



Principle 1: Commitment to Integrity, Responsibility, and Ethical Behavior

Excellence in business education is demonstrated when the academic business unit acts ethically, responsibly, and with integrity in all interactions with its stakeholders and has established systems for encouraging and upholding ethical and responsible behavior.

Principle 2: Quality Assessment and Advancement

Excellence in business education is demonstrated when the academic business unit is engaged in a process of continuous improvement in its programs and operations. This process includes assessment planning, collection and analysis of assessment data, and development and execution of action plans for improvements.

Principle 3: Strategic Planning

Excellence in business education is demonstrated by an informed, effective strategic planning process that focuses the academic business unit's decision making toward defined goals, is linked to the unit's outcomes assessment process, provides an overall strategic direction for guiding the unit into the future.

Principle 4: Business Curricula and Learning Opportunities

Excellence in business education is demonstrated by business programs that prepare students to be competent business professionals. This includes processes for program development and design, curricular content and learning opportunities, and curriculum review, renewal, and improvement.

Principle 5: Business Faculty Characteristics, Activities, and Processes

Excellence in business education is demonstrated by highly-qualified faculty who are current in their professions. This includes processes and procedures to manage and develop faculty and that creates a climate that promotes excellence in teaching and learning.

Principle 6: Policies, Procedures, and Processes

Excellence in business education is demonstrated by clear, transparent, and effective policies, procedures, and processes related to admissions, academic performance, and career development that are implemented in a fair and consistent manner and are aligned with the business unit's mission.

Principle 7: Resources Supporting Business Programs

Excellence in business education is demonstrated by resources that are sufficient to support a high-quality learning environment in the academic business unit and to accomplish its mission and broad-based goals.

Principle 8: External Relationships

Excellence in business education is demonstrated when the academic business unit maintains current linkages with external stakeholders that are consistent with the unit's mission and broad-based goals.

Principle 9: Innovation in Business Education

Excellence in business education requires the academic business unit to adapt to changes in the business profession and society. Therefore, the academic business unit must provide an environment that encourages and recognizes innovation and creativity in the education of business students.