

# 제24회 한국경영학회 융합학술대회

이해관계자 자본주의 경영의 구현  
ESG, A Road to Stakeholder Capitalism

한국경영교육인증원 & AACSB 공동세미나  
'국제인증과 국내인증 기준 비교'

2022.08.16(화) 11:00~11:50  
여수엑스포컨벤션센터 세미나실 2

주최 한국경영학회 매일경제

주관 한국경영학회 전라남도 여수시

후원 POSCO HOLDINGS HAREX INFOTECH KISDI 정보통신정책연구원 FKI 전국경제인연합회 kakao 오로라월드 LG 에너지솔루션

true friend 한국투자증권 SK 텔레콤 SK SUPEX추구협의회 NAVER GS 리테일 BGFretail NRF 한국연구재단 ABLE&C MIRAE ASSET 미래에셋증권

HYUNDAI 블랙보리 KYOBO 교보생명 MIDAS KMS PPI HYUNDAI KJET 산업연구원 한국외환재단



# 한국경영교육인증원 & AACSB 공동세미나 '국제인증과 국내인증 기준 비교'

일시 : 8월 16일(화) 11:00 ~ 11:50

장소 : 여수엑스포 컨벤션센터 세미나실 2

## | 세션 개요 |

KABEA(한국경영교육인증원)와 AACSB의 인증기준 비교 및 공동 협력방안 모색



사회 및 좌장: **임상훈 교수 | 한양대학교**

- 1997-2002 위스콘신 대학 경영학 박사
- 한양대학교 경영대학 교수
- 현 한국경영교육인증원장



발표자: **김종우 교수 | 한양대학교**

### INTRODUCTION TO KABEA ACCREDITATION STANDARDS

- 한국 경영과학회 회장
- 서울대학교 수학과
- 한국과학기술원 산업경영학 박사
- 한양대학교 경영대학 부학장



발표자: **김보영 교수 | 한양대학교**

### INTRODUCTION TO KABEA ACCREDITATION STANDARDS

- 한양대학교 경영대학교수 (국제경영)
- AACSB 아시아 경영대학 Affinity Group 조직 위원장
- AACSB 멘토, AoL Facilitator, 경인원 국제협력단장



공동 좌장 및 발표자: **Geoff Perry**

**Korea Business Education Connects to the World Highest Standards Highest Standards**

- Executive Vice President & Global Chief Membership Officer
  - Managing Director of Asia Pacific, AACSB International
  - geoff.perry@aacsb.edu
- 



토론자: **Guodong Xu**

- Regional Head, East Asia AACSB International
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- 



토론자: **김중화 교수 | 한국외국어대학교**

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  - 1995~2005 University of Central Oklahoma, 한림대학교, 조교수
  - 한국외국어대학교 경영대학 교수
- 



토론자: **노승종 교수 | 명지대학교**

- 서울대 산업공학과 학사, 석사
  - University of Michigan, Ph.D
  - 1995-2003 아주대학교 경영대학 교수
  - 2003-현재 명지대학교 경영대학 교수
- 



토론자: **김창수 교수 | 서강대학교**

- 한국경영교육인증원 경영교육혁신단장
  - Asia Pacific Business Review 편집위원
  - 경영학연구 국제경영 분야 (Area Editor)
  - 현재 서강대학교 경영대학 국제경영 교수
-

# 발표 1

## INTRODUCTION TO KABEA ACCREDITATION STANDARDS

**김종우** 한국경영교육인증원 인증사업단장

**김보영** 한국경영교육인증원 대외협력단장



# INTRODUCTION TO KABEA ACCREDITATION STANDARDS

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2022.8.16

Prof. Jong Woo Kim  
Hanyang University



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## Contents

- History of KABEA Standards
- Main Changes in 4<sup>th</sup> phase Accreditation Standards
- Differences from AACSB Standards



