



Accreditation News

International Accreditation Office, Chulalongkorn Business School

September 2018, Volume 8 Issue 1

Propelling Chulalongkorn Business School to Be a Leading International Business School

Although Chulalongkorn Business School is ranked as a leading business school in Thailand, the School continues to work toward the goal of becoming a highly ranked institution, recognized internationally, which leads to a sustainable Thai society. One of its goals is to be accredited by the two globally recognized accreditation institutions—AACSB International and EFMD.

Chulalongkorn Business School has always looked for ways to improve its teaching and learning at the School. When the world was moving toward the globalization, Assoc. Prof. Dr. Anop Tanlamai, the former Dean, had the vision to start the accreditation journeys from both accreditation institutions. The current Dean, Assoc. Prof. Pasu Decharin, also agreed with the vision, mentioning that “The process of going through international accreditations benefits in two major ways. Firstly, the Standards can be used as guideline in improving the School. Secondly, the process involves having internationally recognized reviewers come and evaluate

whether the School is currently at the internationally accepted level.”

The AACSB International and EFMD require that the School manages and improves according to the Standards and guidelines that have been continually reviewed and updated by worldwide educational leaders and deans, who have deep knowledge and experience in business education. In addition, deans of business schools are educational members who voluntarily visit schools (without any remunerations) to review and provide recommendations to the schools for further improvements.

Note: 2018 QS Rankings rank Chulalongkorn University’s Accounting and Finance field at 101-150 and Business and Management Studies field at 151-200, both as #1 in the country.

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ประเภท มาตรฐานนานาชาติ					
 AACSB Accredited Re-Accreditation	อนุมัติ AACSB Accreditation เป็นเวลา 5 ปี - ระดับคณะ				พฤศจิกายน AACSB Continuous Improvement Review Visit
 EPAS Accredited Re-Accreditation	อนุมัติ EPAS Accreditation - หลักสูตร MSF 3 ปี - หลักสูตร BBA 5 ปี		อนุมัติ MSF Re-Accreditation - หลักสูตร MSF 5 ปี		
 EQUIS Accredited Initial Accreditation			พฤศจิกายน CBS ผ่าน EQUIS Eligibility เพื่อเข้าสู่กระบวนการขึ้นต่อไป	2-3 สิงหาคม EQUIS Advisor เดินทางมาให้คำปรึกษา **26-29 พฤศจิกายน** EQUIS Peer Review Visit	

The above figure shows timelines and key steps in the three international accreditations of AACSB, EPAS, and EQUIS. There are two types of accreditations: initial accreditations for schools going through the process the first time and re-accreditations for schools who have already been accredited.

With the leadership in foreign relationships, innovations, and technologies from Dean Pasu Decharin and strong collaborations from those involved (management, faculty, staff, students, alumni, and other stakeholders), the School received great news in February 2015. In the same month, the School was accredited by (1) EPAS for its BBA International Program and MSF English Program and (2) AACSB, which qualified Chulalongkorn Business School to be the first school in Thailand to be accredited at all levels of Bachelor's, Master's, and Doctoral degree levels.

Note that each accreditation institution specifies the timeline for the School to continuously improve itself through the re-accreditation process, and the School must go through the same rigorous process similar to the initial accreditation process. The MSF Program successfully went through the EPAS Re-Accreditation

in December 2017. As for the AACSB, the School will be going through the Continuous Improvement Review process in 2019, and the Peer Review Team Visit will take place in November 2019.

Having obtained accreditations from AACSB and EPAS, the School is determined to continually improve itself and expand the European accreditation at the program level (EPAS) to the school level (EQUIS). Currently, the School has already passed the EQUIS Eligibility step in November 2017 and is preparing the Self-Assessment Report (SAR), which is the final step in conjunction with the Peer Review Team Visit that will take place on 28-29 November 2018. Should Chulalongkorn Business School gain the EQUIS accreditation (which is the accreditation at the school level), it does not need to maintain the EPAS accreditation (which is the accreditation at the program level).



