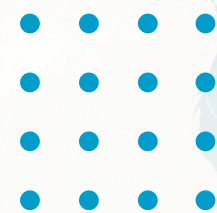


**POSITIVE IMPACT**  
**RATING** FOR BUSINESS SCHOOLS

# 2024 EDITION

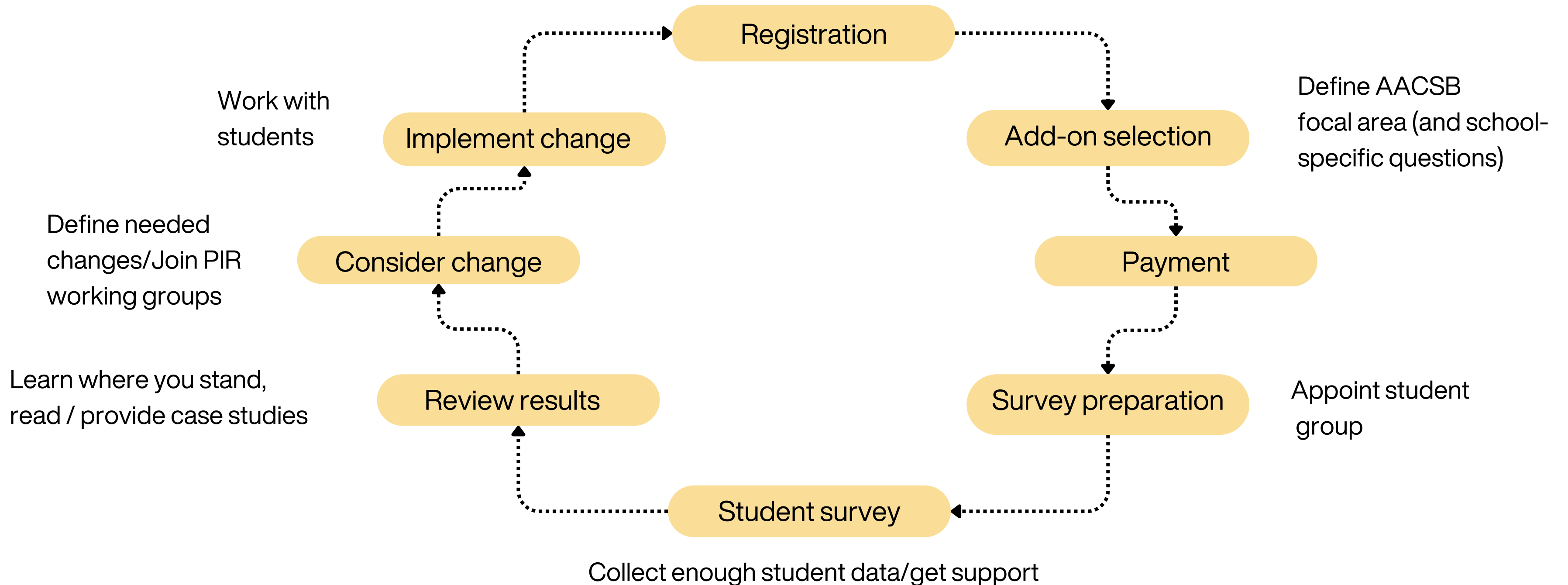
**PROCEDURE**



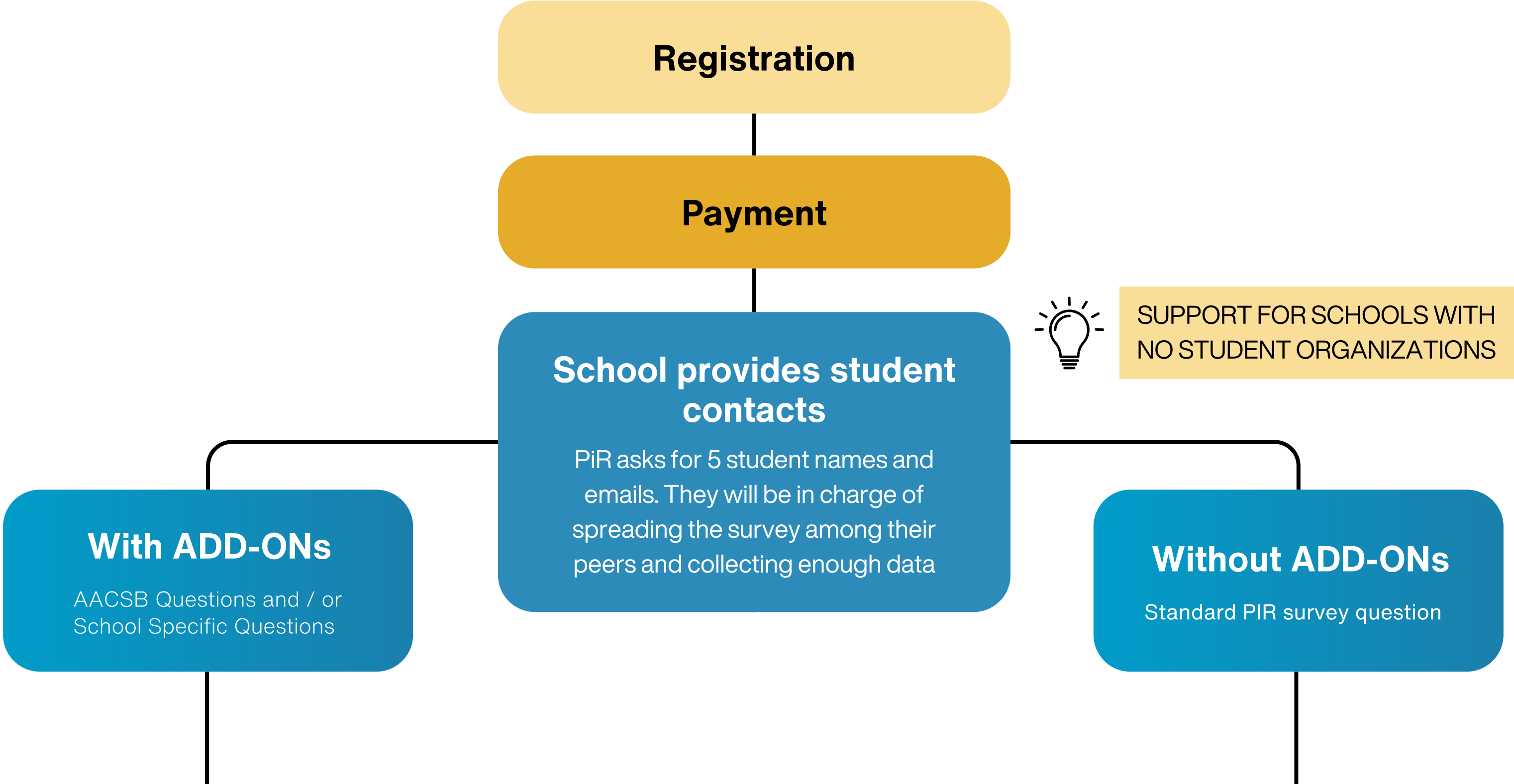
From being the best **IN** the world, to  
being the best **FOR** the world!

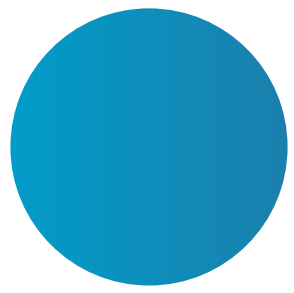


# THE STEPS OF IMPROVING YOUR IMPACT WITH PIR



# START FROM HERE





# OUR STANDARD PROCEDURE

Without  
ADD-ONS

## School's representatives login

Access limited to:

- Student participation numbers
- Results from previous years (if existant)

## Student Media Pack

Students will receive support, both  
technical and content related

## Access granted to students

- PIR sends unique links and logins to  
students
- Students will spread it among their peers  
and collect survey responses

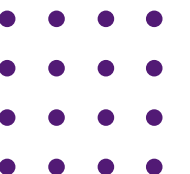
## Deadline 31 March

Try to reach and go beyond at least 100  
total survey responses (where relevant min.  
50 undergrad, 50 grad, 20 MBA).  
The more responses the better!!

