



# CEEMAN IQA

International  
Quality  
Accreditation

A Mark of  
Excellence, Locally  
and Globally



CEEMAN



# **CEEMAN**

## **International Quality Accreditation**

### **A Mark of Excellence, Locally and Globally**

#### **Background**

In 1998, the membership of CEEMAN lent its official support to the concept of creating a quality assurance and continuous improvement scheme for its members. The outcome was the establishment of the International Quality Accreditation (IQA), which was specifically designed to address the needs of management schools and other management development institutions operating in the transitional economies of Central and Eastern Europe. As CEEMAN grew and developed, it became necessary to revise IQA to the needs of the membership. Today, IQA has evolved to encompass a wider market and to address the unique conditions and needs of local and national environments and emerging economies.

#### **The Role of Management Education**

In a dynamic and interdependent world, the need for high-quality leaders and managers continues to grow. A major task for management education is to develop people who can address the challenges of a constantly changing environment and do it in a responsible and ethical manner. Given the wide diversity of surrounding economic conditions, it is necessary for management education institutions to deepen their understanding of their specific contexts and needs. Using originality, creativity, innovation, and knowledge they can help provide solutions to address these conditions. To do this and to meet the increasingly demanding requirements of all their stakeholders, the institutions need to seek excellence in their offerings and to pursue continuous improvement in their processes.



## The main objectives of the CEEMAN IQA

### In general:

- To set and promote international standards for management development programs and institutions in the context of their respective missions and environments
- To assist management development institutions in developing a clear and meaningful focus that will result in the creation and delivery of high-quality management education, relevant to their specific environments
- To reward and promote advanced management development institutions for the results achieved and impact made, while also encouraging their continuous improvement policy and programs and providing advice and support in their implementation
- To foster originality, creativity, innovation, and high professional and ethical contributions to local and international business and academic communities, and to promote responsible leadership, based on the Principles of Responsible Management Education of the United Nations Global Compact.

### Specifically for candidate institutions:

- To identify the critical dimensions and criteria that an institution should follow to create, improve and sustain high-quality and relevant management education
- To help the faculty members and staff of management development institutions understand their roles in the pursuit of the institution's mission and its continuous self-improvement process, and encourage them to provide their own contributions.

### For customers and potential participants:

- To help customers and other stakeholders understand the contribution of management education and obtain the benefits on a clear value-added basis
- To assure customers and users of an accredited institution that this institution is pursuing and achieving the critical criteria for high-quality and relevant management education and development.



## Philosophy of CEEMAN IQA

To assist management education institutions in fulfilling their critical role, IQA operates according to the following principles:

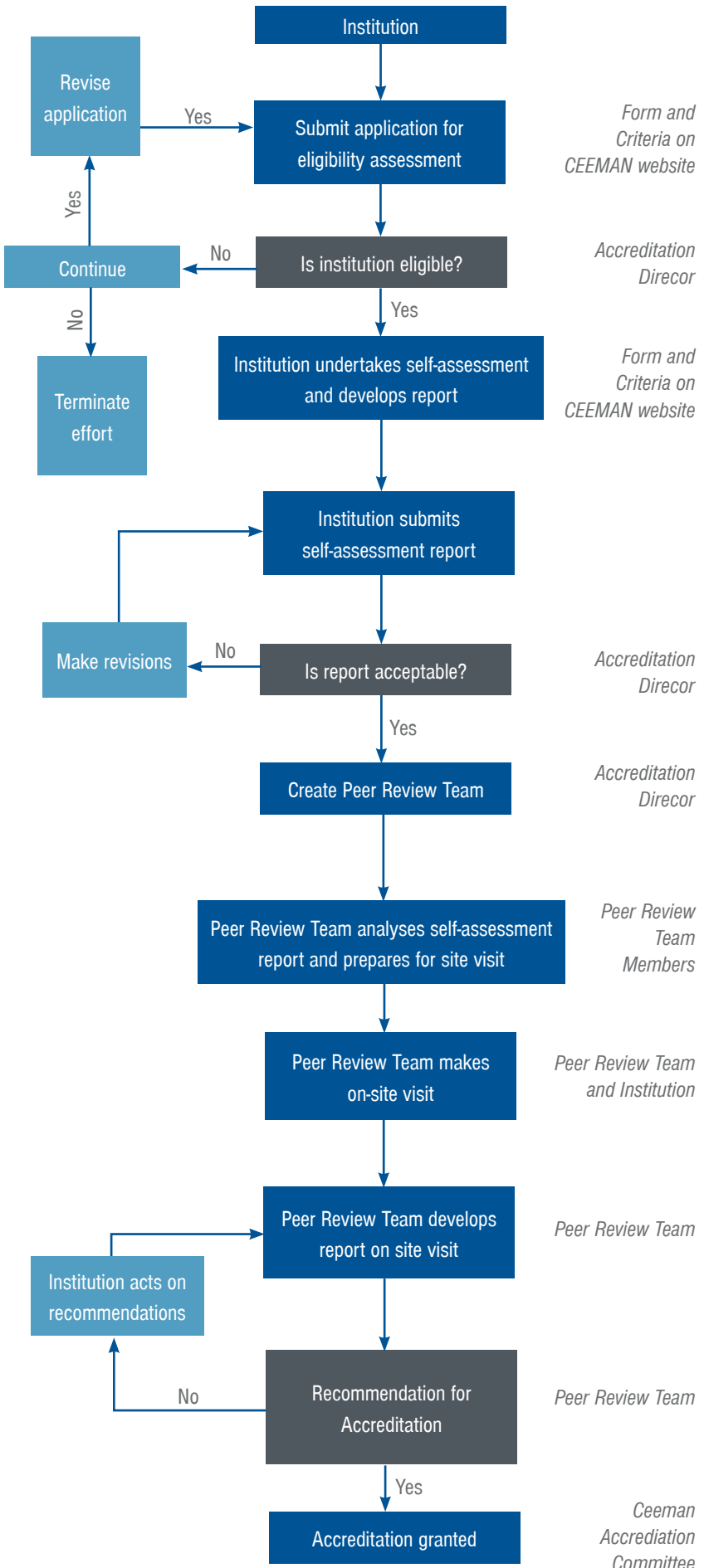
- IQA sets out international criteria and standards related to all aspects of management education performance. These are addressed in the context of the institution's stated mission and its own particular business environment
- The review process requires the institution to examine itself critically and completely. The second step of peer review assures that the performance, resources, and achievements of the institution are consistent with its mission and with the set of international criteria and standards
- The accreditation process also provides guidelines, new perspectives, and support services for continuous improvement, innovation in educational programs and the overall performance of the institution.

