

Exploring Effective Practices and Business School Profile Reports

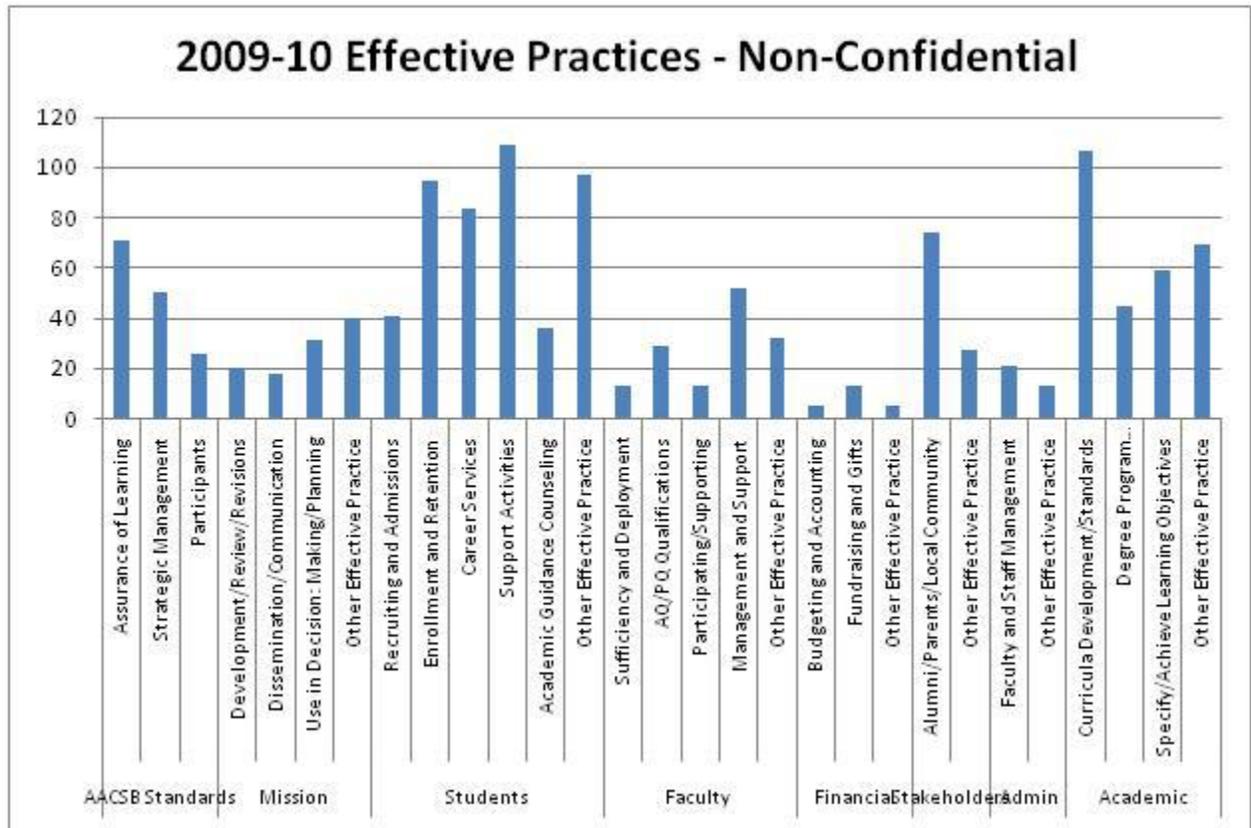
As the 2010–2011 annual AACSB Business School Questionnaire (BSQ) comes to a close, two reporting tools may assist business schools with strategic planning, benchmarking, and accreditation.

2009–10 Trends in Reported Effective Practices

Effective practices are defined by AACSB as processes, policies, and procedures that have achieved positive, high-quality outcomes along some administrative, educational, or service dimension; and also have served to further the goals of a business school as defined by its mission statement. These practices may be identified through AACSB's accreditation process or by other means (such as surveys). In 2009–10, 91% of the AACSB-accredited schools reported effective practices, and 64% of the schools that reported were public institutions. The most popular primary emphasis was on the enrollment and retention of students. The most popular secondary emphasis was related to student support services.