CHULALONGKORN BUSINESS SCHOOL

FLAGSHIP FOR LIFE

วิสัยทัศน์ ของ
จุฬาลงกรณ์มหาวิทยาลัย
“มหาวิทยาลัยแห่งชาติใน
ระดับโลกที่สร้างสรรค์
องค์ความรู้และนวัตกรรม
เพื่อสร้างเสริมสังคมไทยสู่
การพัฒนาอย่างยั่งยืน”

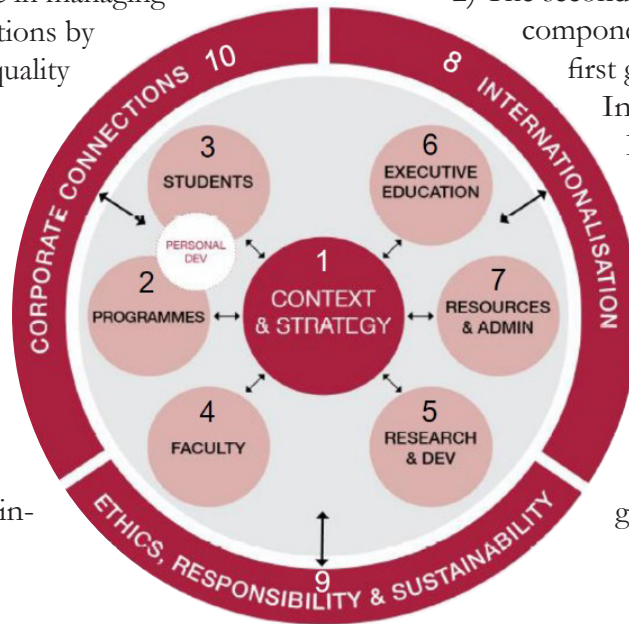
Vision
“A world class national
university that generates
knowledge and innovation
necessary for the creative
and sustainable
transformation of Thai
society.”



Background of EQUIS

EQUIS provides guideline in managing business education institutions by focusing on 2 groups of quality components as follows:

1) The first group of quality components are direct elements related to teaching and learning including: Context and Strategy; Programmes; Students; Faculty; Research and Development; Executive Education; and Resources and Administration.



2) The second group of quality components are components that cut across and impact the first group mentioned above including: Internationalisation; Ethics, Responsibility, and Sustainability; and Corporate Connections.

The School has to prepare the Self-Assessment Report to assess each of the components, and the Peer Review Team will use this information to interview each relevant group in determining whether the School should be granted accreditation.

EQUIS Ten-Key Components and the Inter-Relationships

AACSB International – Institution founded in the US, which evaluates and accredits business and accounting educational institutions around the world.

AACSB (Association to Advance Collegiate Schools of Business) – The accreditation by the AACSB International with over 1,600 worldwide members, about half of whom have been accredited.

SAR (Self-Assessment Report) – Report prepared by Chulalongkorn Business School according to the 10 quality components in the EQUIS Framework per the EQUIS Standards.

Accreditation Vocabulary

PRV (Peer Review Visit) – Final step of the accreditation process, which is the visit by the Peer Review Team who will evaluate the School and recommend the result to the EFMD for final decision.

EFMD (European Foundation for Management Development) – The accreditation institution founded in Europe with 912 members (educational, professional, and public) in 88 countries with 2 different types of accreditations: 1. EPAS (EFMD Programme Accreditation System): Accreditation at the program level 2. EQUIS (EFMD Quality Improvement System): Accreditation at the school level, which is the one Chulalongkorn Business School is currently pursuing

PRT (Peer Review Team) – Team of 4 representatives from 3 already accredited educational institutions and 1 private organization, who will evaluate the School according to the EQUIS Framework and provide suggestions for improvement to the School.



