

# SDSU College of Business Administration

## Faculty Qualifications and Engagement Standards

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### Background

AACSB Standard 15 requires that “The school maintains and strategically deploys participating and supporting faculty who collectively and individually demonstrate significant academic and professional engagement that sustains the intellectual capital necessary to support high-quality outcomes consistent with the school's mission and strategies.”<sup>1</sup>

Faculty may qualify for the categories of Scholarly Academics (SA) and Practice Academics (PA) based on their initial academic preparation and sustained academic and professional engagement. Faculty may qualify for the categories of Scholarly Practitioner (SP) and Instructional Practitioner (IP) based on their initial professional preparation and sustained academic and professional engagement. The school must develop appropriate criteria consistent with its mission for the classification of faculty into these categories.

AACSB defines the four categories of Qualified Faculty as follows:

Initial academic preparation and professional experience	Professional experience, substantial in duration and level of responsibility  Doctoral degree	Sustained engagement activities	
		Academic (Research/Scholarly)	Applied/Practice
		Scholarly Practitioners (SP)	Instructional Practitioners (IP)
		Scholarly Academics (SA)	Practice Academics (PA)

— *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.<sup>2</sup>*

### Qualified Faculty Classification Guidelines

The following guidelines define the minimum standards to be classified as Qualified Faculty. Lists of activities in categories A through I that contribute toward a faculty member’s SA, PA, and SP status are shown in Appendix A. Activities that contribute toward a faculty member’s status as an Instructional Practitioner are shown in Appendix B.

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<sup>1</sup> The Association to Advance Collegiate Schools of Business (2013). *Eligibility Procedures and Accreditation Standards for Business Accreditation*, p. 38.

<sup>2</sup> The Association to Advance Collegiate Schools of Business (2013). *Eligibility Procedures and Accreditation Standards for Business Accreditation*, p. 39.

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### Scholarly Academic (SA)

Minimum Standard (5-year period) to be classified as a Scholarly Academic (SA):

- At least 3 publications from Categories A, B, C, or D OR
- 22 points from categories A through G, 8 of which must come from publications in categories A, B, C or D, OR
- Earned doctorate within the last five years

### Scholarly Practitioner (SP)

Minimum Standard (5-year period) to be classified as a Scholarly Practitioner (SP):

- At least 2 publications from Categories A, B, C, or D OR
- 18 points from categories A-G, 8 of which must come from publications in categories A, B, C or D

### Practice Academic (PA)

Minimum Standard (5-year period) to be classified as a Practice Academic (PA):

- At least 4 points from Categories A through F AND
- At least 9 points from categories H-I AND
- 18 points from categories A – I

### Instructional Practitioner (IP)

To be classified as an Instructional Practitioner (IP), a faculty member must accumulate at least 15 points over a five-year period, from any of the activities defined in the SA, SP, and PA policy or those listed in Appendix B.

### Appendix A

Category	Engagement Activities: Scholarship	Points
A	<p>Items in this category represent the highest level of scholarly achievement. They are the result of original basic scholarship and are intended for an academic audience. They will have been subjected to an external, blind peer-review process. If publication is in a journal, the journal will be widely recognized as a top journal within a broadly defined academic area. The journal will have a low acceptance rate and a low number of invited articles. Examples in this category include:</p> <ul style="list-style-type: none"> <li>• Article in a top-tier refereed journal</li> <li>• Investigator on External Grants of \$100,000 or higher</li> <li>• Editor of a top-tier scholarly refereed journal (per year)</li> <li>• Scholarly book (1st edition)</li> </ul> <p>Faculty who intend to report publishing an article or serving as an editor in this category will supply evidence that the outlet is a top-tier journal to the Chairs/Directors Committee. The Chairs/Directors Committee may reassign the item to a different category.</p>	12
B	<p>Items in this category represent the next highest level of scholarly achievement. They are the result of basic scholarship and are intended for an academic audience. They will have been subjected to an external, blind peer-review process. The journal will be widely recognized as a high-impact journal at a level just below those journals in A. The journal will have a low acceptance rate and a low number of invited articles. Examples in this category include:</p> <ul style="list-style-type: none"> <li>• Article in a high-impact academic journal</li> <li>• Investigator on External Grants of \$50,000-\$99,999</li> <li>• Editor of a high-impact scholarly journal (per year)</li> <li>• Associate Editor of a top-tier scholarly refereed journal (per year)</li> </ul> <p>Faculty who intend to report publishing an article or serving as an editor in this category will supply evidence that the outlet is a high-impact journal to the Chairs/Directors Committee. The Chairs/Directors Committee may reassign the item to a different category.</p>	8