Figure 1 below displays the distribution for the 2009–10 reported effective practices. For each of the practices counted below, the Effective Practices Reporting tool found in DataDirect shows the school name, accreditation status, categories, contact information, and a description of the effective practice. Effective practices are self-reported by a school and are not edited by AACSB. The effective practices data available to AACSB members through DataDirect is non-confidential. Confidential practices (such as those used and reported by schools in the accreditation process) may be transferred to non-confidential status by a school and AACSB Accreditation Liaison.

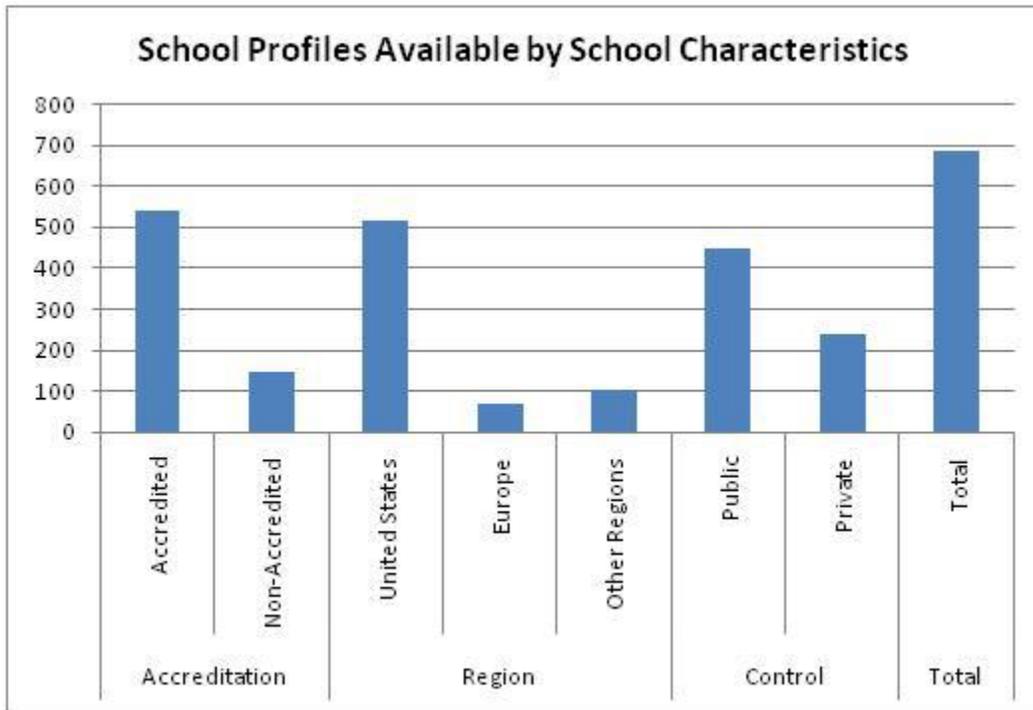
Figure 1.



Business School Profiles for 2008–09

Business School Profiles are based on the annual Business School Questionnaire (BSQ). The Business School Profile Reports provide two-page sample outlines of schools in a particular comparison group that participated in the BSQ. The 2008–09 data includes 687 profiles. Figure 2 below represents the school profiles that are available by school characteristic.

Figure 2.



Each school profile displays basic characteristics such as name, website, institutional control, and accreditation status, as well as breakdowns of student enrollments, degrees conferred, tuition costs, faculty qualifications, and degree programs offered. This report is as a “quick snapshot” for administrators who need a basic overview of a small group of schools, but do not need the full detail. This reporting tool is available on a per-year basis. The 2009–10 BSQ data will be available in July 2010, making the information below is for the 2008–09 BSQ only.

For more information on these reports, login to DataDirect at: <https://datadirect.aacsb.edu>.