

Contents

Part 1 – the Association of MBAs

About the Association

Who we are

Our constituency

Part 2 – our services

Membership

Accreditation services – an overview

If you have any questions about the contents of this pack please call Natalie Clark, Marketing Manager of the Association of MBAs, on +44 (0)20 7246 2672

About the Association

History

The Association of MBAs was founded in 1967 by eight UK graduates from Wharton, Harvard and Columbia. Realising the fundamental strength of the qualification in terms of business and leadership, but seeing little knowledge of it in Europe, they decided to form a lobby and membership group. This started as the Business Graduates Association (BGA), and coincided with the setting up in the UK of London and Manchester Business Schools and the growth of management education in the rest of Europe at IESE and INSEAD. The BGA developed into the Association of MBAs which began to accredit the growing number of MBA programmes as well as developing a strong membership brand.

Where are we now?

The Association's role is to be the Advocate for the MBA. We currently accredit 142 schools in 67 countries and have a network of over 9000 members living and working in 88 countries. Schools accredited by us include INSEAD, London Business School, IESE, HEC Paris, Instituto de Empresa, Rotterdam, University of Auckland Business School, Zhejiang University, IAE Universidad Austral and Wits Business School to name a few.

The Association's vision is to become the international authority on business and management education. We are working to establish a tripartite network to improve the lines of communication between members, employers and leading business schools.

Where are we going?

The realisation of this vision entails various strategies to bring together the three constituents of the MBA community under one umbrella, the Association.

Firstly, we are expanding the membership base, to improve our service delivery to both the business community and individual members, so as to evolve continuously the strengths of our network in an ever-changing business environment. We will continue to deliver high-profile events that offer the opportunity to broaden horizons, forge new relationships and address the mercurial challenges of business.

In terms of business schools, we will foster existing relationships and create new contacts, building on our recent international expansion of accredited business schools. As the world of business embraces the challenges of globalisation, we plan to be visible at every stage. We will respond to change and maintain the prestige and quality of postgraduate management education through the accreditation of the MBA, DBA and PEMM (pre-experience Masters in general management). In addition, we will focus on MBA alumni and establish an alumni steering group which will promote new relations with Association members and identify areas of potential collaboration.

It is vital that we continually respond to the demands of business. Therefore, it is our aim to increase the level of corporate exchange and to implement a more integrated system of communication with employers. Involvement of corporate employers is essential to the future success of the Association and we plan to generate and nurture our links with this sector. We wish to continue our success with various corporate initiatives and to develop further and promote the relevance and value of the MBA in the corporate world.

Who we are



The Association's Chief Executive,
– Jeanette Purcell

Jeanette Purcell completed her MBA at Cass Business School, London. Since her appointment as Chief Executive of the Association of MBAs in 2003 she has led the development and implementation of a new strategy, focusing on establishing the Association's role as the advocate for the MBA. Jeanette has over 20 years experience in management and has worked in both the commercial and public sector. She spent 15 years in the field of further and higher education working on UK national issues, policy development, qualification frameworks and quality assurance. Jeanette teaches leadership skills at a London business school, is a regular speaker at international conferences and is a member of the UK government's National Employers' Forum on management education. She was also a member of the Bologna Taskforce, set up in 2003, a team of business and education leaders brought together to assess the potential effects of the Accord on graduate management education.



The Association's President,
– Sir Paul Judge

Sir Paul Judge gained his MBA from the Wharton Business School and is the key benefactor of the Judge Business School at the University of Cambridge. He is now involved primarily in education and financial services. His educational interests include being Chairman of Teachers TV, of the Lord Mayor's "City of London - City of Learning" project, of the Marketing Standards Board, of the Enterprise Education Trust, of Digital Links International and of St Dunstan's College and Deputy Chairman of the American Management Association based in New York. He is Chairman of Schroder Income Growth Fund plc, a director of Standard Bank Group Ltd of Johannesburg and a member of the Advisory Boards for Barclays Private Bank and for Abraaj Capital of Dubai.

Sir Paul spent 13 years with Cadbury Schweppes and in 1985 led the £97 million buyout of their food companies to form Premier Brands which was successfully sold in 1989. He has subsequently been Chairman of Food from Britain, Director General of the Conservative Party and a Ministerial Adviser at the UK Cabinet Office. He has just completed his term as Chairman of the Royal Society of Arts, where he remains as Deputy Chairman, and is a recent President of the Chartered Management Institute and a recent Master of the Worshipful Company of Marketors.



The Chair of the Association's
International Management Board
– Hilary Sears

Hilary Sears has an MBA from Cranfield School of Management, and a BSc (Honours) in Economics with International Relations from University College London. She has both private and public sector experience at senior levels and has recently completed a 15 month secondment in the Cabinet Office where she headed the Brokerage Unit, which offers career support to senior Civil Servants across Whitehall, and inputs into the succession planning and talent management programmes.

After a first career in advertising (with the likes of the Interpublic and J Walter Thompson groups), and marketing with Johnson and Johnson, Hilary took an MBA at Cranfield. She then moved into executive search and has more than 20 years of executive search and leadership assessment experience. She represented A T Kearney Executive Search on the European Board of the Association of Executive Search Consultants. Externally, she has maintained an involvement in the MBA environment: she served as Vice-Chairman of the Association of MBAs, sits on the Board of the Cranfield Management Association, and has presented at the Association of MBAs Employers' Forum, and at a number of business schools. She has also been active in trying to promote women onto boards, speaking at conferences, chairing City Women's Network, sitting on the boards of International Women's Forum and UK Forum, and recently chairing their Board Initiative.

International Management Board (IMB)

The Association is valued as an independent and impartial organisation in a competitive environment. We are governed by members of the Association (MBA graduates) who are appointed to our Board of Trustees by member elections. The IMB is responsible for driving the Association's strategy and policy and its members include MBAs from INSEAD, Warwick, Wharton and Cass.

