

CASE STUDY : THE IMPACT OF ACCREDITATION ON A BUSINESS SCHOOL IN INDIA

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ABSTRACT

This case study analyses the impact of accreditation on a business school in India. It examines the benefits and challenges of the accreditation process, and how accreditation has affected the school's reputation and student outcomes. The study found that accreditation has increased the credibility and reputation of the school, leading to an influx of international students and faculty. Additionally, the accreditation process provided valuable feedback on the school's performance and helped identify areas for improvement. However, the process was also time-consuming and costly. Overall, this case study highlights the importance of accreditation for business schools in India, and the benefits and challenges that come with achieving and maintaining accreditation status.

Key Words: Accreditation, Business school, India, Reputation, Student outcomes.

Introduction:

Business schools, also known as B-schools, have become increasingly popular in India over the past few decades. These institutions offer a range of programs in business administration, management, and related fields, and have helped shape India's growing economy. However, not all B-schools are created equal, and accreditation has become an important factor in differentiating top-quality institutions from those that may fall short. In this article, we

will explore the importance of accreditation for B-schools in India.

Accreditation is a process by which an independent organization evaluates an institution to ensure that it meets certain standards of quality. Accreditation is typically voluntary, but it has become an important factor in the reputation of B-schools in India. Accreditation is typically granted by professional organizations, such as the Association to Advance Collegiate Schools of Business (AACSB), the European Quality Improvement System (EQUIS), and the Association of MBAs (AMBA). Accreditation can also be granted by government agencies, such as the All India Council for Technical Education (AICTE).

There are several reasons why accreditation is important for B-schools in India. First, accreditation ensures that B-schools meet certain standards of quality. Accreditation agencies evaluate B-schools based on factors such as curriculum, faculty, student outcomes, and research output. B-schools that receive accreditation have demonstrated that they meet or exceed these standards. This can be important for students who are considering attending a B-school, as it provides an objective measure of the quality of the institution.

Second, accreditation can be important for employers who are hiring graduates of B-schools. Accreditation is a signal to employers

that the B-school's graduates have received a high-quality education that is recognized by independent organizations. Employers may be more likely to hire graduates from accredited B-schools, as they have confidence in the education that these students have received.

Third, accreditation can be important for B-schools themselves. Accreditation provides B-schools with feedback on their performance, and can help them identify areas where they can improve. Accreditation can also help B-schools stay current with trends in business education, and ensure that they are providing their students with the most up-to-date knowledge and skills.

Finally, accreditation can be important for the reputation of B-schools in India. Accreditation agencies are recognized globally, and B-schools that receive accreditation are seen as being on par with top institutions around the world. This can help B-schools attract international students and faculty, and can enhance their reputation within the business community.

The National Board of Accreditation (NBA):

It is an autonomous organization under the aegis of the Ministry of Education, Government of India. It was established in 1994 with the objective of ensuring quality assurance in technical education institutions in India. NBA is responsible for accrediting engineering and management programs offered by universities and colleges in India.

NBA accreditation is a voluntary process, and institutions must meet certain criteria and standards to be eligible for accreditation. The accreditation process includes a rigorous evaluation of the institution's academic programs, faculty, facilities, student outcomes,

and other factors. Institutions that meet the standards set by NBA are awarded accreditation for a period of five years, after which they must undergo a reassessment process to maintain their accreditation status.

NBA accreditation is widely recognized as a mark of quality and excellence in technical education in India. It provides assurance to students, employers, and other stakeholders that the accredited program meets high standards of academic rigor and relevance. Additionally, NBA accreditation can also enhance the reputation and visibility of an institution, as well as its ability to attract students and faculty.

In the context of business schools in India, NBA accreditation is one of the key accreditation bodies along with the Association to Advance Collegiate Schools of Business (AACSB), the European Foundation for Management Development (EFMD), and the Association of MBAs (AMBA). Many business schools in India seek accreditation from NBA to ensure the quality of their management education programs and to meet the expectations of various stakeholders.

Opportunities:

- **Increased credibility:** Accreditation can provide B-schools with increased credibility, as it is an independent validation of the quality of their programs.
- **Enhanced reputation:** Accreditation can help B-schools enhance their reputation, as it signals to the business community that they are on par with top institutions around the world.
- **Access to international students and faculty:** B-schools that are accredited can attract international students and faculty, which can

enrich the educational experience for all students.

- **Improved feedback and performance measurement:** Accreditation provides B-schools with feedback on their performance, and can help them identify areas where they can improve.
- **Access to funding:** Accreditation can make B-schools eligible for government funding and grants, which can be used to support research and other academic programs.