# History of KABEA Standards



## Direction of the 4<sup>th</sup> Phase Standards

- Alignment between KABEA standards and AACSB standards
  - 3<sup>rd</sup> Phase Standards
    - 7 Standards – 18 Areas – 62 Items
  - AACSB Standards
    - 9 Standard
- Simplification
- Lower the hurdles
- Changes of accreditation decision types
  - 5 Year accreditation, Accreditation (A), Accreditation (B), Fail
  - => Certification, Revocation of Certification, Fail
- Simplification of reaccreditation process
  - Changes similar with the AACSB reaccreditation process



# Accreditation Standards Before Changes

## 3<sup>rd</sup> Phase Standards

- 7 Standards -18 Area - 62 criteria
- 7 Standards
  1. Mission, Vision and Objectives
  2. Learning Goals and AOL
  3. Curriculum
  4. Students
  5. Faculty
  6. Facility and Education Environment
  7. Continuous Improvement

## AACSB Standards in 2020

- 9 Standards (21 in 2013 -> 15 in 2019)
  - **Strategic Management and Innovation**
    - Standard 1: Strategic Planning
    - Standard 2: Physical, Virtual and Financial Resources
    - Standard 3: Faculty and Professional Staff Resources
  - **Learner Success**
    - Standard 4: Curriculum
    - Standard 5: Assurance of Learning
    - Standard 6: Learner Progression
    - Standard 7: Teaching Effectiveness and Impact
  - **Thought Leadership, Engagement, and Societal Impact**
    - Standard 8: Impact of Scholarship
    - Standard 9: Engagement and Societal Impact

# Mapping between Two Standards

## 3<sup>rd</sup> Phase KABEA Standards



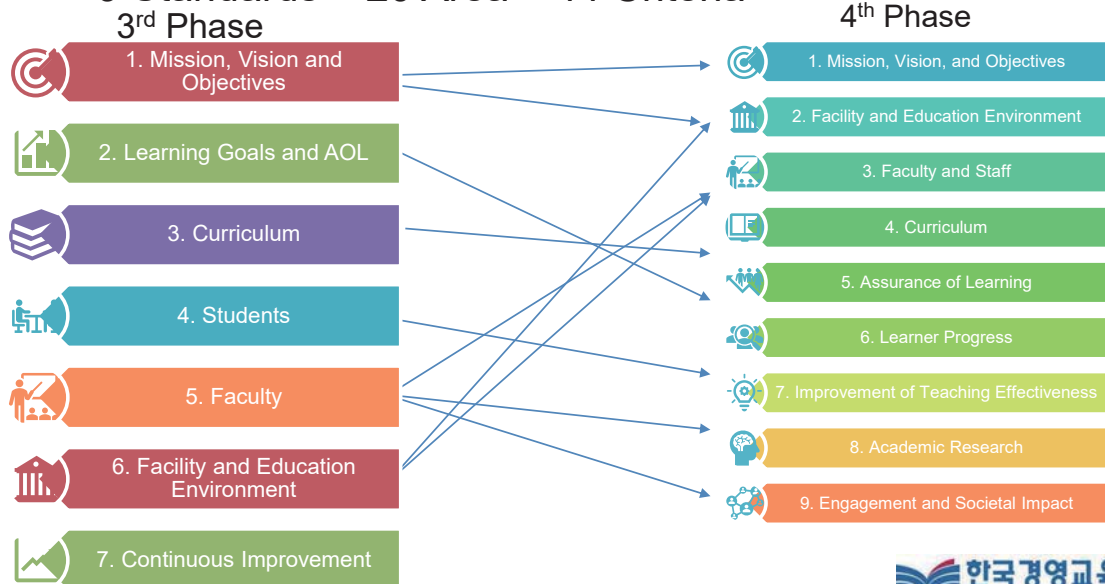
## 2020 AACSB Standards



## 4<sup>th</sup> Phase KABEA Standards

- 7 Standards -18 Area -62 Criteria

=> 9 Standards – 20 Area – 44 Criteria



## Differences from AACSB Accreditation Standards – Faculty Classification

- Standard 3: Faculty and Staff

### – AACSB

- Scholarly Academic (SA), Practice Academic (PA), Scholarly Practitioner (SP), Instructional Practitioner (IP), Additional Faculty (A)
- “participating” or “supporting”

