

**PRO
GRAM
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**ACCREDITATION
FORUM
2021**

**15 – 18 NOVEMBER 2021
#AF2021**



ASSOCIATION
OF
AMBA
S
BE IN BRILLIANT COMPANY



BUSINESS GRADUATES
ASSOCIATION
LEADERS NEVER STOP LEARNING



INTRODUCING THE AMBA & BGA ACCREDITATION FORUM 2021

► Paul Thurston, Conference Producer, AMBA & BGA

AMBA & BGA's Accreditation Forum is specifically designed to help prepare accreditation professionals at Business Schools that are applying for AMBA and/or BGA accreditation or re-accreditation.

AMBA & BGA is committed to ensuring that our content is still available to our audiences. In spite of social distancing, this year's Accreditation Forum will be hosted completely online. All the sessions will be live streamed as interactive webinars, and the recordings to all sessions will be shared with all our delegates following the event.

The content will be led by a team of expert accreditors and guest speakers who will share their knowledge and insights over the course of the forum, and will cover:

- the structure of the accreditation process
- what it takes to make an accreditation submission successful
- best practices of successful Schools
- typical challenges Business Schools face – and proposed solutions
- marketing and communicating your accreditation to key audiences

WELCOME FROM THE CONFERENCE PRODUCER

PLEASE NOTE timings and final session titles in the draft programme are subject to change



MONDAY

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15

NOVEMBER

2021

#AF2021

PROGRAMME.
SCHEDULE

POST-CONFERENCE WORKSHOP

15:00 – 16:30 GMT

Use this time to familiarise yourself with the exclusive conference platform, plan your agenda for the event, upload your questions for discussion, and arrange meetings and networking with fellow delegates, speakers, panelists and experts.

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TUESDAY
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16
NOVEMBER
2021

#AF2021

PROGRAMME.

SCHEDULE

Session 1

10:00 – 11:00 GMT

Understanding the accreditation process

Speaker

Joseph Pilkington
Accreditation Manager, AMBA

Session 2

13:00 – 14:00 GMT

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

Speakers

Chair

Joseph Pilkington
Accreditation Manager, AMBA

Speakers

Markéta Dianová
Executive Director, Faculty of Business Administration,
Prague University of Economics and Business

Bethan Jones-Davies
Service Quality Manager, The University of Liverpool Management School

Jeffrey Petty
EMBA Academic Director and Professor of Entrepreneurship, HEC
Business School, University of Lausanne

Session 3

15:00 – 16:00 BST

Trends in MBA recruitment and education technology

Speaker

David Woods-Hale
Director of Marketing and Communications, AMBA & BGA

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WEDNESDAY
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17
NOVEMBER
2021

#AF2021

PROGRAMME.
SCHEDULE

Session 4

10:00 – 11:00 GMT

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

Chair

Joseph Pilkington
Accreditation Manager, AMBA

Speakers

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

Luis Torras
Senior Associate Professor, EADA Business School, and IAAB member, AMBA & BGA

Leila Triki
Dean, Mediterranean School of Business (MSB)

Session 5

13:00 – 14:00 GMT

AMBA & BGA joint accreditation

Speakers

Sara Isabel Marín-Zapata
Head of International Accreditations, Universidad EAFIT

Sankar Sivarajah
Dean, School of Management, University of Bradford

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

Session 6

15:00 – 16:00 GMT

Reserved for Sponsor

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THURSDAY

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18
NOVEMBER
2021

#AF2021

PROGRAMME.

SCHEDULE

Session 7

10:00 – 11:00 GMT

Interactive Roundtable: insight session – your questions answered

Moderators

Mark Stoddard

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

Steef van de Velde

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

Session 8

13:00 – 14:00 GMT

Triple Crown accreditation

Chair

Andrew Main Wilson

CEO, AMBA & BGA

Speakers

Sherif Kamel

Dean School of Business at the American University in Cairo (AUC)

Mikko Laukkanen

Academic Director, Aalto University Executive Education

Julien Manteau

Associate Dean for Communication, Marketing and Development
NEOMA Business School

Yolanda van der Westhuizen

Accreditation Manager, University of Stellenbosch Business School

POST-CONFERENCE WORKSHOP

15:00 – 16:00 GMT

Business Graduates Association (BGA) Accreditation Workshop

Speaker

Victor Hedenberg

Business Development Manager, AMBA & BGA

Luis Torras

Senior Associate Professor, EADA Business School, and IAAB member,
AMBA & BGA

THURSDAY

SESSION 1: Understanding the accreditation process

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

SPEAKER

Joseph Pilkington
Accreditation Manager,
AMBA

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

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

SPEAKERS

Chair

Joseph Pilkington
Accreditation Manager,
AMBA

Panellists

Markéta Dianová
Executive Director,
Faculty of Business
Administration,
Prague University
of Economics and
Business

Bethan Jones-Davies
Service Quality
Manager, The
University of Liverpool
Management School

Jeffrey Petty
EMBA Academic
Director and Professor
of Entrepreneurship,
HEC Business School,
University of Lausanne

SESSION 3: Trends in MBA recruitment and education technology

AMBA & BGA has carried out extensive in-field research during the Covid-19 pandemic, to deliver exclusive insight into how AMBA-accredited Business Schools are outperforming the market in terms of MBA applications during unprecedented times.

In this session, you will gain access to our research exploring the MBA application, enrolment, and diversity trends from across the AMBA network.

We will also explore fascinating insights into education technology initiatives employed by Schools over the past 18 months, and the effect these have had on long-term higher education strategy.