International Accreditation Advisory Board (IAAB)

The International Accreditation Advisory Board establishes the criteria for MBA programme accreditation to ensure these reflect changes in business and management practice. It is made up of deans, senior academics and corporate experts.

Our constituency

The Association enjoys close links with the business community and has a number of strategic partnerships and alliances with organisations that share similar values.

These include:

- Graduate Management Admission Council (GMAC)
- Executive MBA Council (EMBAC)
- Association of Business Schools (ABS)
- European Foundation for Management Development (EFMD)
- Institute of Business Ethics (IBE)

We work with all parties to improve standards within business and management education and believe that the involvement of corporate employers is essential to the future success of the Association. As such we are continually generating and nurturing our links with this sector.

The key event in our calendar is the annual Deans' and Directors' Conference which has been held in Madrid, Juan les Pins - France, Barcelona, Holland, Paris and London. The 2007 Conference which was held in Moscow, formed part of the Association's 40th Anniversary celebrations and included presentations from HRH Prince Michael of Kent GCVO and Professor Lord Robert Skidelsky. The Conference was attended by over 120 delegates from 22 countries.

Membership

Our over 9000 members live and work in 88 countries. Around two thirds of our members are senior managers, board directors or CEOs; 25% are based outside the UK. Membership is exclusive to students and alumni of our accredited schools and admission is by application and payment of a yearly subscription fee. We offer support and guidance before, during and after MBA, through the various services listed below:

Pre MBA – advice and information on MBA study

- **MBA Fairs** attended by our accredited schools and other MBA related organisations. Delegates may also attend seminars on financing their MBA, factors to consider when choosing an MBA and a guide to studying an MBA.
- **MBA Handbook** with full course listings for our 142 accredited schools and advice on all matters relating to MBA education.
- Exclusive access to our **information and advice** via our website.
- Preferential loan scheme for students whose permanent residence is in the UK.

During and after MBA – advice and information on careers, networking opportunities, access to data, research and professional development opportunities

- **MBA Careerworld** – The Association’s career service, including an on-line jobs portal, which has been developed to help members make the most of the global MBA network; up to 400 MBA specific jobs posted at any one time with regular review; includes advice and resources on career development; open to all members for recruitment and job searches.
- **Members Address Book** – A valuable contact network of MBAs worldwide to help our members with their next career move. The address book is available (and can be updated) on-line and includes a sophisticated search facility.
- **Membership events** – We produce a yearly events schedule incorporating:
 1. Professional development events on specific business topics or latest business thinking
 2. Social and networking events
 3. Career events for students and recent graduates offering advice from recruiters and expert career advisors
 4. Speaker events giving our members the chance to hear from high profile speakers in industry.

We have held events in conjunction with BMW, PricewaterhouseCoopers, British Telecom, The Bank of England, Rolls Royce, Royal Bank Of Scotland, Barclaycard, Harley Davidson, O2 and Tesco. We have recently developed membership events in partnership with non-UK business schools in Australia, Belgium, France and Germany.

- **World Business magazine** – Published by Haymarket and produced in association with INSEAD, this globally distributed magazine features authoritative and accessible articles on new management thinking, business leadership and career development, with an international focus.
- **Careers Survey** – A yearly report providing salary information by sector, job function, region and other parameters which highlights the MBA’s contribution to future career progression. Respondents from our international accredited business schools participate in the survey, which provides a clear overview of the MBA market.
- **Business Leadership Review** – the Association’s online forum for best practice in postgraduate management education features articles on leadership, management, and management education, and includes contributions from prominent academics and management practitioners from the international management education community. BLR has developed into an important discussion point for issues affecting the world of management and management education, and is currently read by faculty of many top international business schools, individual members, and leaders in the corporate world.

Accreditation services – an overview

An international accreditation service was first launched in April 1997. Accreditation has been designed as an independent mark of excellence for postgraduate management education programmes offered at institutions throughout the world – the Association currently accredits MBA programmes at 142 institutions, in 67 different countries.

Why Accreditation?

Accreditation ensures the global quality and relevance of the MBA. It provides: institutions with a distinct market advantage and international visibility for their programmes, as well as the opportunity for external peer review; students with a list of postgraduate management education programmes of guaranteed quality; graduates with an assurance that their qualification will retain its value at a time when the market risks saturation; and employers with a recognised pool of talented graduates from which to recruit.

The Association's accreditation service exists primarily to protect the consumer, ensuring that the accreditation assessment process maintains its independence and integrity as a kite mark for quality in the provision of management education. The assessment itself is completed by peer review, drawing on the vast experience of the Association's faculty of assessors, primarily comprising deans and MBA directors from accredited institutions.

Accreditation criteria

The criteria against which postgraduate management education programmes are judged are constantly revised and updated by the Association's International Accreditation Advisory Board (IAAB), to reflect the changing nature of management and business. The IAAB is comprised of senior academics from accredited schools around the world, as well as corporate expertise. The accreditation criteria are regarded as the international standard for MBA, DBA and other Masters programmes in general management.

Raising the standard

The Association is committed to promoting innovation and the continual development of postgraduate management education. The criteria encourage the development of new ideas and best practice to improve the global standard of postgraduate management education.

Accreditation is programme specific. Although this requires assessment of some elements of the institution in order to guarantee a sound framework, programme evaluation allows an in-depth analysis of an institution's provision, assessing its quality and providing relevant and valuable recommendations for the further development of programmes through a comprehensive report.

Accreditation is both judgemental and developmental – it acts as a key differentiator between quality programmes in a crowded market, whilst encouraging innovation and continual development in all aspects of postgraduate management education.