

AACSB AND THE DIVERSITY ISSUE: A MODEL

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ABSTRACT

Research indicates that a diverse student body is beneficial for education. The AACSB accreditation standards also include a commitment to diversity. In California, as well as some other states, preferential treatment in admissions to bring about a diverse student body is against the law, which may be problematic for some universities. Many schools have struggled with this dilemma of developing diversity in the campus population. This paper examines diversity in the student body, its importance, and how it may be brought about. Related issues are discussed. A conceptual model for successfully enhancing student diversity is proposed, and the implementation of the model developed at a California university is presented. The benefits to the general student body as well as employers are discussed.

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