Professor
Marie Wilson



Professor Ing.
Jindřich Soukup



Assistant Professor
Viput Ongsakul



Miss Donatella De Vita

Welcome
EQUIS Peer Review Team
27-29 November 2018

Pro Vice Chancellor
(Business and Law)
University of
South Australia
Business School,
Adelaide

AUSTRALIA

Vice President
Social Affairs and
Finance,
University of Economics,
Prague

CZECH
REPUBLIC

Dean
NIDA Business School,
Bangkok

THAILAND

Global Head of Training,
Engagement and Welfare
Pirelli Tyre SpA,
Milano

ITALY



To Be Part of EQUIS Accreditation

All of us can be part of helping our beloved School to be recognized internationally.

Why International Accreditations?

- The process of seeking accreditation encourages the School to be disciplined in continuous improvement
- Increased reputation of the accredited institutions, indicating the higher level of quality than those without accreditation
- Increased opportunities for exchanging students with leading institutions in the world and getting jobs at international organizations

Faculty

Update data in the Faculty Profiles System consistently. Data include: intellectual contributions (research publications, books, case studies), consulting work, committee roles in various organizations, etc.

The International Accreditation Office has submitted records to the departments. Faculty may update the records directly or seek help from the Office.

To be interviewed by the EQUIS Peer Review Team, the International Accreditation Office will contact the representatives later on.

Staff

Relevant staff members should collect data as completely as possible, which may be in English or in Thai. Submit relevant to the International Accreditation Office regularly. Also to be interviewed by the EQUIS Peer Review Team, the Office will contact the representatives later on.

Students

Students are the main reason the School is seeking accreditation. Students' participations are as follows:

Writers of Student Report according to the questions by EQUIS – Currently about 30 students have been proposed as representatives of the School to write this report. Students can express their views freely. The School will not intervene with the process and will only submit the report.

Interviewees by the Peer Review Team – The interview session of about 30 students has been set on Wednesday, 28 November 2018, from 12:15-13:15 (1 hour). This is an IMPORTANT hour for the School's accreditation. Students who would like to propose representatives for the interview session please notify the International Accreditation Office. Thanks!

Students who do not participate in the above 2 activities – the EQUIS Peer Review Team is to visit the School for 3 days, on 27-29 November 2018, which is the week before the first-semester exam. Over 100 of faculty, staff, and students will be interviewed according to their assigned sessions, and the sessions have to be as efficient and effective as possible. This may affect some teaching sessions in case that the instructors have to be interviewed.

In case that the EQUIS Peer Review Team comes to observe teaching and learning in the classroom, the students may continue your normal study or respond or answer the team as appropriate.

Committee Members of the International Accreditation Office

Assoc. Prof. Dr. Pasu Decharin	Consultant	Dr. Wila-sini Wongkaew
Asst. Prof. Dr. Visarut Sribunnak	Consultant	Dr. Nopmanee Tepalagul
Assoc. Prof. Dr. Assadaporn Sapsomboon	Consultant	Asst. Prof. Dr. Athapol Ruangkanjanases
Asst. Prof. Dr. Buraj Patrakosol	Consultant	Asst. Prof. Dr. Sira Suchintabandit
Assoc. Prof. Dr. Teerayout Wattanasupachoke	Consultant	Asst. Prof. Dr. Anirut Pisedtasalasai
Dr. Kriengkrai Tankoonsombut	Consultant	Asst. Prof. Dr. Pim Soonsawad
Asst. Prof. Dr. Oranuj Soongswang	Director	Dr. Nuttirudee Charoenruk
		Asst. Prof. Dr. Vitara Pungpapong
		Dr. Rapeeporn Rungsithong

For more information, please contact (International Accreditation Office: IAO) Room no.205, 2nd Fl., 50th Memorial Building	Tel 85868, 85871	Email intl-accredit@cbs.chula.ac.th
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Thanks for reading, and please stay tuned for the next issue of Accreditation News.