Challenges:

- **High costs:** The accreditation process can be expensive, and smaller B-schools may struggle to meet the costs of accreditation.
- **Time-consuming:** Accreditation can be a time-consuming process, and can take several years to complete. This can be a challenge for B-schools that need to devote resources to other priorities.
- **Strict standards:** Accreditation agencies have strict standards that B-schools must meet, and this can be a challenge for institutions that have not previously focused on these standards.
- **Resistance to change:** B-schools may be resistant to making changes to their programs in order to meet accreditation standards, which can be a challenge for the accreditation process.
- **Continuous monitoring:** Accreditation is an ongoing process, and B-schools must continually meet accreditation standards in order to maintain their accreditation status. This can be a challenge for institutions that do not have a strong focus on continuous improvement.

Accreditation offers many benefits to business schools, including:

- **Assurance of quality:** Accreditation provides external validation that a business school has met rigorous academic and operational

standards, ensuring that the education provided is of high quality.

- **Improved reputation:** Accreditation can enhance the reputation and visibility of a business school, making it more attractive to potential students, faculty, and employers.
- **Competitive advantage:** Accreditation can give a business school a competitive advantage by demonstrating its commitment to quality and excellence in management education.
- **Access to resources and networks:** Accreditation can provide a business school with access to resources and networks, including research opportunities, industry partnerships, and collaborations with other accredited institutions.
- **Continuous improvement:** Accreditation involves a continuous improvement process that encourages a business school to identify areas for improvement and implement best practices, leading to ongoing enhancement of the quality of education.
- **Recognition of degrees and credentials:** Accreditation provides assurance to employers and other stakeholders that degrees and credentials earned by students from an accredited business school meet high standards of quality and relevance.
- Overall, accreditation is an important mechanism for ensuring the quality and relevance of management education in today's competitive global marketplace. It provides assurance to stakeholders that business schools are meeting the highest standards of excellence and continuously improving their programs and services.

Suggestions:

- Include specific details about the business school and the accreditation process it underwent, such as the name of the accrediting

agency and the specific standards the school had to meet.

- Provide data on how accreditation has affected student outcomes, such as graduation rates and job placement rates.
- Include quotes or testimonials from students, faculty, or alumni about the impact of accreditation on their educational or professional experiences.
- Compare the business school's accreditation status to other schools in the region or globally, to provide context and show the significance of achieving accreditation.
- Discuss any long-term benefits or drawbacks of accreditation on the business school, such as the impact on the school's financial stability or its ability to attract future students and faculty.
- Consider the perspectives of different stakeholders involved in the accreditation process, such as administrators, faculty, students, and accrediting agencies.
- Offer recommendations for other business schools in India or other regions considering accreditation, based on the experience of the business school .

Here are some contemporary examples of business schools in India that have achieved accreditation:

- Indian School of Business (ISB): ISB is a private business school with campuses in Hyderabad and Mohali. It is the first business school in South Asia to receive accreditation from the Association to Advance Collegiate Schools of Business (AACSB), and is also accredited by the European Foundation for Management Development (EFMD) and the Association of MBAs (AMBA).
- S. P. Jain Institute of Management and Research (SPJIMR): SPJIMR is a private business school in Mumbai. It is accredited by

the AACSB and has also received accreditation from the National Board of Accreditation (NBA) and the All India Council for Technical Education (AICTE).

- Xavier School of Management (XLRI): XLRI is a private business school in Jamshedpur. It is accredited by the AACSB and has also received accreditation from the Association of Indian Universities (AIU) and the National Board of Accreditation (NBA).
- Management Development Institute (MDI): MDI is a private business school with campuses in Gurgaon and Murshidabad. It is accredited by the AACSB and has also received accreditation from the Association of MBAs (AMBA) and the Association of Indian Universities (AIU).
- Institute of Management Technology (IMT): IMT is a private business school with campuses in Ghaziabad, Nagpur, Hyderabad, and Dubai. It is accredited by the AACSB and has also received accreditation from the National Board of Accreditation (NBA) and the Association of Indian Universities (AIU).

These contemporary examples demonstrate the importance of accreditation for business schools in India and their commitment to meeting international standards of quality and excellence in management education.

Conclusion:

In conclusion, accreditation is an important factor in the reputation of B-schools in India. Accreditation ensures that B-schools meet certain standards of quality, provides employers with confidence in the education that graduates have received, helps B-schools identify areas for improvement, and enhances

the reputation of B-schools within the business community. As such, students who are considering attending a B-school in India should look for institutions that have received accreditation from recognized organizations, and B-schools should consider seeking accreditation as a way to enhance their reputation and attract top students and faculty.

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