



BUSINESS
DEVELOPMENT ASSOCIATION



AAI™

Accredited Academic Institute

AAI™ Accreditation Guide

Business Development Association Accreditation Center

Accredited Academic Institute (AAI™) Guidebook

Welcome Note

Welcome to the official Guidebook of the **Accredited Academic Institute (AAI™)** program by the **Business Development Association (BDA)**. This accreditation reflects global excellence in recognizing academic institutions that are committed to embedding business development competencies within higher education curricula. As an AAI™, your university or academic organization will be formally licensed by BDA to serve as a benchmark in the advancement of academic-based business development education aligned with the **BDA BoCK™ (Body of Competency & Knowledge)**.

Introduction to the AAI™ Accreditation

The AAI™ Accreditation is specifically designed for universities, academic colleges, and educational institutions offering undergraduate or postgraduate programs with a focus on business development, strategic innovation, entrepreneurship, marketing, and sales. This accreditation signifies that the institution integrates the BDA BoCK™ competencies into its learning outcomes, provides quality instruction, and maintains strong governance over academic delivery.

Why Become a BDA Accredited Academic Institute?

- **International Recognition:** Enhance your institution's reputation and global reach with BDA endorsement.
- **Curriculum Alignment:** Integrate BDA BoCK™ standards into academic design, ensuring practical readiness for graduates.

- **Academic Branding:** Utilize the AAI™ badge and certification to signal academic leadership in business development.
 - **Faculty Development:** Access BDA content and frameworks to upskill academic staff.
 - **Institutional Visibility:** Appear in BDA's global academic partners directory.
 - **Collaborative Research:** Participate in knowledge exchanges, student engagement initiatives, and joint innovation research with BDA.
 - **Program Enhancement Pathways:** Gain eligibility to accredit specific programs via PDP or RP.
-

Who Can Apply?

- Accredited universities and higher education institutions.
 - Business schools and colleges with programs in entrepreneurship, marketing, or innovation.
 - Institutions offering bachelor's, master's, or doctoral-level degrees.
 - Academic departments or centers focused on business development studies.
-

Scope of Accreditation

This accreditation is granted to the **institution** (or faculty/college within a university) and not to specific academic programs. However, it confirms that the institution meets global standards for:

- Integrating business development education.
- Supporting faculty training aligned to BDA BoCK™.
- Ensuring governance, transparency, and student engagement.

For program-level endorsement, institutions may also apply for:

- **PDP:** Professional Development Partner (for executive programs).
- **RP:** Recertification Provider (for professionals seeking PDCs).

Evaluation Framework: BDAAT™ Academic Edition

Criteria	Description	Weight
Curriculum Alignment	Review of how academic courses reflect BDA BoCK™ domains	30%
Faculty & Governance	Faculty credentials, teaching experience, academic standards	25%
Student Impact & Engagement	Graduate employability, satisfaction, engagement in BD projects	20%
Institutional Integrity	Academic ethics, quality control, regulatory alignment	15%
Innovation & Research	Evidence of continuous improvement, innovation labs, BD research output	10%

Minimum Score Required: 75/100

Accreditation Process

1. Application Submission

- ✓ Complete the online form.
- ✓ Upload documents: license, academic catalog, faculty CVs, sample syllabi.

2. Preliminary Review

- ✓ Check for completeness and eligibility.

3. BDAAT™ Assessment

- ✓ Academic review committee evaluates the institution.

4. Virtual Audit (If Required)

- ✓ Online interview or virtual campus tour.

5. Final Report

- ✓ Includes total score, strengths, and suggestions.

6. Approval & Accreditation

- ✓ If score $\geq 75\%$, digital certificate and AAI™ badge are issued.

7. Annual Review & Renewal

- ✓ Submit annual academic performance report.
- ✓ Renewal fees apply.

Documentation Required

- Legal registration and academic license.
 - Accreditation recognition (national/international).
 - Organizational chart.
 - Academic curriculum.
 - Faculty profiles.
 - Student feedback results.
 - Research & innovation activities.
 - Quality assurance or academic governance manual.
-

Accreditation Fees

Item	Fee (EUR)
Initial Accreditation	0 €
Annual Renewal	0 €

Include:-

- Full institutional evaluation.
 - Issuance of accreditation certificate.
 - Listing on BDA academic partners page.
 - Access to BDA academic resources & networking.
-

Badge Use Guidelines

- The AAI™ badge may be used on academic documents, marketing materials, and websites.
- Badge use is only permitted during the active accreditation period.
- Any misuse may result in revocation.



BUSINESS
DEVELOPMENT ASSOCIATION

Copyright Notice

© 2025 Business Development Association (BDA). All Rights Reserved.

This document and its contents, including text, graphics, and branding, are the intellectual property of the **Business Development Association (BDA)**. Unauthorized reproduction, distribution, or modification of this guidebook, in whole or in part, is strictly prohibited without prior written permission from BDA.