

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.
- **Collaborative Research:** Participate in knowledge exchanges, student engagement initiatives, and joint innovation research with BDA.

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.

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.
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