Initial academic preparation and professional experience

Terminal degree  
Master's degree; professional experience, substantial in duration and level of responsibility

### Sustained engagement activities

Academic (Research/Scholarly)	Applied/Practice
Scholarly Academics (SA)	Practice Academics (PA)
Scholarly Practitioners (SP)	Instructional Practitioners (IP)

### – KABEA

- **Full-time, Non-full-time, and Instructor**
  - Full-time: including tenure and non-tenure
  - Non-full-time: adjunct professor, emeritus professor, chair professor, and visiting professor
- **Academic Qualified**
  - Holding PhD in business or a related field

## Differences from AACSB Accreditation Standards – Accreditation Scope

- AACSB
  - University level
- KABEA
  - Program level
    - University can select accreditation scope

## Differences from AACSB Accreditation Standards – Additional Criteria

- Standard 3: Faculty and Staff
  - Full-time faculty-to-student ratio
    - 1:45 (Undergraduate)
    - Recommendation
  - Research requirements for teaching faculty at academic graduate programs
    - Recommendation
  - Limitation on teaching load for faculty
    - 4 courses and 15 hours per week
    - 3% ~ 7% : insufficient
    - >7% : dissatisfaction

## Differences from AACSB Accreditation Standards – Excluded Criteria

- Standard 2: Facility and Education Environment
  - Risk assessment in financial resources
    - The school should maintain a *risk assessment specific to the school's financial situation* and describe the contingency planning process to mitigate the identified risks.

## Differences from AACSB Accreditation Standards – Excluded Criteria

- Standard 4: Curriculum
  - Lifelong learning and societal impact
    - The school's curriculum promotes and fosters innovation, experiential learning, and a *lifelong learning mindset*. Program elements promoting *positive societal impact* are included within the curriculum.
  - Engagement
    - The school's curriculum facilitates meaningful learner-to-learner and learner-to-faculty *academic and professional engagement*.

## Differences from AACSB Accreditation Standards – Excluded Criteria

- Standard 5: Assurance of Learning
  - Degree equivalency
    - Programs resulting in the same degree credential are structured and designed to ensure equivalence of high-quality outcomes irrespective of location and modality of instructional delivery.
  - Stackable microlearning credentials
    - Microlearning credentials that are “stackable” or otherwise able to be combined into an AACSB-accredited degree program should include processes to ensure high quality and continuous improvement.
  - Non-degree executive education
    - Non-degree executive education that generates greater than five percent of a school’s total annual resources should include processes to ensure high quality and continuous improvement.

## Differences from AACSB Accreditation Standards – Excluded Criteria

- Standard 7: Improvement of Teaching Effectiveness
  - Faculty Preparedness
    - Faculty are current in their discipline and pedagogical methods, including teaching diverse perspectives in an inclusive environment. Faculty demonstrate a lifelong learning mindset, as supported and promoted by the school.
  - Teaching impact
    - The school demonstrates teaching impact through learner success, learner satisfaction, and other affirmations of teaching expertise.

# DISCUSSION

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## **발표 2**

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### **Korea Business Education Connects to the World Highest Standards**

**Geoff Perry** AACSB Executive Vice President





# Korea Business Education Connects to the World Highest Standards

*Geoff Perry*

Executive Vice President, Global Chief Membership Officer,  
Managing Director, Asia Pacific, AACSB International

16<sup>th</sup> Aug. 2022



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## Agenda

- About AACSB
- Value of Accreditation
- Accreditation Overview
- Membership Resources