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C	<p>Items in this category are the result of original basic scholarship, applied scholarship, or instructional development. They are intended for an academic, business researcher, or government researcher audience. They will have been subjected to an external, blind peer-review process. If publication is in a journal, the journal will be recognized as a high-quality journal within its field and have a low to moderate acceptance rate and a low to moderate number of invited articles. Examples in this category include:</p> <ul style="list-style-type: none"> <li>• Article in a high-quality, refereed journal</li> <li>• Research monograph</li> <li>• Editor of a high-quality journal (per year)</li> <li>• Investigator on External Grants of \$10,000-\$49,999</li> </ul>	6
D	<p>Items in this category are the result of original basic scholarship, applied scholarship, or instructional development. They may be intended for a variety of audiences including academics, business persons, researchers in business and government, government officials, practitioners, and students. They will have been subjected to at least an editorial review process performed by a recognized scholarly or professional publisher or organization. Examples in this category include:</p> <ul style="list-style-type: none"> <li>• Article in refereed journal not included in category A, B, or C</li> <li>• Article in edited journal</li> <li>• Article in trade journal</li> <li>• Textbook (1st edition)</li> <li>• Written cases with instructional materials (published)</li> <li>• Chapter in scholarly book</li> <li>• Scholarly journal editorial board (per year)</li> <li>• Editor of a special edition of a journal</li> <li>• Investigator on External Grants of \$5,000-\$9,999</li> <li>• Academic conference Program Chair</li> <li>• President of national/international academic professional organization (per year)</li> </ul>	4

	<b>Engagement Activities: Scholarship</b>	<b>Points</b>
E	<p>Items in this category lack the originality and level of external validation inherent in categories A, B, C, and D. However, they do involve a significant amount of scholarly effort, have some degree of external validation, and appear in a publicly available form. Examples in this category include:</p> <ul style="list-style-type: none"> <li>• Scholarly book (revision)</li> <li>• Textbook chapter/teaching module (1st edition)</li> <li>• Textbook (revision)</li> <li>• Refereed Selective Proceedings paper at national or international scholarly meeting</li> <li>• Instructional software (publicly available)</li> <li>• Elected officer of national/international academic professional organization (per year)</li> <li>• Program Committee Member for National/International Academic/Professional Conference</li> <li>• Track Chair for National/International Academic/Professional Conference</li> <li>• Any other appropriate activity deemed by the chair to be equivalent to the activities in this category.</li> </ul>	3
F	<p>Items in this category are publicly available forms of scholarship but do not fit in categories A, B, C, D, or E. Examples in this category include:</p> <ul style="list-style-type: none"> <li>• Paper presented/non-selective proceedings at scholarly meeting</li> <li>• Publicly available working paper</li> <li>• Professional presentation</li> <li>• Published textbook supplemental materials</li> <li>• Published book review</li> <li>• Invited paper presented at outside faculty research seminar/workshop</li> <li>• Textbook chapter/teaching module (revision)</li> </ul>	2

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	<ul style="list-style-type: none"> <li>• Publicly available instructional materials with adoption by others</li> <li>• Session panelist, or discussant at scholarly meeting</li> <li>• Chair Master's Thesis</li> <li>• Committee Chair for National/International Academic or Professional organization</li> <li>• Any other appropriate activity deemed by the chair to be equivalent to the activities in this category.</li> </ul>	
G	<p>Items in this category represent professional contributions, but not at the same level as the above categories. Examples in this category include:</p> <ul style="list-style-type: none"> <li>• Member of dissertation/thesis committee</li> <li>• Reviewer for scholarly journal (per manuscript reviewed)</li> <li>• Reviewer for scholarly conference (per conference)</li> <li>• Book reviewer</li> <li>• External Grant reviewer (per grant)</li> <li>• Leading a CBA teaching/research seminar</li> <li>• Committee Member of National/International Academic or Professional organization</li> <li>• Session chair at scholarly meeting</li> <li>• Any other appropriate activity deemed by the chair to be equivalent to the activities in this category.</li> </ul>	1

