

UNDERSTANDING THE NEW AMBA CRITERIA

This document outlines the key changes to the AMBA Accreditation Criteria for the period 2016 – 2021.

Structure

The new criteria have been designed to clearly identify the distinctive nature of each degree type (MBA, MBM & DBA), and to differentiate them. This has been achieved by providing a definition, core attributes (outcomes) and guiding principles for each programme.

The structure of the criteria themselves have been re-adjusted to more naturally follow the flow of the MBA life cycle, starting with the foundation blocks of the Institution and Faculty, moving into Programme Design, Student Recruitment, Graduate Attributes, Curriculum, Assessment, Delivery, and ending with Impact and Outcomes.

Criteria

There are no changes to the key quantifiable criteria i.e. faculty qualifications, student cohort size, and contact / student learning hours.

Changes include:

- Additional focus on institutional strategy for partnerships and the way in which this impacts on programmes.
- The removal of the restrictions on exemptions for full-time MBA programmes; all programmes irrespective of delivery mode can now offer exemptions up to the 20/20 ruling.
- Greater clarity on the metrics for student diversity, including nationality, gender and academic or professional background.
- Replacing the long list of learning outcomes and employer expectations with a more succinct list of graduate attributes.
- Explicit encouragement for innovation in curriculum design and delivery.
- Removal of the requirement for synchronous learning to be face-to-face, enabling the accreditation of sophisticated, fully online programmes.
- Greater emphasis on the impact and outcomes of MBA graduates in a wider context as a key measurement of MBA success.

If you have any questions about the AMBA Criteria or accreditation please contact your Accreditation Director directly or email the team at: accreditation@mbaworld.com.