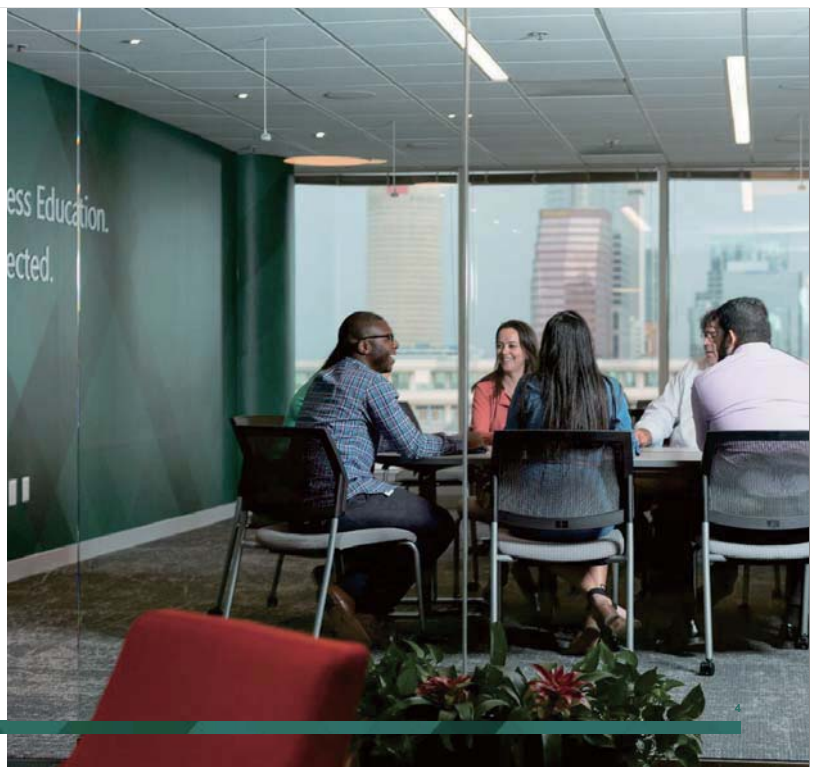
## About AACSB

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## Background on AACSB

Established in 1916, [AACSB International \(AACSB\)](#) is the world's largest business education alliance, connecting educators, learners, and businesses to create the next generation of great leaders.

With a presence in more than 100 countries and territories, AACSB has offices in Tampa, Singapore and Amsterdam



## Inspiring Transformation



### Mission

We foster engagement, accelerate innovation, and amplify impact in business education.



### Vision

Transforming business education globally for positive societal impact.

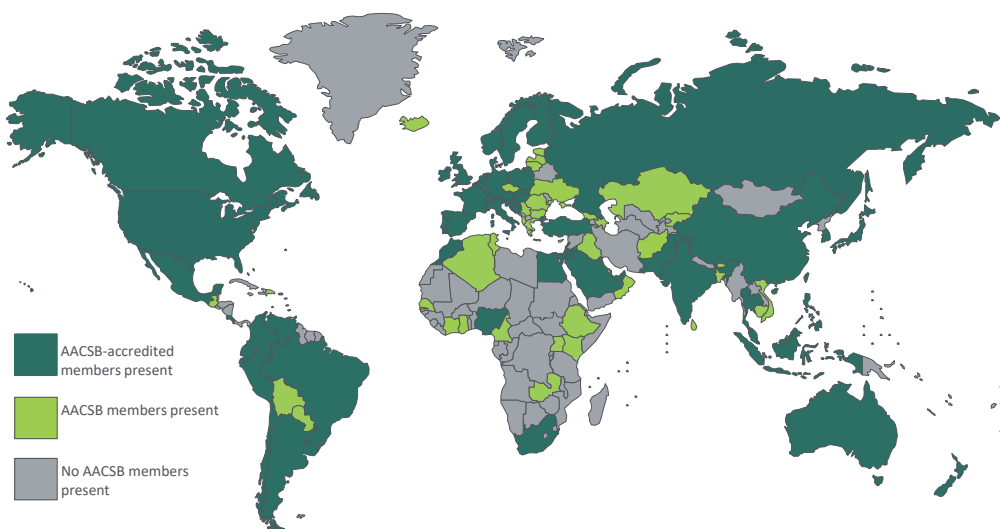


### Values

Quality • Diversity and Inclusion • Global Mindset • Ethics  
• Social Responsibility • Community



## Reach of AACSB International



Distribution of schools as of July 19, 2022.

