

## **COB FACULTY QUALIFICATIONS AND ENGAGEMENT STANDARDS DOCUMENT FOR ADHERENCE TO NEW AACSB STANDARDS (STANDARD 15)**

The categories developed by AACSB to classify faculty, inclusive of those holding administrative appointments (deans, chairs, directors, etc.), deployed by the college, along with AACSB definitions for each, are:

**Scholarly Academics (SA)** sustain currency and relevance through scholarship and related activities. Normally, SA status is granted to newly hired faculty members who earned their research doctorates within the last five years prior to the review dates.

**Practice Academics (PA)** sustain currency and relevance through professional engagement, interaction, and relevant activities. Normally, PA status applies to faculty members who augment their initial preparation as academic scholars with development and engagement activities that involve substantive linkages to practice, consulting, other forms of professional engagement, etc., based on the faculty members' earlier work as an SA faculty member.

**Scholarly Practitioners (SP)** sustain currency and relevance through continued professional experience, engagement, or interaction and scholarship related to their professional background and experience. Normally, SP status applies to practitioner faculty members who augment their experience with development and engagement activities involving substantive scholarly activities in their fields of teaching.

**Instructional Practitioners (IP)** sustain currency and relevance through continued professional experience and engagement related to their professional backgrounds and experience. Normally, IP status is granted to newly hired faculty members who join the faculty with significant and substantive professional experience as outlined below.

AACSB recognizes the importance of administrative duties to the ethical, effective, and efficient operation of academic programs. Individuals holding faculty status and also executing full-time administrative duties (e.g. Dean, Associate/Assistant Dean, Chair, Program Director, Etc.) are deemed to have significant administrative duties supporting the College mission. AACSB recommends that these duties be recognized as part of the individual's effort to remain qualified in their faculty status. The rationale for this recognition encourages individuals to pursue administrative responsibilities in the College. After leaving an administrative role, a faculty member has five years to meet the sustained engagement criteria outlined below.

## **SCHOLARLY ACADEMICS (SA) AND PRACTICE ACADEMICS (PA)**

### **Initial Preparation for SA and PA**

Faculty members holding a doctorate in their primary teaching field, or a Juris Doctorate for faculty members who teach business law/ethics/policy, shall be considered to have satisfied the initial academic preparation criteria for SA/PA status.

Faculty members holding a business doctorate that is outside of their primary teaching field shall be considered to have met the initial academic preparation criteria for SA/PA status provided they exhibit evidence of active involvement in the teaching area through activities such as authorship, participation in professional meetings, or related activities devoted to the teaching area.

Faculty members who hold a doctoral degree outside of business, but whose primary teaching responsibilities fall within their area of academic preparation will be considered to have met the initial academic preparation criteria for SA/PA status if they demonstrate evidence of active involvement in the area of teaching responsibility through activities such as authorship, participation in professional meetings, or related activities. The greater the disparity between the field of academic preparation and the area of teaching, the greater the need for supplemental preparation in the form of professional development linked to the teaching area.

Faculty members who possess specialized graduate degrees in taxation or a combination of graduate degrees in law and accounting will be considered to have met the SA initial academic preparation criteria to teach taxation courses. Faculty members who have specialized masters degrees in communication, English, or related disciplines, will be considered to have met the SA/PA initial preparation criteria to teach business communication courses.

Faculty members who have finished an AACSB approved post-doctoral bridge program will have satisfied the SA/PA initial preparation criteria for five years after program completion.

Faculty members who are graduate students in a business doctoral field who have attained “ABD” status (by successfully passing the qualifying exam) will be considered to have met the SA initial academic preparation criteria.

### **Sustained Engagement Activities for SA and PA**

#### **Scholarly Academics (SA)**

There are two methods to maintain SA status.

Method 1 – publication of at least two refereed scholarly journals related to the faculty member’s instructional area within the most recent five calendar years.

Method 2 – publication of one refereed scholarly journal article related to the faculty member’s instructional area, AND engagement in a total of at least three activities found in category A and/or B within the most recent five calendar years.

### Practicing Academics (PA)

Practice academic status requires engagement in a total of at least four activities from categories A, B, C, D, and/or E within the most recent five calendar years.

