



اتحاد الجامعات العربية

Association of Arab Universities (AARU)



Workshop

4

"Preparing for AACSB Accreditation Visit Workshop"

**A workshop Organized by
Association of Arab Universities (AARU)**

October 16-17, 2023

Venue: Al Ain University, Abu Dhabi, UAE

16-17 Oct.

2023

Overview and Objectives:

AACSB International (AACSB), a global nonprofit association, connects educators, students, and business to achieve a common goal: to create the next generation of great leaders.

Synonymous with the highest standards of excellence since 1916, AACSB provides quality assurance, business education intelligence, and learning and development services to over 1,700 member organizations and more than 1000 accredited business schools worldwide.

Prepare for the final stage of your business school's accreditation journey in an interactive workshop addressing the initial accreditation pre-visit analysis, completing your school's final SER, effective visit planning and execution, and common issues that peer review teams consider.

This workshop is for business schools that have been invited by the initial accreditation committee to apply for a peer review team visit. Engage with a cohort of your peers and expert facilitators in interactive knowledge sharing and discussions designed to help your school prepare for the final stage of the initial accreditation journey and plan for a successful visit.

This workshop focuses on resources and processes to prepare for your initial accreditation visit.

Instructors

Ihsan Zakri, Regional Head of Middle East and Africa, AACSB International

Assaad Farah, American University in Dubai

Zafar Hussein, Al Ain University

Targeted Group:

Deans, administrators, accreditation coordinators, faculty members, and key stakeholders at schools seeking AACSB accreditation; individuals new to the accreditation process; accreditation committee members.

Workshop Language: ENGLISH



Instructors

Ihsan Zakri

Regional Head, Middle East and Africa for AACSB International



Ihsan Zakri serves as a Regional Head of Middle East and Africa at AACSB International. Ihsan works with both the Executive vice president/Chief Officer Europe, the Middle East and Africa (EMEA), and the Chief Accreditation officer to develop and implement integrated accreditation and member service and engagement initiatives in the EMEA region. Ihsan has been with AACSB since 2016 and he played an important role in engaging schools in the region within AACSB's Business Education Alliance, and in his role as accreditation liaison, he has supported the success of the 32 accredited schools, as well over 30 schools in the Middle East and Africa currently in the accreditation process. Ihsan has an international background in higher education, program and Institutional accreditation and business and program development. He gained extensive experience in accreditation and EU funded projects before joining AACSB. Ihsan has earned a Master's degree in Social Sciences with a concentration on the Middle East from Lund University, Sweden, and served as a faculty member at the University of Amsterdam before joining AACSB.

Assaad Farah, American University in Dubai

Dr. Assaad Farah joined AUD in 2010, and before becoming the Dean of the School of Business Administration (SBA), he occupied the positions of Associate Dean and Director of Accreditation – SBA. In addition to his academic responsibilities, Dr. Farah is an executive trainer and consultant, mainly for the United Arab Emirates' public sector. He is also a Board member of the UNDRR ARISE and a member of the AACSB International Middle East & North Africa Advisory Council. Before moving to Dubai, Dr. Farah worked in the aeronautical and mobile industry in Canada. Dr. Farah's research focuses on knowledge management, strategic human resource management, airline management, and artificial intelligence



Zafar Hussein, Al Ain University

Dr. Zafar Husain (Dr. Zafar) joined Al Ain University in September 2011. He became Dean of the College of Business in July 2020. Before becoming Dean of the College, he worked as a Deputy Dean (Accreditation) for 5 years. Before joining Al Ain University, Dr. Zafar was a faculty member at United Arab Emirates University for eight years and Imam University, Riyadh, KSA, for three years. He has consulted with public and private sector companies in India, UAE, and KSA. Dr. Zafar's research and teaching interests include Strategy, Management of Technology and Innovation, Sustainability, and AI Applications in Business.



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Workshop Program

Monday 16 October

Day one: Overview of Lesson 1

10:30 - 11:00 Registration + coffee break

- 11:00 - 11:30
- Welcoming message from Al Ain University.
 - **Opening session:** Prof. Abdelrahim A. Hunaiti. Assistant Secretary General, Director of Arab Quality and Accreditation Council AArU.

11:30 - 12:00 Overview of Lesson 1

- 12:00 - 13:00
- Introduction and goals of this workshop
 - Overview of AACSB
 - Philosophy of 2020 Standards

13:00 – 14:00 Working lunch

- 14:00 - 14:30
- Standards 1-9

Tuesday 17 October

Day Two: Overview of Lesson 2

Al Ain University

- 11:00 – 13:00
- Initial Accreditation Visit
 - PRT Resources

13:00 - 13:30 Coffee break

- 13:30 - 14: 30
- AACSB Accreditation – The AAU Journey

14: 30 - 15:30 Working lunch

Payment

400 \$ AArU members
600 \$ Non AArU members

Registration

Contact Person

Accommodation facilities

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