## Macro-Regions

Macro-Regions	AACSB Educational Members		AACSB-Accredited		In Accreditation Process		AACSB Non-Educational Members	
Americas	771	44%	596	62%	43	17%	79	58%
Asia-Pacific	424	24%	172	18%	88	34%	13	9%
EMEA	539	31%	186	19%	125	49%	45	33%
<b>Global</b>	<b>1,734</b>	<b>100%</b>	<b>954</b>	<b>100%</b>	<b>256</b>	<b>100%</b>	<b>137</b>	<b>100%</b>

Source: AACSB data and analysis as of 07/19/2022.  
Note: Percentages may not sum to 100 due to rounding.

## Korean Business Schools with AACSB

- Membership: **18**
- Accredited Schools: **18**

## Accredited Schools – South Korea

Chonnam National University, College of Business Administration
Chung-Ang University, Business School
Dongguk University, Dongguk Business School
Ewha Womans University, College of Business Administration
Hankuk University of Foreign Studies, HUFS Business School
Hanyang University, School of Business
Hanyang University-Erica, College of Business and Economics
Inha University, College of Business Administration
Konkuk University at Seoul, School of Business
Korea Advanced Institute of Science and Technology, KAIST College of Business
Korea University, Business School
Kyungpook National University, School of Business Administration
Sejong University, School of Business
Sogang University, Sogang Business School
SolBridge International School of Business
Sungkyunkwan University, SKKU Business School
Ulsan National Institute of Science and Technology, School of Business Administration
Yonsei University, School of Business



## AACSB Asia Pacific Team



**Geoff Perry**  
Executive Vice President  
Global Chief Membership Officer  
Managing Director, Asia Pacific  
Singapore



**Angelina Riviana Chandra**  
Office Manager  
Singapore



**Amy Memon**  
Regional Head of South Asia  
Mumbai, India



**Liyan Chen**  
Senior Manager, Accreditation & Member Services  
Singapore



**Guodong Xu**  
Regional Head of East Asia  
Shanghai, China



**Hana Zainoldin**  
Coordinator, Membership  
Singapore



## Value of AACSB Accreditation

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### What We Heard from our Business Schools

**a) Overall – profile, reputation, differentiation and improvement;**

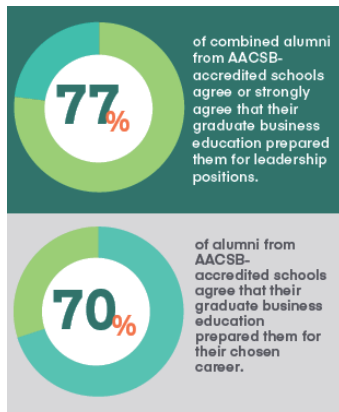
**b) Top aspects rated very important:**

- Improves the quality of the school
- Quality stamp for external stakeholders
- Improves internal systems and processes

**c) Top aspects rated important and very important - those in (a) plus:**

- Enhances reputation
- Distinguishes my school
- Helps align faculty and staff with school's strategy
- Constructive advice for the school
- Develops innovative initiatives

## AACSB Accreditation Matters



Source: GMAC mba.com Longitudinal Survey (2019).



