The Quality Imperative: How to and When?

The Mediterranean School of Business’ Experience
The Mediterranean School of Business

Historical Insight & Key Figures

- 1st English-Speaking University in Tunisia
- MSB cited as a role model school in Africa
- 38%+ Of students have taken advantage of an abroad experience
- 94% Of Master’s graduates were hired within 6 months
- 27+ Different nationalities are represented within SMU
- 90%+ Of Professors are Ph.D. holders from European and American Universities

Development Strategy has been based on International Quality Standards
Quality Imperative: Why?

- Costly
- Takes time and effort

- Accreditation = Quality
- Increases visibility
- Increases reputation
- Favors internationalization
- Generates revenues
Experiencing different accreditations

Develop Scorecard with Key Metrics

Helped us Structure our Activity and improve programme Management

Well defined action plan and KPIs

Implement a programme Management system around ILOs

Activities to be centered around Mission + measurement of acquisition of ILOs

Developement of a detailed Alumni Database

Ministry

AMBA

UGSC

EPAS

AACSB

Rankings

- Curriculum Content
- Faculty Credential
- Graduate Employment

- Programme Management
- Mode and Duration
- Profile & Quality of student body

- Mission
- Action Plan
- KPIs

- Programme Design
- Programme Delivery
- Programme Outcome

- Assurance of Learning
- Centered on School Mission Statement
- Faculty

- Research
- Accreditation
- International
- Graduate Salaries

Though each accreditation adopts a different approach with its own particular focus, they all share similar values.
Towards a Holistic Approach: Defining Core Values

- Institutional Mission
- Planning and Strategy
- Faculty sufficiency, credentials and development
- Curriculum and Programme
- Learning Process, Assessment and Outcome
- Programme Management
- Policies, processes and procedures

All depends on school’s strategic priorities
Towards a Holistic Approach: Merging for greater efficiency

Focus on the Core Issues

School's Strategic Goals

Establish Institutional Measurements
Towards a Holistic Approach: The Strategic Planning Pyramid

2015 Strategic objectives
- UPM Program Consolidation
- Internationalisation
- Research Development
- Faculty Recruitment and Development

KSF Needs to be based on
- Leadership
- Responsibility
- Accountability
- Coordination

Moving away from reactive, Incremental, problem solving. Accreditation: Companion
Key Takeaways

Quality is a culture! Needs to be shared by every stakeholder and should be embedded within all processes of the Institution.
Thank you for your attention!
Look forward to hosting you at MSB Tunisia
www.msb.tn