



January 6, 2021

Mr. Jean-Claude Charriere
Director
Ecole de Management et de Communication (ESM)
11, chemin de Chateau Bloch
Le Lignon, Geneva, CH 1219

Dear Mr. Charriere:

At its December 2020 meeting, the IACBE Board of Commissioners considered your request for the accreditation of the business programs offered by the Ecole de Management et de Communication (ESM). I am pleased to report that the Board of Commissioners approved your request and granted specialized accreditation to the business program(s) as identified in the “Business Programs” table below, accompanied by the following note(s) and observation(s).

Notes

Notes are an indicator that while the program is in compliance with the Principles, additional monitoring is warranted. ESM is required to take action as specified below and respond to the IACBE by March 6, 2021 using the IACBE Notes Report. The reporting form can be found on our website at: www.iacbe.org/reports-note-compliance.asp.

Principle 2.1: Assessment Planning

1. For Bachelor & Master level programs, provide specific mapping that ties the intended student learning outcomes (ISLOs) to the Course Examinations.
2. For Bachelors & Masters level programs, provide a rubric on Teamwork and Leadership non-exam assessment that ties to ISLOs.
3. Provide English-translated versions all rubrics and surveys used for both Student Learning Assessment and Operational Assessment to confirm that the rubrics and surveys are mapped to the ISLOs and intended operational outcomes (IOOs) being measured.

Principle 5.1: Qualifications of Business Faculty

1. Provide the curriculum vita (CV) for Walid Taieb in English so that we can verify his qualifications.

Observations

Observations are suggestions for further quality enhancements that the Board of Commissioners believes would be helpful for you in achieving excellence in business education but are not required for compliance with the IACBE’s Accreditation Principles. Action on observations is optional, and reporting is not required.

No observations were made by the Board of Commissioners.

Additionally, upon completion of the review the Board of Commissioners voted to not require an on-site follow-up visit.

Accreditation represents a continuing relationship between an institution and its accrediting organization. Specialized program accreditation by the IACBE is dependent upon your institution remaining (i) in good standing with your institutional accrediting body and (ii) in compliance with the IACBE’s Accreditation Principles and Policies.

Your Approved Period of Accreditation is: January 1, 2021 – December 31, 2027

In addition to the annual compliance reports, all accredited members of the IACBE are required to submit an Interim Quality Assurance Report (IQAR) during their period of accreditation. The IQAR for ESM will be due by November 1, 2023. For more information on these reports, please refer to the IACBE website under Accreditation > Compliance.

The following language must be used on the ESM homepage, where “status page” is linking to your IACBE status page at

<http://www.iacbe.org/memberpdf/ESMEcoleSuisseManagementetdeCommunication.pdf>

The Ecole de Management et de Communication (ESM) has received specialized accreditation for its business programs through the International Accreditation Council for Business Education (IACBE) located at 11374 Strang Line Road in Lenexa, Kansas, USA. . For a list of accredited programs please view our IACBE member [status page](#).

If the list of accredited programs is provided in other official print publications, the following notice pertaining to your accreditation status with the IACBE must be used.

The Ecole de Management et de Communication (ESM) has received specialized accreditation for the following business programs through the International Accreditation Council for Business Education (IACBE) located at 11374 Strang Line Road in Lenexa, Kansas, USA.

Business Programs
Doctorate of Business Administration
Master of Business Administration
Bachelor of Arts – Communication D’Enterprise

Bachelor of Arts – Management International

The following locations are approved to offer the above listed business programs:

Locations	
ESM	11, chemin de Chateau Bloch Le Lignon, Geneva, CH 1219

ESM will be publicly recognized for achieving accreditation at the 2021 IACBE Annual Conference and Assembly Meeting held virtually on April 15, 2021. We very much look forward to seeing you there.

We encourage the business faculty at ESM to be actively involved in the IACBE’s professional development programs and activities, including participation in the IACBE’s Annual Conference and Assembly Meetings, regional conferences, and workshops, and serving as site-visit team peer reviewers.

If you have any questions or if we can be of assistance, please feel free to contact your liaison Phyllis Okrepkie at pokrepkie@iacbe.org, or 913-631-3009.

Sincerely,



Dr. Patrick Hafford, Chair
Board of Commissioners

cc: Ms. Simona Santi, Admission Officer (esm@esm.ch)