$1,875 application fee will be provided to complete the process and move from Candidacy Status continue the accreditation process. (NOTE: For schools outside the United States this will be \$1,625.)

It is understood that our institution will comply with the information contained in *The Process for Obtaining Accreditation* book.

Sincerely,

(typed name of President, Chancellor, Executive Director, Rector or Equivalent)  
(title)

cc: (designated individual)

Enclosures



# APPLICATION FOR CANDIDACY STATUS FOR ACCREDITATION OF THE BUSINESS UNIT AND SEPARATE ACCREDITATION OF THE ACCOUNTING PROGRAM

NAME OF INSTITUTION: \_\_\_\_\_

NAME OF BUSINESS UNIT: \_\_\_\_\_

NAME/DESCRIPTION OF ACCOUNTING PROGRAM: \_\_\_\_\_

INSTITUTION TYPE:  Public  Private

\*Please provide in separate documentation a list of campuses proposed to be accredited. This must be all branch campuses but not educational sites. Please refer to the book on obtaining accreditation for these definitions and the advantages for system-wide accreditation. Only campuses listed in this application will be considered as having accredited status. All campuses must be ACBSP members.

AFFILIATIONS:  Faith-Based  Military  Historically Black College/University

\_\_\_\_\_

Business School Enrollment: \_\_\_\_\_ Accounting Program Enrollment: \_\_\_\_\_  
(includes Accounting Program enrollment)

Business Programs Offered Including Accounting:

\_\_\_\_\_  undergraduate  graduate  both  
\_\_\_\_\_  undergraduate  graduate  both  
\_\_\_\_\_  undergraduate  graduate  both

CONTACT FOR BUSINESS UNIT ACCREDITATION:

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State/Province, Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ FAX: \_\_\_\_\_ Email: \_\_\_\_\_

CONTACT FOR ACCOUNTING PROGRAM ACCREDITATION

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State/Province, Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ FAX: \_\_\_\_\_ Email: \_\_\_\_\_

**Example of a Letter of Application for Candidacy For Business Programs That Do Not Have Institutional Accreditation by One of the Six Accrediting Bodies in the U.S., and are Located Outside the U.S. This Must be Submitted on Official Letterhead From the Institution. Submission can be by original or scanned copy.**

(date)

Dr. Steve Parscale  
Director of Accreditation  
Accreditation Council for Business Schools and Programs  
11520 W. 119th St.  
Overland Park, KS 66213

Dear Dr. Parscale,

This letter is to notify you that, as a member in good standing with ACBSP, our institution and all branch campuses are applying for Candidacy Status with ACBSP. The required Application for Candidacy status is enclosed.

We certify by signature that:

1. We do not have U.S. regional accreditation.
2. We have legal authority to confer higher education degrees and we are providing documentation issued by the government. We are providing a copy of the government document(s) and a certified English translation.  
 Yes - Skip question 3.       Does not apply to our institution - respond to question 3.
3. For institutions in countries in which legal authority to award degrees is not available, you must provide evidence that you have good standing and significant support in the local community or other communities of interest by providing documentation from well-known professional organizations and/or other respected entities that support the institution.  
 Yes - Documentation is provided with this application.
4. Our institution has offered (a) degree(s) in business for at least two years.
5. Our institution has a publicly stated mission appropriate to a college or university and the mission has been approved by the institution's governing body (e.g. Regents, Trustees, etc.).
6. Our institution has reviewed ACBSP's accreditation standards and criteria and is desirous of meeting those standards.
7. Our institution is enclosing or has previously provided payment in the amount of \$1,000 which represents one-half of the application fee until January 15, 2015 then it will be \$1,250.
8. Upon receiving candidacy status, we understand that our institution will reimburse ACBSP for the travel expenses incurred by the mentor in conducting the site visit necessary to complete this process. We understand this will be done with our prior approval of the budgeted amount.
9. Upon submission of the completed self-study, the \$1,000 remaining balance of the application fee will be provided to complete the process and move from candidacy status to site visit towards accreditation, \$1,250 after January 15, 2015.

It is understood that our institution will comply with the information contained in *The Process for Obtaining Accreditation: Baccalaureate/Graduate Degree Schools and Programs*.

Sincerely,

(typed name of President, Chancellor, Executive Director, Rector or Equivalent)  
(title)

cc: (designated individual)

Enclosures



# APPLICATION FOR CANDIDACY STATUS FOR BACCALAUREATE/GRADUATE DEGREE INSTITUTIONS LOCATED OUTSIDE THE U.S.

NAME OF INSTITUTION: \_\_\_\_\_

INSTITUTION TYPES:  Public  Private  Multi-Campus\*

\*Please provide in separate documentation a list of campuses proposed to be accredited. This must be all branch campuses but not educational sites. Please refer to the book on obtaining accreditation for these definitions and the advantages for system-wide accreditation. Only campuses listed in this application will be considered as having accredited status. All campuses must be ACBSP members.