SPEAKER

David Woods-Hale
Director Marketing and
Communications, AMBA
& BGA

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

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

SPEAKERS

Chair

Joseph Pilkington
Accreditation Manager,
AMBA

Panellists

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

Luis Torras
Senior Associate
Professor, EADA
Business School, and
IAAB member, AMBA
& BGA

Leila Triki
Dean, Mediterranean
School of Business
(MSB)

SESSION 5: AMBA & BGA joint accreditation

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

SPEAKERS

Sara Isabel Marín-Zapata

Head of International Accreditations, Universidad EAFIT

Sankar Sivarajah

Dean, School of Management, University of Bradford

Mark Stoddard

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

SESSION 6: Reserved for sponsor

SESSION 7: Interactive Roundtable and insight session: your questions answered

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

MODERATORS

Mark Stoddard

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

Steeff van de Velde

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

SESSION 8: Triple Crown accreditation

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

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

SPEAKERS

Andrew Main Wilson
CEO, AMBA & BGA

Sherif Kamel

Dean School of Business at the American University in Cairo (AUC)

Mikko Laukkanen

Academic Director, Aalto University Executive Education

Julien Manteau

Associate Dean for Communication, Marketing and Development
NEOMA Business School

Yolanda van der Westhuizen

Accreditation Manager, University of Stellenbosch Business School

SESSION CONTENT

SESSION CONTENT

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

During this interactive workshop, attendees will discover more about the intricacies of developing impact metrics using the BGA Continuous Impact Model (CIM), which is an essential part of the BGA accreditation process.

The workshop will be divided into two parts, starting with a presentation on examples of impact metrics, followed by a collaborative session, during which attendees will be given a short assignment that will ask them to create a basic impact metric related to a hypothetical Business School case.

Attendees from Business Schools wishing to expand their knowledge on BGA accreditation and the CIM are encouraged to take part.

The workshop is ideal for Business School professionals who are:

- Considering undergoing BGA accreditation
- BGA member or validated Schools preparing for BGA accreditation
- Seeking an understanding of the role of BGA accreditation as a quality assurance mechanisms for Business Schools
- Seeking an in-depth understanding of BGA accreditation.

The workshop is a continuation of the workshop Using BGA's Continuous Impact Model to measure, evaluate, and improve stakeholder impact, which gave an overview of developing and measuring impact metrics.

Find out more here: <https://youtu.be/PJFhoKTqgSA>

SPEAKERS

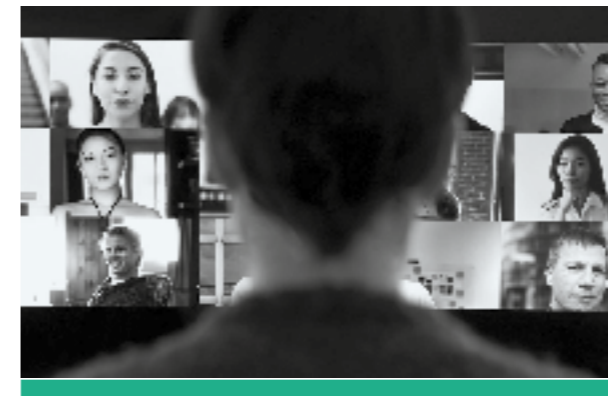
Victor Hedenberg
Business Development
Manager, AMBA & BGA

Luis Torras
Senior Associate
Professor, EADA
Business School, and
IAAB member, AMBA
& BGA

FORMATS AND NETWORKING.

PANEL DISCUSSIONS

Deans and directors from Business Schools, will join a variety of panel discussions that aim to bring as much opinion, discussion and insight as possible to the AMBA & BGA Accreditation Forum 2021.



ROUNDTABLE COLLABORATIONS

An interactive roundtable discussions are planned for the event.

The roundtable will allow delegates to discuss topics that are of most interest to them, meet virtually, debate issues that will arise during the conference, and share their own insights with fellow delegates in moderated sessions.

MEETINGS

Our conference platform's intuitive AI will help you plan meetings with fellow delegates and speakers, with whom who share common interests.

The platform's agenda planner, meanwhile, will allow you to schedule and tailor the whole event – meetings, sessions, roundtables, and breaks – all to your own diary and requirements.





QUALITY EDUCATION DEVELOPMENT LTD (QED)

Quality Education Development Ltd (QED) has more than 20 years' experience providing project management and advisory services to Business Schools, including:

- Leadership support and training – with a focus and emphasis on optimising performance;
- Executive coaching – for those in management and leadership positions within higher education;
- Strategy and continuous improvement – tackling strategic challenges and processes around key topics such as mission, internationalisation, faculty profiles and CSR for example. This includes specialist expertise in supporting Business Schools to achieve international business school accreditation (as provided by AACSB, AMBA and EFMD);
- Accreditation software – QED is the exclusive agent for The Accredinator (www.accredinator.com) – a software application that supports schools' accreditation reporting.

QED works with Business Schools worldwide to gain and maintain top international accreditations. Accreditation services include strategic advisory support; best practice workshops; GAP analysis reports; documentation drafting/review; mock peer review visits; faculty briefings and more.

www.QEDaccreditation.com



MBA INTERNATIONAL BUSINESS

MBA International Business is an academic business publication dedicated exclusively to management training topics, Business Schools and MBA programmes. Its strategic partners include AACSB International, EFMD Global, Association of MBAs, CLADEA Latin American Council of Management Schools and PRME.

Each edition of the magazine includes a Business School Guide by country. It is distributed directly to executives who are candidates for MBA programmes, as well as through MBA fairs, The MBA Tour, and Access MBA.

MBA International Business is a completely digital and interactive publication, it allows the reader to contact the Business School or the admission manager of the institution of their choice, directly.

MBA International Business has 22 years of uninterrupted circulation throughout the Latin American region. It has a complete digital platform: digital magazine, website, social networks: Facebook, LinkedIn, and a blog.

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