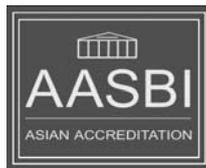


# Generally Accepted Educational Principles (GAEP)

Promulgated by the  
Asian Association of Schools of Business International

March 2011



ASIAN ASSOCIATION OF SCHOOLS OF BUSINESS  
INTERNATIONAL

## **Statements of Generally Accepted Education Principles (GAEP)**

### **GAEP Statement 01**

#### **Degree awarding**

The School of Business applying for annual AASBI accreditation is a degree-awarding institution.

### **GAEP Statement 02**

#### **Human Rights**

The School of Business operates in a jurisdiction is a States Party (signed and ratified) the Universal Declaration of Human Rights of the United Nations (General Assembly resolution 217 A III) (UDHR), and respects and protects these rights, in particular the right to an education, to life, liberty and security of the person, protection against arbitrary arrest and detention, cruel and unusual punishment, freedom of movement, of thought, of conscience, of religion, and of expression.

### **GAEP Statement 03**

#### **Application of UDHR**

The UDHR applies to government and may not apply to schools of business that are not a part of government, for example, private schools of business. In order to establish a certain degree of equality among the schools of business, a School of Business applying for accreditation should demonstrate that the rights promulgated in the UDHR are reflected *mutatis mutandis*, in other words are not contradicted or taken back, by its rules, regulations, codes of conduct, and all of its activities, for example, in particular with respect to admitting or dismissing students, staff and faculty members based on merit only, without discrimination on the basis unchangeable personal characteristics including but not limited to race, religion, national origin, sexual orientation, and/or age.

### **GAEP Statement 04**

#### **Equal opportunity**

The School of Business should provide equal opportunity to all including men, women, juniors or seniors, and certain minorities or majorities of a population, if capable of definition, or not capable of definition, and base its decisions in regard to admission and employment or dismissal solely on merit to satisfy the school's and/or the concerned individual's needs. The Board's decision are benevolent in nature, and, in unusual or exceptional circumstances, without being bound for purposes of other or future applications, the Board has the power to modify the requirement of compliance with this Statement, if the Board is convinced that the School of Business applying for accreditation is not opposed to this Standard, and will follow the Statement to the best of its ability, although it may not be able to commit to it by operation of a public law or regulation.

### **GAEP Statement 05**

#### **Infrastructure**

The School of Business maintains an adequate teaching location that is accessible and safe, with a bookstore and library, recreational facilities or a park, as well as a cafeteria or restaurant, and an infirmary or medical facility for emergencies.

## **GAE Statement 06**

### **Continued existence**

The school should have been in existence as an autonomous entity for a period four academic years or more, graduated at least one cohort, and shall be expected to continue to exist until the end of the accreditation period.

## **GAE Statement 07**

### **Autonomy**

The school should be autonomous and clearly distinguished from any and all other units of the educational entity, and, for example, not be subject to a governmental ministry of education in the conduct of its academic affairs, except as required by law for the purpose of licensing so long as the laws are not overly intrusive.

## **GAEP Statement 08**

### **Physical facilities, installations, and safety**

The teaching and learning environment should be sufficiently spacious, clean and safe. The school should have adequate teaching facilities including well lit and ventilated class rooms with enough space for chairs and desks for each student, with computer and overhead projector for the instructor; computer laboratories with internet access; student access to books in physical or digital form; a park or walking and sitting area outdoors; and meet all other requirements according to local law and regulation. Students should have access to medical emergency treatment within the compound of the School, and should not be further away from the emergency ward of a licensed hospital than about 15 minutes by ambulance from the time the ambulance is called. If the location of the School's teaching facilities are located in a geographical area subject to natural disasters including hurricanes, typhoons, earthquakes, etc., the relevant risks should be disclosed and evaluated in the statement of educational condition. A School located directly on an active fault line would not be likely to obtain accreditation by reason of safety concerns for students, faculty and staff. A School located in a war zone would also present a significant risk to safety, diminishing chances of accreditation.

## **GAEP Statement 09**

### **Curriculum**

While the focus of the schools of business should be on general management or business administration and related fields, generally accepted education principles do not prescribe a particular curriculum, style of transfer of knowledge and understanding, research and analysis, or any such other activity; and do not prescribe a grading system. The curriculum and teaching methodology(ies) may be traditional, innovate and/or holistic, self-directed, or online; although the hurdle for online accreditation should be high, because it is deemed to require a high degree of motivation on the part of the student, adequate student-instructor (or mentor) interaction, benefits of demonstrable class dynamics, and strict proof of teaching and learning effectiveness apart from passing examinations.