## **SCHOLARLY PRACTITIONERS (SP) AND INSTRUCTIONAL PRACTITIONERS (IP)**

### **Initial Preparation for SP and IP**

In most circumstances, for SP and IP status, a faculty member must have, at a minimum, a master's degree in a field related to the faculty member's teaching area. Additionally, a faculty member must have either five (or more) years of recent professional experience or a related and currently valid professional licensure or certification for SP and IP status. Attainment of licensure or certification (e.g. CPA, CFP, Bar licensing) by governmental agency or professional association directly related to teaching responsibilities, combined with the master's degree, provides current relevancy in the field of practice. Alternatively, faculty who have previously met this criterion at another institution or other institutions AND who have continuously maintained their SP or IP qualification as described in the Sustained Engagement Activities for SP and IP section below will be considered SP or IP at the time of hire.

### **Sustained Engagement Activities for SP and IP**

#### Scholarly Practitioners (SP)

There are two methods to maintain SP status.

Method 1 – publication of at least two refereed scholarly or trade journal articles related to the faculty member's instructional area within the most recent five calendar years.

Method 2 – publication of one refereed scholarly or trade journal article related to the faculty member's instructional area, AND engagement in a total of at least three activities found in category A and/or B within the most recent five calendar years.

#### Instructional Practitioners (IP)

To maintain IP status, faculty members must engage in a total of at least three activities listed in categories A, B, C, D, and/or E within the most recent five calendar years.

## **Appendix A – Faculty Publication and Professional/Scholarly Activities**

*Note: Repeated instances of each activity count separately towards meeting status maintenance requirements, unless otherwise noted.*

### Category A – Scholarly Publication Activities

1. Publication of a refereed article in a scholarly journal related to instructional responsibilities, business education, or pedagogy.
2. Publication of an instructional case study, or instructional simulation software.
3. Publication of a chapter, or original material in a scholarly book published by an academic press.
4. Publication of a scholarly or text book where the content of the work comes predominantly from other contributors (e.g. edited books, a compilations, or collections).

*Following “scholarly publication activity” counts as two activities towards meeting status maintenance requirements due to its intensive nature:*

5. Publication of the first edition of a textbook in the field, or scholarly book where the faculty member is the writer of the book’s original content.

### Category B – Significant Scholarly Activities

1. Presentation of a paper at any recognized conference within one’s field.
2. Giving an invited scholarly talk or a scholarly keynote speech at any recognized organization/event.
3. Serving as a member of the editorial board for an academic journal within one’s field.
4. Serving in a top leadership position (with substantial scholarly responsibility) of any recognized academic society, or scholarly association.

*Following “significant scholarly activities” count as two activities towards meeting status maintenance requirements due to their intensive nature:*

5. Serving as program or track chair in a nationally or internationally recognized academic conference.
6. Serving as the editor or associate editor for a nationally or internationally recognized academic journal within one’s field.

### Category C – Professional and Practice Publication Activities

1. Publication of a chapter in a book, an article (including refereed article), or other publicly available manuscript aimed at professionals, practitioners, businesspeople, or policymakers.
2. Publication of a publicly available report of a professional organization or governmental body.
3. Acquisition of a patent.

*Following “professional and practice publication activity” counts as two activities towards meeting status maintenance requirements due to its intensive nature:*

4. Publication of the first edition of a book aimed at professionals, practitioners, businesspeople, or policy makers.

### Category D – Professional Leadership Activities

1. Delivering a formal presentation at any recognized event for professionals, policymakers, or businesspeople.
2. Developing or presenting instructional materials for professional education programs.
3. Serving on the board or in an advisory role to a company, charitable organization, or other group with work related to the College’s mission.
4. Serving in a top leadership role with substantial authority and responsibility for a professional organization within one’s field.
5. Providing regular and substantial consulting services requiring expertise in the field.

*Following “professional leadership activities” count as two activities towards meeting status maintenance requirements due to its intensive nature:*

6. Maintenance (or attainment) of professional certification or licensure within one’s field.
7. Serving as an editor of a professional journal.

### Category E – Other Professional Engagement Activities

1. Documented sustained professional work related to a faculty member’s teaching area.
2. Documented participation in a significant continuing/professional education event.
3. Documented participation in a significant professional development activity related to pedagogy or student learning outcomes.
4. Participation in a faculty internship.
5. Participation in other activities that place faculty in direct contact with business and other organizational leaders.