Purpose

I am writing to advise all staff regarding activities that have been undertaken in preparation for the Portfolio seeking EQUIS accreditation.

Background

EQUIS is an international system of quality assessment and accreditation for higher education, it is a quality assurance scheme run by the European Foundation for Management Development (EFMD).

The fundamental objective of the EQUIS accreditation process is to raise the standard of management education structures. EQUIS facilitates standard setting, benchmarking, mutual learning and the dissemination across borders of good practice. The objective of EQUIS is not the standardisation of degree programs or formats or course content. EQUIS accepts that each country has its own traditional approach to business education. EQUIS is founded on the principle of recognising the strengths of different national systems and its scope covers all programs offered by an institution, from undergraduate degree up to PHD. The EFMD web site can be found at: Http//: www.efmd.be.

There are a number of Universities and Business Faculties in Australia and New Zealand now pursing, or have achieved EQUIS accreditation and these include:

- Curtin Business School – has achieved accreditation
- Latrobe University Graduate School
- Division of Business and Enterprise, University of SA
- Melbourne Business School
- Faculty of Business, University of the Sunshine Coast
- Faculty of Business, University of Western Australia

In mid 2002 RMIT Business began exploring EQUIS accreditation for the Portfolio and in late 2002 the Faculty Executive committed to undertaking the EQUIS accreditation process. Since this time a number of activities have occurred:

- The Portfolio submitted an application to join the EFMD
- A workshop was undertaken with Curtin Business School who have successfully undertaken the EQUIS process
- The Portfolio was visited by Professor Carlos Carvel in his capacity as EFMD representative
- A data sheet has been submitted to EQUIS as the first stage of the EQUIS accreditation process
- Acting PVC (Business) has endorsed an EQUIS Steering Committee with the following members:
  - Acting Pro Vice Chancellor (Business) – Professor Robert Brooks
  - Head of School of Management – Professor Clive Morley
  - Staff Representative – Professor Margaret Jackson
  - Industry Representative – Greg Tucker
  - PVC (Teaching and Learning) – Professor Gail Hart

Next steps in the process

- In August 2003 Julio Urgel, Director of EQUIS, will be attending RMIT Business to provide a briefing to both PEG and interested staff on EQUIS and the accreditation process. Traditionally, once this briefing has been organised an institution then begins the self assessment process.

- The next major stage in the accreditation process, is similar to both the Faculty Review and AUQA process, in that first the component of the accreditation exercise is the compilation of a self assessment report providing information on 11 key areas:
  - Context and mission
  - Students
  - Program Quality
  - Personal Development
  - Research and Development
  - Contribution to the Community
  - Faculty
  - Resources
  - Connections with Corporate World
  - International Issues
  - Executive Education.

The compilation of this report will be undertaken over the next few months, and will involve contributions from all staff.

- After this self assessment report has been submitted a review team will visit the Portfolio and much like the Faculty Review in 2002, over a few days, a number of staff will be interviewed to verify the Portfolio’s self assessment. After which this review team writes a report and recommends EQUIS accreditation.

- A website for EQUIS is currently under construction and all information on our work towards accreditation will be lodged on the web as it is completed. Staff will also be advised regarding our progress towards EQUIS on an ongoing basis.

I hope you will join with me in participating in the EQUIS accreditation process.

Professor Robert Brooks
Acting Pro-Vice-Chancellor (Business)