## **GAEP Statement 10**

### **Professional certification programs**

The School of Business shall offer professional certification programs at the school by members of the faculty or qualified outside professionals, including accounting programs preparing students for the uniform examinations for chartered accountants, certified public accountants, certified controllers, certified internal auditor and similar programs relating to the school's curriculum, and allow a reasonable number of academic semester credits for taking and passing of an internal examination offered at the end of the program. The onus is on the School of Business to justify the rules and regulations concerning professional certification programs offered at the school.

## **GAEP Statement 11**

### **Student admission**

Schools of Business have different intake philosophies. Open universities may be easy to get in, but hard to finish. State universities have a mandate to educate the population. Private universities may be determined to educate an elite to manage their sponsors' global enterprises. The School of Business maintains an admission policy that accepts students on the basis of their demonstrated preparation, academic and/or professional curiosity demonstrated, for example by intake tests including SAT and GMAT, and who the school believes will benefit from the education offered by the school to graduate within the set time frame to become contributing members of society.

## **GAEP Statement 12**

### **Teaching effectiveness**

Effectiveness means "producing the desired result," the transfer of knowledge and understanding, the development of professional skills, and above all the installing in the minds of the students a level of curiosity that enables the students to be life-long learners which may be the result of attitudinal change. The effectiveness may be shown by way of a popularity contest, masquerading as a "survey". Effectiveness should not be confused with efficiency. Peter Drucker has explained, "There is nothing as useless as doing *efficiently* that which should not be done at all!" Some graduates may leave school, apparently unimpressed, until they surprise the nation with good judgment, arguments and oratory skills, becoming Prime Ministers. The average captains of industry are said to have a only a grade C on their final report card, meaning, perhaps, they did not over-study or there was a time-delay. In the wider sense, teaching effectiveness instilling a life-long affection for the *Alma Mater* (Latin: the "nourishing mother") — a title used in ancient Rome for various "mother goddesses", and in Medieval Christianity for the Virgin Mary — a title which should be earned by the School. In spite of the difficulty of measuring teaching effectiveness, the applying School of Business under review is not relieved from the task, but has reasonable leeway to convince the readers.

## **GAEP Statement 13**

### **Faculty qualifications**

The faculty should be academically and/or professionally qualified to inspire, teach, consult, and generally motivate students to reach their objectives. Academic and professional degrees rank equally. For example, a course may be taught by a full-time or adjunct member of the faculty who has the following qualifications:

- A Ph.D. with graduate level major, and concentration in the area of teaching responsibility, or, if holding an out-of-the area PhD, combined with a professional degree from a recognized board or institute, eg CA, CPA, CFA, CIA for accounting, from an IT or professional marketing institute.

- A Master's degree with major in the area of teaching responsibility combined with a professional degree from a recognized board or institute as explained immediately above.
- In all reports and accreditation material produced, the individual identities of the faculty members are encoded, and made available together with the underlying documentation to the accreditation audit on a needs basis only, and an undertaking of strict confidentiality.

## **GAEP Statement 14**

### **Faculty teaching load**

The School of Business should allow faculty members sufficient time for personal activities including research, continued professional education, and other activities including seminars and/or consulting inside or outside the School of Business, so that a teaching load of not more than three (3) courses per semester, or six (6) courses per academic year is not exceeded, or 4 or 8 courses, respectively if the faculty member is co-teaching with other faculty members.

## **GAEP Statement 15**

### **Faculty time for leisure**

Faculty shall have adequate time for leisure, the attendance of seminars and other extra-curricular activities. The onus is on the applying School of Business to demonstrate and justify the reasonableness of the conditions of, and duration for, leisure of its faculty members. In order to comply with the leisure requirement, the School of Business is encouraged to provide the Board with a written statement in the form of an informal letter from the independent and authorized representative(s) of the Faculty Association, stating the facts and expressing an opinion on the issue of leisure. "Independence" has the meaning of being disinterested in fact and appearance from the position of the authority(ies), officers and administration the School of Business.

## **GAEP Statement 16**

### **Faculty development**

The School of Business maintains a policy to encourage and monitor continued academic and/or professional development of members of the faculty including adjuncts. For example, academically qualified faculty members are encouraged and required to published one article per academic year in an academic journal, or two articles in a vocational or industry journal, while it would sufficient for professionally qualified faculty members to keep their license current, eg, CA, CPA or CFA license if currency requires an adequate level of continued professional education (CPE) by way of course participation, publication, or certain membership activities.

## **GAEP Statement 17**

### **Full-time and adjunct faculty**

There is no distinction between full-time and adjunct members of the faculty, in fact, practicing faculty members working in their profession of law, accounting, IT, or other fields of business during the day, and teaching classes in the evenings, may be exceptionally well qualified and current provided they possess the requisite teaching skills.