## IQA Eligibility and Process

Any CEEMAN member offering at least one degree program in management or 30% or more of a degree course load in joint programs, and which is at least five years old, is eligible to apply for IQA accreditation. The five-stage accreditation procedure involves assessment of eligibility, development of a comprehensive self-assessment report by the applicant, a peer review on-site visit, an evaluation report by the peer review committee, and the award of the CEEMAN IQA to successful applicants with permission to use the designation on all institutional materials.

The diagram below traces these steps in detail.

# CEEMAN IQA Process





## What does the CEEMAN IQA say about the accredited institution?

The CEEMAN IQA award constitutes public recognition that the institution has the resources, facilities, programs, and structure to meet the needs of its customers and stakeholders, using internationally agreed standards. The institution thus distinguished has exhibited a clear focus, through its mission, goals and achievements. The faculty, staff, and administration of the institution are committed to ongoing development and improvement of all aspects related to servicing stakeholder needs.

The institution designs and offers educational programs for students and executives that demonstrate a commitment to excellence, ethical behavior, and serve the needs of the local, national, and international environment. The institution is recognized as a high-quality and outstanding provider of business education to students in degree programs and to corporations who seek the highest level of management development programs for their people. The graduates of these institutions are educated to become leaders in their organizations and in their communities.

The institution contributes continually to the well-being and development of its business environment through innovation, research, public involvement, and the development and transfer of current management thinking and practice. It is an outstanding corporate partner for business seeking management development services.

## Why should an institution seek CEEMAN accreditation?

- The IQA label is a potent marketing tool. It tells existing and potential customers that the institution meets high international standards as well as responding to the needs of its own specific environment
- Among the various accreditations that an institution may consider, IQA has a special focus on institutions which operate in emerging economies
- IQA accreditation leadership and its accreditation teams bring not only world-class expertise and experience to the job, but also have an intimate knowledge of the local challenges and problems of candidate institutions
- The IQA process reflects its stated objectives of meeting international standards while at the same time recognizing the specific constraints as well as the opportunities presented by operating in emerging markets.

## CEEMAN IQA accredited schools (as of September 2009)

- IMISP – International Management Institute St Petersburg, Russia
- IEDC – Bled School of Management, Slovenia
- RISEBA – Riga International School of Economics and Business Administration, Latvia
- Kozminski University, Poland
- Estonian Business School, Estonia
- Gdansk Foundation for Management Development, Poland
- International Management Institute MIM-Kyiv, Ukraine
- Riga Business School, Latvia
- Caucasus School of Business, Georgia
- European School of Management ESM-Tbilisi, Georgia
- Kyiv Mohyla Business School, Ukraine
- ISM University of Management and Economics, Lithuania
- School of Management, St Andrews University, UK

## CEEMAN IQA Team

### Accreditation Committee President



**Derek Abell**, Professor Emeritus, ESMT - European School of Management and Technology, Germany and ETH Zurich, Switzerland

### Accreditation Director



**Randy Kudar** (Ph.D., FCMA), Professor Emeritus, Richard Ivey School of Business, Canada

### Accreditation Manager



**Olga Veligurska**, CEEMAN Coordinator / Head of Projects

### Accreditation Committee Members



**Irina Sennikova**, Dean, Riga International School of Economics and Business Administration, Latvia



**Hans Buss**, Chairman of the Supervisory Board of Unilever Poland and Hungary, Germany



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