



## How Are Our Graduates Viewed in the Marketplace?

"ACBSP accreditation truly elevates the level of on-line learning and the value of the degree in the eyes of human resource professionals."

— David L. Moody, Ph.D., SPHR, FACHE  
Vice President/CHRO  
Salina Regional Health Center, Salina, KS



"I have sent several members of my executive team to get their MBA/DBA/PhD degrees from an ACBSP-accredited university that will prepare them for the one global economy in which we live."

—Yacov Geva, Chairman & CEO  
Card Guard AG, Neuhausen am Rheinfall Switzerland



**Accreditation Council for  
Business Schools and Programs**

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*Higher Standards in Business Education — Fully-Skilled Business Graduates*

# The Value of Considering ACBSP Accreditation When Making Your Business Decisions



**A GUIDE FOR EMPLOYERS**

# ACBSP Accreditation:

How does it help produce graduates who are ready to function in a global marketplace?



## Critical Areas For Business Study

• Graduates from ACBSP-accredited colleges and universities have been required to complete some if not all coursework for critical areas of business study, including:

- Financial Accounting
- Managerial Accounting
- Marketing Management
- Financial Concepts and Markets
- Strategic Management and Leadership
- Managerial Economics
- Operations Management
- Quantitative Analysis and Decision Making
- Information Technology
- Organizational Behavior
- Human Resource Management

## High Performance Employees

• Graduates are educated in programs that include the critical areas for business study. Common Professional Components (CPCs) ensure **immediate contributions to your business.**

• Graduates grounded in these critical areas of business study are **more able to solve multi-disciplinary problems and be effective decision makers.**

• **Student-centered learning approaches** are required that provide graduates with **practical problem-solving skills, leadership abilities, data analysis, environmental awareness, and good citizenship.**

## Practical Business Skills

• Accredited business schools follow **core values defined by the Baldrige National Quality Program.** All institutions must report on their process of continuous improvement.



• ACBSP accreditation requires classroom learning to be **measured and analyzed.**

• Business schools must conduct a self-study to demonstrate how specific standards, including **strategic planning, leadership, stakeholder focus, and measurement of student learning,** are being met.

## Strong Business Relationships

• ACBSP-accredited institutions are required to **create and foster links with local employers** to promote a vibrant local economy.

• All accredited schools have a business advisory board to consult for future skills requirements, plan programs, provide internships, and mentor students.

• **Businesses in local communities are viewed as major stakeholders** in a collaborative learning process.

## Global Network

• ACBSP actively recruits schools from around the world to create a **global education network.** This network of member schools promotes cultural enrichment for schools of all sizes.

• ACBSP is the only accrediting body for business schools that presents an international teaching award to outstanding faculty members in order to **recognize and motivate teaching excellence.**

## In What Ways Can ACBSP Accreditation Create Value For You?

- Hiring New Employees
- Tuition Reimbursement
- Involvement in Business Advisory Boards
- Support for Your Charitable Contributions
- Creating Internship Opportunities

The Accreditation Council for Business Schools and Programs (ACBSP) was founded in 1988 to create an accreditation process designed to fit the needs of business programs by focusing on teaching and learning that occurs in the classroom. ACBSP currently has more than 828 members in 44 countries. Visit our Web site for more information: [www.valueofacbsp.org](http://www.valueofacbsp.org)