Source: GMAC mba.com Longitudinal Survey (2019).



of the Economist's 2019 top 100 full-time MBA programs are housed in business schools that have achieved AACSB accreditation

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## Why Schools Are Pursuing AACSB Accreditation

- To gain status internationally and build global partnerships, **prerequisite to enter into global well-known ranking system**
- To be provided a **framework for continuous quality improvement** that is aligned with a school's mission and goals
- **Principles-based, mission driven approach provides flexibility** for schools to remain relevant to local context while achieving global standards and learning from global best practices amongst peers



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## Accreditation Overview

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## Mission as Your Driver



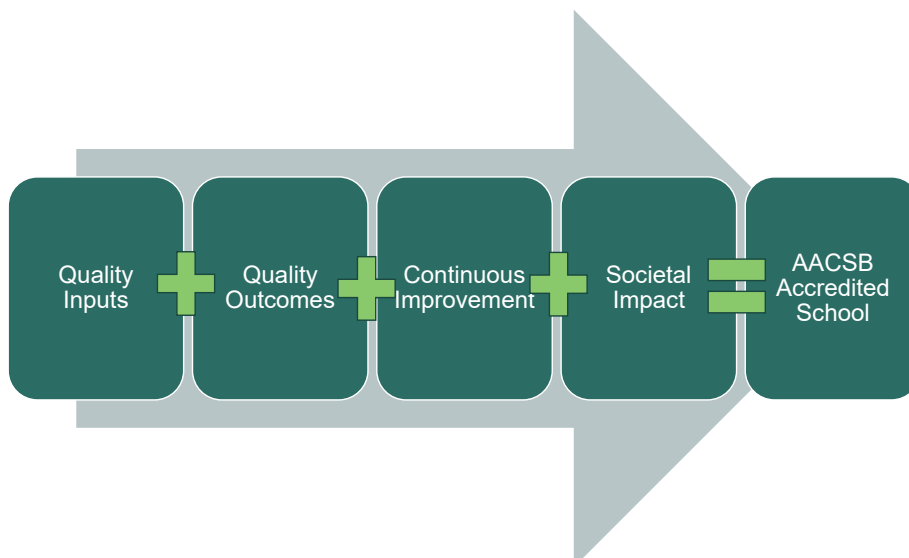


Pillars of  
AACSB  
Accreditation



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## Principles-based Decision Making under the 2020 Standards



The new standards are not about counting of inputs or meeting of ratios. *Holistic* look at inputs, outcomes, continuous improvement, and societal impact.

Alignment with Accreditation Standards and Guiding Principles

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# Guiding Principles and Expectations

Ethics and Integrity

Societal Impact

Mission-Driven Focus

Peer Review

Continuous Improvement

Collegiality

Agility

Global Mindset

Diversity and Inclusion

Continued Adherence to AACSB Guiding Principles and Accreditation Standards

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

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

Thought Leadership, Engagement, and Societal Impact
8. Impact of Scholarship
9. Engagement and Societal Impact



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# Accreditation Timeline & Milestones

## Initial Accreditation

Eligibility Application	Initial Self-Evaluation Report	Action Implementation Phase	Final Self-Evaluation Report and Peer Review
	2 years allowed	3 years allowed	1-2 years allowed

- Before applying, get in touch with AACSB accreditation staff to explore how to get started and readiness to apply
- School documents readiness for initial accreditation, followed by feedback from Initial Accreditation Committee and mentor
- Scope – Institutional (i.e. university) or unit

**Committee meeting dates :** <https://aacsb.edu/accreditation/volunteers/committees>

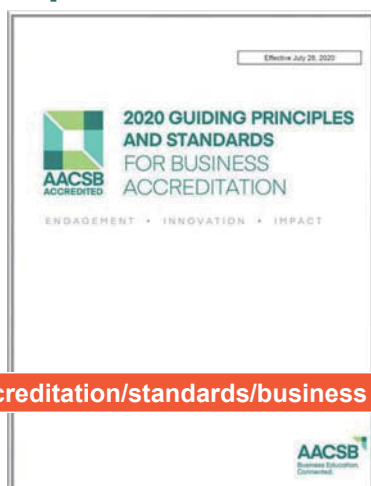
Oct. 21<sup>st</sup>, 2022 (~Sept. 15<sup>th</sup>, 2022)

Feb. 10<sup>th</sup> & 11<sup>th</sup>, 2023 (~Dec. 15<sup>th</sup>, 2022)