*The link MUST BE  
copy-pasted exactly  
as in the email and  
SAVED*



x



## With ADD-ONS

### School's representatives login

Access limited to:

- Input questions
- Student participation numbers
- Results from previous years (if existant)

### Student Media Pack

Students will receive support, both technical and content related

### After 2 weeks: access granted to students

- We'll send unique link and unique logins to students
- Their need to spread it across their peers

### 31 March: deadline

Try to reach and overcome at least 120 survey responses

### Provide input to add-on questions (max 2 weeks)

We will give full support on this via tutorial, email, calls

CLICK HERE FOR THE [TUTORIAL](#)

*The link MUST BE copy-pasted exactly as in the email and SAVED*



### AACSB-compatible

Provide focal topic as defined for AACSB accreditation for the following pre-formulated questions (3 Likert, 1 open):

- To what extent has your School been effective in creating impact in its focal area - through its culture and governance structures?
- To what extent has your School been effective in creating impact in its focal area - through its educational programs, its learning methods, and its student support activities?
- To what extent has your School been effective in creating impact in its focal area - through being a role model in its actions and its public engagement?
- What should your School do to improve its impact in its focal area

### School specific

Provide your focal topic and define up to four fully customizable questions:

- **Single Choice:** Pose a question with multiple pre-set answer options, but the student can only select one.
- **Multiple Choice:** Similar to Single Choice, but students can select multiple answers from the options provided.
- **Open Ended:** Here, you can ask an open question. Students will have a text field to enter their response. Click "Add new question" to save your open-ended question.
- **Likert Scale:** This question type allows students to express their level of agreement on a scale from 1 to 10. Schools can customize the descriptors (e.g., from "Very low" to "Very high" or other suitable alternatives) to better suit the question context.

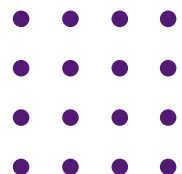
# WE WILL PROVIDE SUPPORT DEFINING SCHOOLS' FOCAL AREA

## AACSB Compatible Questions

AACSB implemented a **societal impact focus** in its 2020 accreditation standards. Guiding Principle No. 2 spells out the association's vision that "business education is a **force for good in society**," while Standard 9 asks schools to **demonstrate positive societal impact**. For this they should choose a **focal area** to demonstrate their positive impact. Clearly, the focal area needs to be defined by each school individually to be **used for their AACSB accreditation!**

## Examples

- Ensuring that students comprehend environmental, social, and governance (ESG) issues
- Sustainable development, digitalization, and globalization
- Diversity, equity, and inclusion
- Building a fairer and more sustainable society
- Nurturing global citizens for a sustainable world
- Promoting responsible leadership in the community
- Engaging with the community through dedicated school programs



[CLICK HERE TO DOWNLOAD  
AACSB STANDARD 9 CHAPTER](#)

