

AACSB, NTA & AQ-PQ

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Premise

- Entrepreneurship programs benefit from having real entrepreneurs in the classroom
 - ENT is among most applied of bus. disciplines
 - Real world experience especially valuable
- AACSB rules making that harder
- One answer: PhD-trained ex-entrepreneurs
 - Good ones already get multiple job offers
 - Relatively scarce: not enough to go around

AACSB 2003 Guidelines

- AACSB accredited: 540 b-schools
 - “Gold standard” for accreditation
 - More schools seeking AACSB every year
 - Increasingly international (16% now)
- Big change with 2003 guidelines
 - Old: standards applied to college average
 - New: standards applied to *each* faculty
 - Harder to use non-research faculty

AACSB & NTAs

AACSB accreditation can make it more difficult for schools to employ NTAs for three reasons:

1. AQ faculty that don't stay AQ
2. PQ faculty that don't stay PQ
3. Minimum AQ-PQ ratio

#1, #2 are worth solving anyway, but #3 is an increasing problem.

No Longer AQ

AQ = “Academically Qualified”

- Means an active researcher
 - Requires “terminal degree” (PhD or JD)
- All new Ph.D.’s are initially AQ
- After grace period, must keep publishing
 - Typically a post-tenure incentive problem
 - Hard to do research without Carnegie-I resources
- AACSB applying stricter AQ rules
 - Tightening “publication” (not chapter, proceeding?)
 - Tighten definition of relevant

No Longer PQ

PQ = “Professionally Qualified”

- Harder to measure than AQ
 - What is a “qualified” entrepreneur?
 - Will become better defined in future
- PQ is easy for best adjuncts
 - What if they retire from industry to teach?
- **Big problem: formerly PQ cannot become AQ without terminal degree**

AQ-PQ Ratio

% of classes taught by AQ(PQ) faculty

- AACSB 2005 guidelines for FTE faculty:
 - AQ > 50% FTE
 - {AQ | PQ} > 90% FTE
- Non-AQ/non-PQ staff always a problem
- Increasing AQ % shifts teaching from adjuncts to researchers

Going Forward

- Some uncertainty about future direction
- Likely that AACSB tighten rules further
 - Increasingly bureaucratic, rule-oriented compliance
 - Remaining AQ would become harder
 - Minimum AQ % likely to go up
 - Is goal to take away some accreditations?