## **GAEP Statement 18**

### **Faculty association**

The School of Business should encourage and maintain an independent faculty association whose primary purpose is to assist the school's staff to improve and maintain generally accepted education standards, and accept faculty members' grievances and complaints for presentation to the school's staff for the purpose of amicable resolution, or, if deemed necessary as a last resort, collective action.

## **GAEP Statement 19**

### **Code of conduct, discrimination and retaliation**

The School of Business should have and adhere to an approved and accepted code of conduct for all members of the school, including students, staff, and faculty members. A school's attempts to discriminate against students, staff or faculty members to suppress complaints or grievances, or to retaliate, for example by withholding grades, docking pay or imposing other disciplinary sanctions without due process within a binding code of conduct, are violations of GAEP.

## **GAEP Statement 20**

### **Reputation or standing**

The School of Business's general reputation, whether it is held in special regard by the public, other schools of business, national standing, or rankings in the media, are a measure of value which is often subjective and subject to change. The school's reputation for purposes of accreditation may be important, and should be important, for the School of Business to promote self-esteem. For purposes of accreditation, however, self-esteem based on the school's reputation, or absence thereof, should not be a factor in the Board's decision to allow, suspend or decline an application.

## **GAEP Statement 21**

### **Financial stability**

The School of Business should have access to liquid monetary reserves such as cash, marketable securities and confirmed standby lines of credit from reliable financial institutions, sufficient to cover one semester of the aggregate of staff and faculty salaries plus facility maintenance, rent, and other financial commitments, exclusive of depreciation and amortization, if any. Schools of business that are supported, or that are a part of a public institution that is supported, for example, by government or other reliable organization, are normally exempt from demonstrating financial stability except in circumstances that give rise to an indication of doubt. For the benefit of the accreditation auditor, to use an accounting principle: the criteria covered by this Statement is in the nature of the issue of "going concern".

## **GAEP Statement 22**

### **Withdrawal**

A School of Business, at its discretion, may withdraw from accreditation at any stage, and at any time with reasons in order to assist the AASBI, or without reasons.

## **GAEP Statement 23**

### **Expulsion**

The Board of Directors of the AASBI is obligated to request an accredited School of Business to withdraw from accreditation for cause, and, if the requested withdrawal is not forthcoming, to expel the school. Causes that may result in such action, include but are not limited to discreditable acts committed by the school such as mass-dismissal of faculty members or students, political upheaval at the school's teaching location(s), intentional violation of any of the GAEP Statements without foreseeable remedy by the school, or such other action(s) on the part of the accredited school that is considered by the Board as a serious contravention of GAEP either in letter, in spirit, or both. Any decision of expulsion is effective from the date of the Board's decision, which may be appealed by the aggrieved School of Business within a period of 90 days from the date of dispatch of the decision by the Chairperson, by way of a written application for reconsideration to the Chairperson of the Board with reasons (together with an offer to pay costs), which is to be considered by the board of directors in the presence of three outside advisors chosen from the staff or faculty of AASBI-accredited schools of business (one chosen by the applying School of Business, and one chosen by the Chairperson of the Board of the AASBI, and the two so chosen appointing the third outside advisor).

## **GAEP Statement 24**

### **No legal remedy or remedies**

Legal action is expensive, the outcome(s) uncertain and demoralizing, and therefore most often counterproductive and ineffective. Although organized for reasons of expediency as a C-corporation, the AASBI's revenues from fees and/or donations are calculated and designed to cover its costs plus a reasonable reserve not dissimilar to, and perhaps more Spartan, than a "not-for-profit" organization. Therefore, AASBI and schools of business applying, accredited or expelled ( if any) , specifically agree to forego each other's right(s) to legal action(s) in the court(s) of competent jurisdiction or other authority, but to restrict themselves and acknowledge their only remedy or remedies, namely withdrawal or expulsion. In any event, the damages claimed and awarded by or to either party, including third parties, if any, shall in the form of liquidated damages, and shall not exceed the amount of \$1,000 (one thousand U.S. dollars) per law suit, complaint, or statement of claim, regardless of whatever the style of cause may be.

## **GAEP Statement 25**

### **Steering Committee**

Each accredited School of Business is entitled and obligated to appoint one of its members of the teaching faculty as a liaison and member of the AASBI's informal steering committee to facilitate communications among the accredited schools and business and the Board of the AASBI with a view of maintaining and improving GAEP and the Board's procedures and processes for the benefit of the accredited schools.

## **GAEP Statement 26**

### **Reimbursement of outlays and expenses**

In the absence of details agreed upon between the School of Business, applying or, or maintaining. AASBI accreditation, any reasonable outlays or expenses incurred by the AASBI in fulfilling its duties, for example, travel, accommodation, and other expenses, shall be for account of the School of Business, and shall be reimbursed by the School of Business to the AASBI upon request.