

## Section 4: Eligibility Guidelines

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### 4.1. EFMD Programme Accreditation Eligibility Criteria

EFMD Programme Accreditation is designed to accredit high quality programmes which aim to develop graduates for careers in international business and management. Institutions offering such programmes are likely to have a strong national or international reputation and to have a clear international perspective. The Eligibility criteria for EFMD Programme Accreditation therefore consider both institutional and programme dimensions.

#### Item 1. Institutional status and reputation:

The Institution must demonstrate that its activities fall within the scope of institutions covered by the EFMD Programme Accreditation system. It must produce evidence that:

- a. It is an EFMD member in good standing; it needs to maintain this status while going through the accreditation process as well as during the entire period of accreditation.
- b. It is an Institution of higher education status or level, and has a mission of knowledge creation as well as of programme delivery. It must have been in operation for at least 5 years, which can involve the transition from a previous to the current structure.
- c. It has a strong national and preferably international reputation. Evidence for reputation should be factual and objective. Indicators may include accreditation by other bodies, highly positive national audit reports, strong media rankings, graduate employment data, list of high quality international partners or other equivalent measures of recognition.
- d. The Institution should be financially viable such that it is able to offer the programmes on a sustainable basis.

#### Item 2. Faculty:

The faculty (including adjunct or visiting faculty) must be of a size and be qualified appropriately for the level of the programme offered. A significant number are likely to hold doctorates and the faculty mix should have significant international expertise and experience. There should be evidence (e.g. publications) of high quality intellectual activity or scholarship (e.g. case development, consulting projects, applied research, and academic research) by faculty members so as to underpin the academic depth of the programme(s) under review.

#### Item 3. Programme nature:

The applicant programme must aim to produce graduates qualified within the broad field of business and management. The programme may have other components as well, but the core content (normally at least 50%) must be related to business and/or management. It must

have a sound academic but also an appropriate practical approach and include an international perspective. The programme should enjoy a good national reputation and be accredited at the national level (where available and appropriate).

**Item 4. Programme level:**

The programme must be at Bachelors (or equivalent) level or above. Programmes which are deemed to be at sub-Bachelors level or are essentially vocational or training programmes will not be eligible.

**Item 5. Programme quality:**

The programme length must be appropriate to the level of programme, e.g. minimum length equivalent to 3 years full-time for Bachelors and 1 year full-time for Masters. The programme content must have appropriate academic depth and rigour matching the level of degree offered and must be designed to develop the relevant intellectual skills and managerial competences of students and graduates.

**Item 6. Credibility and sustainability:**

In order to have an established reputation and credibility and to ensure its long-term viability, the programme should have been producing graduates for at least 2 cohorts (normally over at least 2 years). However, programmes that are in transition from one format to another (e.g. pre-Bologna 5 year programmes moving to post-Bologna 3 or 4 plus 1 or 2 year BA/MA structure) may be eligible if in total they meet the 2 cohort criterion. There must have been a minimum aggregate of 30 graduates from the programme in the 2 years up to the date of EFMD Programme Accreditation application.

**Item 7. Minimum size of each intake for mutual learning:**

To ensure interaction between students for mutual learning, programmes must have a minimum cohort size, or group intake of a number of students, appropriate to the programme level *for a programme to be eligible*. Normally there should be a minimum cohort size of 25 students for general management programmes and 20 students for specialist programmes for each mode of delivery and intake. In the case of continuous entry, numbers in each core course must exceed these minima. This minimum must be maintained throughout the accreditation process and accreditation period.

**Item 8. International perspective:**

In order to produce graduates prepared for an international management career, the programme must provide students with an international learning experience. This is likely to require an international/multicultural mix of students (or at least incoming exchange students), an international/multicultural mix of faculty (including visiting faculty), a diverse academic content, a mix of delivery methods, the opportunity for study/work abroad, a range of international partnerships, and the delivery of some course elements in English or another major foreign language.

**Item 9. Business/practitioner perspective:**

The programme must develop an understanding of the business and managerial world which is likely to require strong practitioner input to the programme and the opportunity for work based learning or internships. Students should be able to develop practical transferable skills.

**Item 10. Ethics, responsibility and sustainability (ERS) perspective:**

The programme must develop an understanding of the role of ethics, responsibility and sustainability in order to prepare students for the challenges and constraints of managing a modern organisation in its societal context.

**Item 11. EFMD Programme Accreditation Standards and Criteria:**

The perceived ability to meet the EFMD Programme Accreditation Standards and Criteria is **the key factor** for the Committee in making the decision on eligibility. The programme must have a reasonable prospect of satisfying the EFMD Programme Accreditation Standards within 2 years of being declared Eligible.

(Additional Eligibility criteria apply to **Doctoral programmes** – see **Annex 12**.)

**4.2. General Guidance**

Items 1-7 of the above Eligibility criteria are largely specific and/or quantitative in nature and therefore indicate quite clearly whether a particular programme satisfies those conditions, or not.

Items 8-10 however are judgemental and the standard sought for each of these criteria will vary according to the level of programme for which accreditation is sought. No quantitative norms have been set for these criteria since they are generally applicable to all levels and types of programmes. It is therefore the responsibility of the applicant Institution to present a convincing case that the programme being put forward satisfies the general standard indicated in the above list.

**Institutions must continue to meet the Eligibility criteria during the eligibility period and the period of accreditation. They must inform the EFMD Programme Accreditation Office about any development that may affect their eligibility status in a material way. Institutions must immediately report if they no longer meet the Eligibility criteria. Their case will then be considered by the EFMD Programme Accreditation Committee or the Accreditation Board as appropriate.**

Clarification of any of the above Eligibility criteria with respect to its application to a specific programme may be sought from the EFMD Programme Accreditation Office.

**4.3. Specific Cases*****Programmes that have recently undergone a change in format***

Eligibility for EFMD Programme Accreditation requires that a programme has had at least 2 graduating classes (normally over at least 2 years) and has produced at least

30 graduates over the last 2 years (see above). However, a programme that has developed from one format to another will also be eligible provided that in total the 2 year graduations rule applies, e.g. a change from a pre-Bologna 5 year Masters to a post-Bologna Bachelors plus Masters (see Section 1, paragraph 3.1 of this Manual and also the document entitled “Guidelines and Position Papers: Supporting Material for the EQUIS and EFMD Programme Accreditation Systems”).

### ***Consortium-run programmes***

EFMD Programme Accreditation is able to accept consortium-run programmes as well as those run by single Institutions. The policy and procedure for accrediting joint programmes is explained in detail in **Annex 15**: Policy on Collaborative Provision and Joint Programmes.

### ***Doctoral programmes***

Specific rules apply for the assessment of doctoral programmes. Please see **Annex 12**: Doctoral Accreditation for the policy and procedure for doctoral programme accreditation.