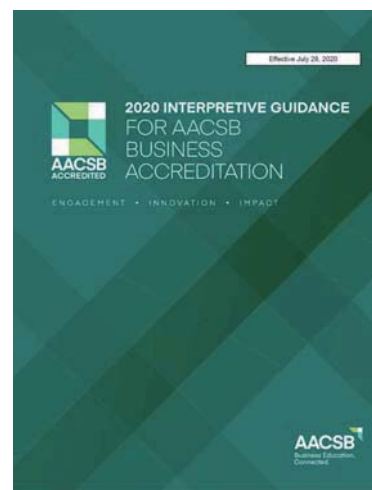
Apr. 2023 (~Feb. 2023)

Jul. 2023 (~May 2023)

## Guiding Principles and Standards Plus Interpretive Guidance, Adopted July 28, 2020



→ [aacsb.edu/accreditation/standards/business](https://aacsb.edu/accreditation/standards/business)



## Membership Resources

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### AACSB Learning & Event - Conferences



#### Events for Business Educators

Discover  
Conferences,  
Seminars,  
Webinars, and  
Online Courses

- Associate Deans Conference (17<sup>th</sup> – 19<sup>th</sup> Oct. 2022, New Orleans, US)
- Societal Impact Conference (24<sup>th</sup> – 25<sup>th</sup> Oct. 2022, New York, US)
- **Asia Pacific Annual Conference (16<sup>th</sup> – 18<sup>th</sup> Nov. 2022, Bangkok, TH)**
- AI and Analytics Conference (5<sup>th</sup> – 8<sup>th</sup> Dec. 2022, Virtual)
- Deans Conference (8<sup>th</sup> – 10<sup>th</sup> Feb. 2023, San Antonio, US)
- Int'l Conference & Annual Meeting (23<sup>rd</sup> – 25<sup>th</sup> Apr. 2023, Chicago, US)
- Diversity and Inclusion Conference (5<sup>th</sup> – 7<sup>th</sup> Jun. 2023, Washington, US)
- **Asia Pacific Accreditation Conference (5<sup>th</sup> – 7<sup>th</sup> Jun. 2023, Sydney, AU)**

More information at <https://www.aacsb.edu/events>



Networking & Learning Opportunities

## Upcoming Virtual Seminars for Asia Pacific (Private Seminars available!)

Continuous Improvement Review	• 18 <sup>th</sup> – 19 <sup>th</sup> Aug. 2022
Assurance of Learning II	• 22 <sup>nd</sup> – 24 <sup>th</sup> Aug. 2022
Faculty Standards & Tables	• 25 <sup>th</sup> – 26 <sup>th</sup> Aug. 2022
Strategic Planning	• 21 <sup>st</sup> – 22 <sup>nd</sup> Sept. 2022
Societal Impact	• 23 <sup>rd</sup> Sept. 2022
Assurance of Learning I	• 28 <sup>th</sup> – 30 <sup>th</sup> Sept. 2022
Business Accreditation	• 17 <sup>th</sup> – 20 <sup>th</sup> Oct. 2022



Learn more at [aacsb.edu/events](https://aacsb.edu/events)



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## Join Business Education Alliance



### Global Network

- AACSB Exchange
- Communities and Regional Networks
- Collaboration Portal
- Volunteer Opportunities



### Career Services

- [aacsb.edu/CareerConnection](https://aacsb.edu/CareerConnection)
- Advertising



### Quality Assurance and Quality Improvement (Accreditation)



### Learning and Development Events

- Conferences
- Seminars
- Digital Learning
- Exhibiting and Sponsorship



### Business Education Intelligence

- BizEd Magazine
- DataDirect Database
- Industry Reports & Analysis

[membership@aacsb.edu](mailto:membership@aacsb.edu)



**Thank you!**

- Any questions on AACSB Membership and/or Accreditation?
- Contact [quodong.xu@aacsb.edu](mailto:quodong.xu@aacsb.edu)