<b>Category</b>	<b>Engagement Activities: Practice</b>	
H	<p>Items in this category represent professional engagement activities in which the faculty member interacts with business and management practice.</p> <ul style="list-style-type: none"> <li>• Sustained professional work supporting qualified status (per year)</li> <li>• Development and presentation of executive education programs (e.g., teaching EMBA class)</li> <li>• Instructor for student internship or consulting class section (e.g., BA 780, 795)</li> <li>• Publications in practitioner journals or other venues aimed directly at improving management expertise and practice</li> <li>• Case studies based on research that has led to solutions to business problems</li> <li>• Memberships on boards of directors of corporate and non-profit organizations (per year)</li> <li>• Consulting activities that are material in terms of time and substance</li> <li>• Faculty internship</li> <li>• Serving as co-adviser for student consulting project (e.g., BA 795)</li> <li>• Significant participation in business professional associations (per year)</li> <li>• Frequent media citations (per year)</li> <li>• Consulting report</li> <li>• Presentation or workshop for business and management professionals</li> <li>• Serve as expert on policy formulation, witness at legislative hearing, member of special interest groups/roundtables, etc.</li> <li>• Tools/methods developed for companies</li> <li>• Documented continuing professional education experiences</li> <li>• Participation in professional events that focus on the practice of business, management, and related issues</li> <li>• Any other appropriate activity deemed by the chair to be equivalent to the activities in this category.</li> </ul>	1 - 3
I	<p>Items in this category represent engagement activities related to administrative duties. Points awarded according to the portion of time assigned to administrative work.</p>	1 - 4

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### Notes.

#### Adjustments to journal points:

Single-authored items:

For articles in A-level journals, add four points; for articles in B-level journals, add three points; for articles in C-level journals, add two points; and for articles in D-level journals, add one point.

Multiple-authored items:

For articles in categories A, B, C, or D, deduct one point for items with four authors, deduct two points for items with five authors, and deduct three points for items with six or more authors.

### Components of intellectual contributions (AACSB):

- Basic Scholarship: The creation of new knowledge.
- Applied Scholarship: The application, transfer and interpretation of knowledge to improve management practice and teaching.
- Instructional Development: The enhancement of the educational value of instructional efforts of the institution or discipline.

## Appendix B

### Instructional Practitioner (IP) Standard

To be classified as an Instructional Practitioner, a faculty member must accumulate at least 15 points over a five-year period, from any of the categories below:

Category:	Item:	Points:
1	Employment which relates to your teaching area (per year)	3 (max = 12)
2	Active and significant role in operation or management of a business enterprise	3
3	Participant in AACSB Bridge Program within past five years	6
4	Executive or high-level management position within the past five years	5 - 10
5	Active board member of a corporation or organization including non-profit organizations	5 - 10
6	Consulting in area of expertise for corporation or organization	3
7	Participation in College or Department related programs and activities that involve the business community	1 - 3
8	Current professional certification	(per year) 1
9	Member of professional society	(per year) 0.5
10	Officer of professional society - (in addition to member points)	(per year) 1
11	Member of committee of professional society/organization	(per year) 0.5
12	Development of licensing, CPE, and professional certification materials	0.5 - 3
13	Continuing coursework/education in professional area	(per course) 1
14	Development and implementation of hybrid or fully online course	(per course) 1-3
15	Participation in education conferences/workshops	0.5 - 2
16	Development of new course not currently offered by CBA	3
17	Advisor to student professional organization	(per year) 0.5

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18	Media consultant	(per activity) 0.5
19	Other activities deemed to be of relevance to the profession as judged by the Chair	TB

**Participating / Supporting Status**

Participation in activities which contribute to the mission and strategic direction of the CBA establish a faculty member as a “participating” member.

Examples of Participating Activities:

- Advising clubs, organizations, or student groups
- Supervising student research outside of class or supervising student groups which enter competitions in which they compete against students or teams from other universities
- Serving on faculty oversight committees for BA 795 and department 790 projects
- Collecting and analyzing data for assessment of learning
- Participating in curriculum development for academic programs
- Attending teaching development seminars such as BATs training and CTL workshops
- Participating in college events such as serving as a faculty marshal at commencement or a college representative at SDSU Open House
- Serving on thesis committees
- Serving as a judge in university competitions
- Serving on department, college, or university governance committees
- Attending department and/or college meetings
- Conducting research in which San Diego State is listed as their affiliation in the submission of the research for publication to appropriate outlets
- Participating in Center (Lavin Entrepreneurship Center, IMC, CIBER, IART, etc.) activities
- Making presentations, speeches, or being part of panel discussions to university groups or the local business community in which San Diego State is listed as their speaker affiliation
- Representing the university in interviews with media outlets
- Serving on the CBA Board of Directors
- Participating in fundraising and philanthropic activities of the CBA
- Participating in alumni activities
- Representing the university in discussions/negotiations with potential partners to CBA programs