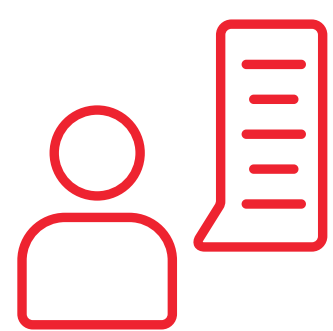


## Title: Achieving double accreditation for Cork University Business School (CUBS)

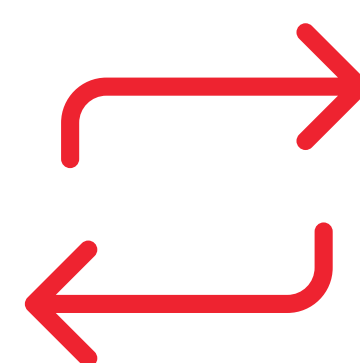
Presenter: Patricia O'Donoghue, Cork University Business School

Authors: Prof. Edward Shinnick | Patricia O'Donoghue



### Case Study Synopsis

AACSB, as the world's largest business alliance, connects business educators, students, and business to achieve a common goal, to create the next generation of great leaders. In 2016 CUBS embarked on a journey with AACSB, working on a pathway to secure institutional accreditation for UCC\CUBS. This pathway involved a rigorous application and assessment process ensuring the school responds to, and meets, all 15 AACSB Standards mapped across three transversal themes of Engagement, Innovation, and Impact. The school submitted a final Self Evaluation Report in September 2021 which, on acceptance, formalised the school's Initial Accreditation Committee visit in February 2022. In response to the accreditation process many quality initiatives were undertaken across the school in both teaching & research with a focus on quality and impact.



### Intended Changes

AACSB uses internal self-assessment and external peer review to confirm delivery of high-quality business education. AACSB membership provides the School and UCC with numerous benefits. CUBS and UCC now belong to an elite group of accredited Business Schools worldwide. AACSB currently has 1,850+ member organisations with 900 accredited schools across 50 countries. AACSB accreditation provides the school with engagement opportunities with accredited international partner universities across the research and teaching agenda. It leads to increased inflow of international students from top-tier universities and significantly enhances our reputation both nationally and internationally.



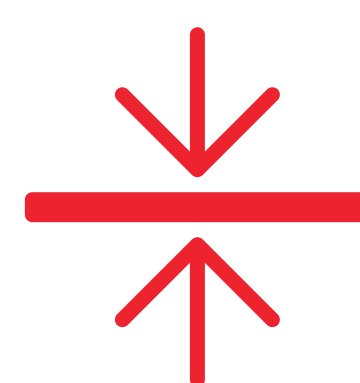
### Key Impacts

CUBS secured AACSB accreditation in May 2022. Given the substantial structural changes required in establishing the school, combining five departments, and implementing a new governance framework, we were well positioned mid-journey to engage with the Association for MBAs. AMBA accreditation for CUBS\UCC's Executive MBA was secured in November 2020. This along with AACSB in May 2022 making CUBS a double accredited Business School, of which there are fewer than 300 worldwide and places us among the top 2% of business schools worldwide.



### Additional Information

Accreditation with AACSB requires a commitment to continuous improvement, quality of faculty, relevance of curriculum, assurance of learning and a connection to industry while maintaining a global prosperity and impact. Impact, one of three key themes, must be evidenced and CUBS deliver on this through its Mission and Strategic Vision.



### Area of Alignment

Learning & Teaching  
Research & Innovation



### Video Links | Graphics

## ACCREDITATION

Cork University Business School (CUBS) has earned accreditation from both AACSB and AMBA in recent years, this double accreditation places it among the top 2% of business schools worldwide. AACSB accreditation is a mark of global excellence in business education while AMBA represents the highest standard of achievement in postgraduate business education and shows CUBS's continuing commitment to excellence in management education.

Accreditation confirms that a business school's undergraduate, master's, doctoral, and executive education programmes have passed rigorous standards for quality and that their programmes teach the knowledge and skills that employers require. Students reap the benefits of accreditation studying in practice-inspired programmes that are recognised as having met the highest standards in global business education.

Together CUBS and the Irish Management Institute (IMI) deliver fully accredited business and management education through a wide range of programmes that offer a complete lifelong learning pathway from the undergraduate level through to Executive Education.



AMBA



AACSB