AFFILIATION:  Propriety  Faith-Based  Other \_\_\_\_\_

Business School Enrollment: \_\_\_\_\_

Business Programs Offered: (i.e, B.S. in Accounting, M.S. in Accounting)

- 1) \_\_\_\_\_  undergraduate  graduate  both
- 2) \_\_\_\_\_  undergraduate  graduate  both
- 3) \_\_\_\_\_  undergraduate  graduate  both
- 4) \_\_\_\_\_  undergraduate  graduate  both
- 5) \_\_\_\_\_  undergraduate  graduate  both

Are there any business degree programs or business related degree programs offered by the institution that are not listed as candidates for accreditation?  Yes  No. If the response is yes, please submit a separate letter outlining these degree programs and the justification for their exclusion.

### PRIMARY CONTACT FOR ACCREDITATION (attach business card or complete the following):

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State/Province, Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ FAX: \_\_\_\_\_ Email: \_\_\_\_\_

### ALTERNATE CONTACT FOR ACCREDITATION (attach business card or complete the following):

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State/Province, Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ FAX: \_\_\_\_\_ Email: \_\_\_\_\_

# Promoting Your Accredited Status

## Use of Logo

You and those at the institution are justifiably proud of obtaining this status. Based on practices at other institutions, we encourage you to display the ACBSP logo on your stationery, in brochures and on your business school website. The logo may also be used on transcripts for accredited programs. ACBSP offers two logos for use in promoting this status. Two separate logos may be used by those business units that achieved separate accreditation of their accounting programs. The logos shown below are one-color; the logos are also available in two-color and are offered in a variety of formats from the ACBSP office or from the ACBSP website. Please call 913-339-9356 or send a message with your specific request to [info@acbsp.org](mailto:info@acbsp.org). Electronic files are provided in the press kits sent shortly after the institution receives notification from the Board of Commissioners and can be used to promote your accredited status.



## Publications

ACBSP permits a wide range of wording to promote your accredited status. ACBSP staff can provide assistance in developing proper wording or approval of wording you develop, but it is not required. Some wording suggestions are as follows:

**The (School of Business at Our University) is accredited by the Accreditation Council for Business Schools and Programs (ACBSP) based on standards that required our school to demonstrate teaching excellence.**

**The (School of Business) was accredited by the Accreditation Council for Business Schools and Programs (ACBSP) in (year), and must regularly demonstrate that it maintains the ACBSP standards of excellence.**

**The (School of Business at Our University) has achieved voluntary accreditation from the Accreditation Council for Business Schools and Programs (ACBSP), demonstrating it has met standards of business education that promote teaching excellence.**

You must accurately distinguish between programs that have achieved accredited status and those that have not. This is accomplished through brochures, catalogs, websites or other means of effective public communications.

Two brochures are available that help you communicate the value of ACBSP accreditation. These brochures are print-quality and available for your campus print shop to download and produce the needed quantity. The brochures can also be ordered directly from ACBSP. A third option allows you to customize the back panel of either brochure with your content and logo. Visit the "Promote Your Accredited Status" link under the Accreditation Tab at [www.acbsp.org](http://www.acbsp.org) to order.

## A Guide for Students

This brochure is written specifically for students considering which college or university is the best fit. It addresses the student, as well as anyone who might be advising the student on the benefits of choosing an ACBSP-accredited business program.



## A Guide for Employers

This brochure outlines the benefits of hiring graduates from ACBSP-accredited business programs. It details how a core business curriculum required for ACBSP accreditation produces graduates who are ready to meet the challenges of a global marketplace.

## Website

The website of the institution and the business unit will probably be the most visible way to promote your ACBSP accreditation. Nearly all institutions have a section devoted to “accreditation” where the regional accreditation of the institution is noted. This is one location for placement of the ACBSP logo and wording that notes which programs are ACBSP accredited and which programs are not.

Another location is the home page of the business school or program. Again, the logo or wording, such as “Accredited by the Accreditation Council for Business Schools and Programs,” can be displayed. Since Web pages are interactive, it may be helpful to place a link to the ACBSP website. We recommend using the link: [www.acbsp.org](http://www.acbsp.org), which opens to our home page.

To view how other institutions have developed content on their Web page to promote their accredited status, visit:

**Lindenwood University:** <http://www.lindenwood.edu/business/newsStory5.cfm>

**Viterbo University:** <http://www.viterbo.edu/dsob/>

**Webster University:** [http://www.webster.edu/depts/business/index\\_gallery.php?page=about\\_sbt/memberships\\_accreds.php](http://www.webster.edu/depts/business/index_gallery.php?page=about_sbt/memberships_accreds.php)

## Mini Gonfalons

Mini versions of the gonfalons used at the Accreditation Banquet during the ACBSP Annual Conference each year are available for purchase. There are four versions of the mini gonfalons. Each measures 22”w x 32”h. The cost is \$35 per gonfalon. This includes shipping and handling. Visit the “Promote Your Accredited Status” link under the Accreditation Tab at [www.acbsp.org](http://www.acbsp.org) to order.

- Initial Accreditation - Associate Degree
- Initial Accreditation - Baccalaureate/Graduate Degree
- Reaffirmation of Accreditation - Associate Degree
- Reaffirmation of Accreditation - Baccalaureate/Graduate Degree



## Lapel Pins

With the launch of a new logo and brand in 2010, ACBSP offers lapel pins to proudly display your accredited status. The pins are a gold-tone metal featuring the two-color “ACBSP Accredited” logo. The front of the pin is coated in enamel. Visit the “Promote Your Accredited Status” link under the Accreditation Tab at [www.acbsp.org](http://www.acbsp.org) to order.