# WE WILL PROVIDE SUPPORT AND BEST PRACTICES TO STUDENTS

## MEDIA PACK

Email Templates

Social Media posts

Article presenting PIR

[WIP] Full Canva Access

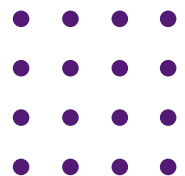
## ONLINE INFO

### Online support

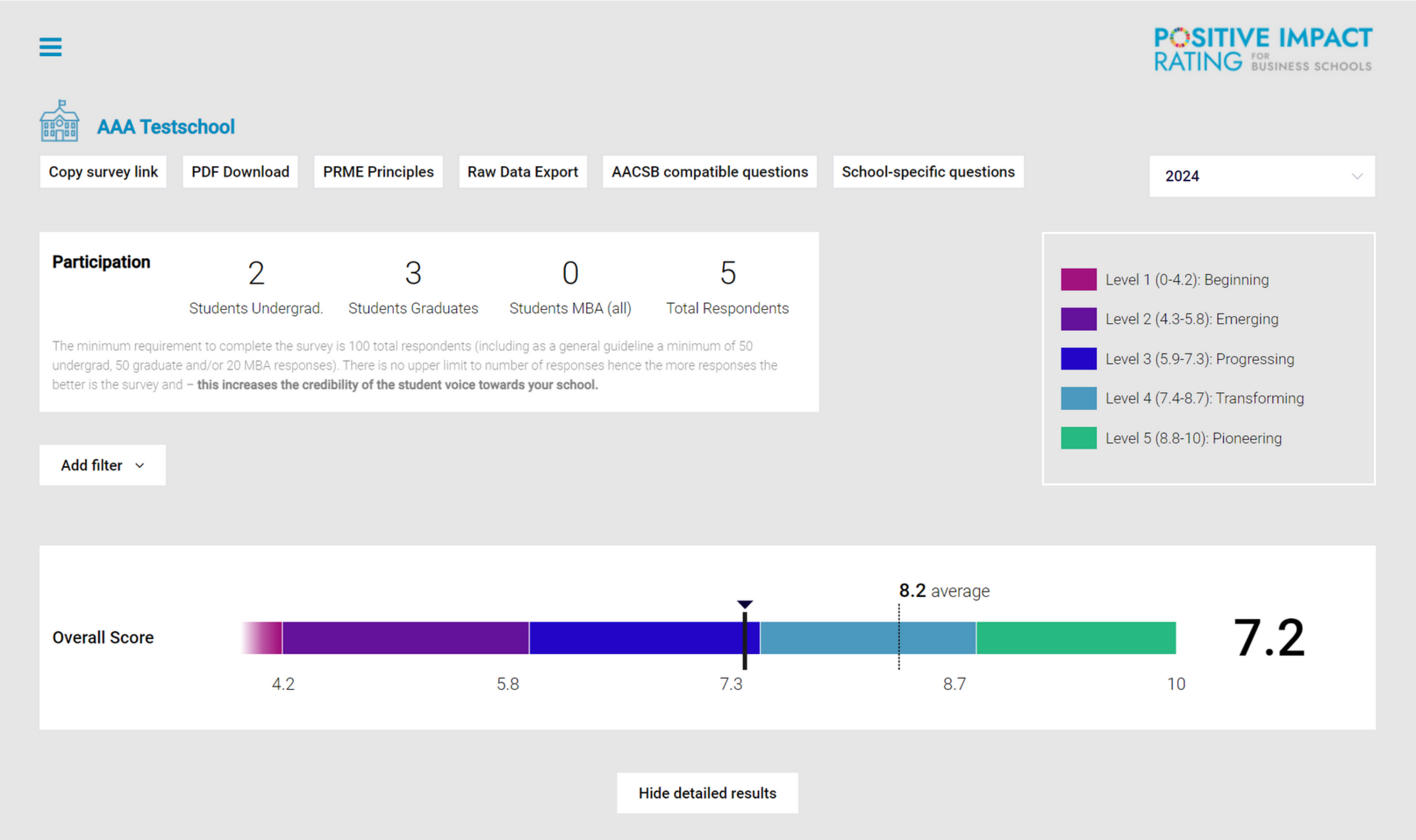
- What you need to know
- Do's & don't's
- Recommendations
- Survey promotion: tips & materials

## IDEAS FOR SURVEY PROMOTIONS

- Contacting student bodies
- Share survey before/after class
- Create a student event
- Encourage students to do the same



# PIR DASHBOARD PREVIEW





# SURVEY FIRST PAGE PREVIEW



## A Positive Impact Rating for Business Schools

AAA Testschool is participating in the Positive Impact Rating, which is the first assessment of global business schools where students evaluate their school on its positive impact on society.

Wouldn't it be great to have our voices heard? The Positive Impact Rating is led by us students.

We have a unique chance to tell AAA Testschool what it should start, stop, and continue doing to provide management education that results in a positive impact for the world.

**We just need around 5 minutes of your time to complete this survey**

We want management education that results in a positive sustainable impact on the world! So help us make the case by rating our school.

- I herewith pledge to honestly and truthfully respond to the questions of this questionnaire.
- I agree that my personal data will be used anonymously to analyze, compare and improve Business Schools' positive impact and communicate about this publicly.

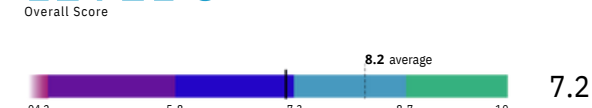
NEXT

# SURVEY RESULTS PREVIEW

**POSITIVE IMPACT RATING**  
FOR BUSINESS SCHOOLS  
2024 EDITION RESULTS

AAA Testschool

## LEVEL 3 PROGRESSING



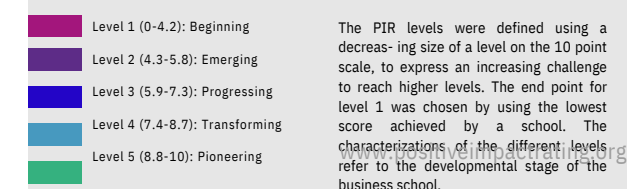
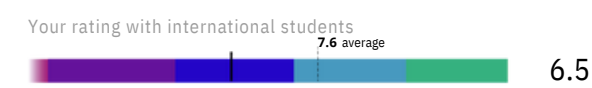
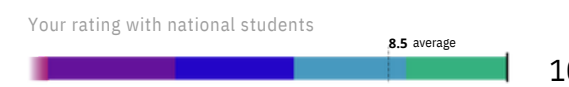
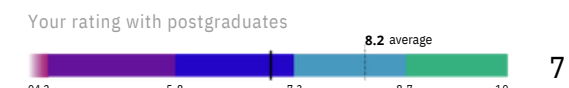
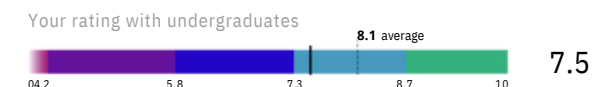
Average = the average result of all schools participating in the PIR 2024 Edition

## PARTICIPATION RATE



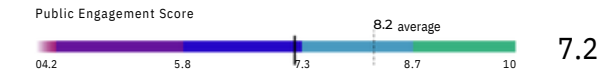
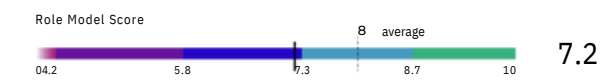
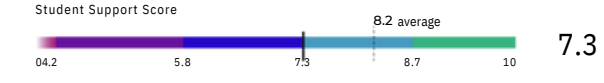
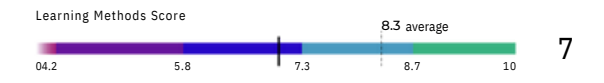
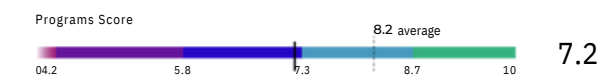
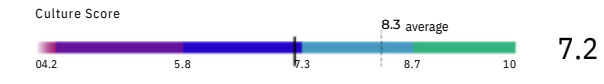
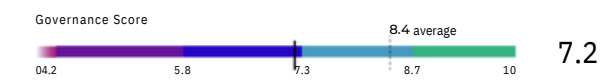
Using 100 responses as a cut-off point to include a school in the rating strengthens the reliability and validity of the data and results. Some exceptions are made for smaller schools or those with only graduate cohorts.

## STATISTICAL ANALYSIS | Overall Score



## PIR AREAS & DIMENSIONS

Your Positive Impact Rating broken down



## What can you do now?

1. Visit your PIR Dashboard at [www.pirdashboard.org/login](http://www.pirdashboard.org/login) to view more data and analyse the full results
2. Analyze your school's results and share your conclusions widely with students and student organizations
3. Arrange a meeting between engaged staff and students to plan actions for change

# WHAT DO STUDENTS WANT FROM THEIR SCHOOLS?

## STOP

- Waste on campus (energy, plastic, paper, food)
- Ignoring them
- Downplaying diversity and fairness
- Greenwashing and unethical partnerships with businesses
- Overloading them

## START

- Integrate sustainability broadly into the curriculum – and make it mandatory
- Address relevant practical problems and solutions
- Integrate stakeholders from business and society into the learning process
- Innovate the learning methods
- Make sure the teaching faculty is open-minded and committed to the topic



# QUESTIONS?

Thank you for your attention during this presentation.  
We appreciate your engagement and look forward to your thoughts and perspectives.

Ask me anything:



Bearice Orsi

[beatrice@positiveimpactrating.org](mailto:beatrice@positiveimpactrating.org)

More informations:



Visit our website

[positiveimpactrating.org](https://positiveimpactrating.org)

