

Instructional Practitioners (IP) or Practice Academics (PA)

To be classified as Instructional Practitioners (IP) or Practice Academics (PA), faculty must demonstrate substantial, sustained, and relevant engagement with professional practice—**documented over time**—that supports their instructional responsibilities and aligns with the mission and strategic priorities of the College of Business Administration (COB).

Faculty must engage in a **portfolio** of professional activities during the review period, with participation across multiple categories (A–E) to demonstrate breadth and sustained professional engagement. To meet this requirement, faculty must complete **at least eight (8) distinct professional engagement activities during the review period**. **Activities must reflect varied forms of engagement and cannot consist solely of one type of activity** (e.g., exclusively consulting or exclusively CPE), ensuring alignment with AACSB’s expectation of diverse and ongoing engagement with professional practice.

The following list of possible activities is organized within five distinct categories.

Professional Engagement Activities (Grouped by Category)

A. Practice-Based Engagement and Professional Experience

1. **Sustained, documented professional practice** in business, entrepreneurship, non-profit, or public service.
2. **Consulting activities** that are substantive and documented over time
3. **Advisory roles** in government, nonprofit, or industry task forces or think tanks.
4. **Director or member of the advisory board of a start-up or an accelerator program** (e.g., Parallel18, Colmena66, UPR i+c).
5. **Development of software or digital tools** for business practice.
6. **Supervision of student consulting or applied projects** in partnership with external organizations.
7. **Participation in other documented activities** that place faculty in direct contact with business leaders.

B. Certifications and Professional Development

8. **Attainment or renewal of professional certifications** relevant to teaching or research (CPA, CMA, SHRM-CP/SCP, PMP, CFE, CFA...).
9. **Completing structured continuing education programs**, certifications, or courses (documented CPD/CPE hours).
10. **Attendance and active participation in professional conferences, summits, or forums.**
11. **Participant in a business boot camp** or an immersive industry training experience.
12. **Faculty internships or residencies** within corporate, nonprofit, or public-sector organizations.
13. **Recognition or awards** received from professional bodies for contributions to practice or leadership.

C. Instructional and Educational Contributions to Practice

14. **Development and delivery of executive or continuing education programs.**
15. **Delivery of invited training or presentations** at professional or industry events.
16. **Service as a corporate trainer** or facilitator of professional workshops.
17. **Development and dissemination of practitioner-focused webinars or online training.**
18. **Moderation or organization of industry roundtables, panels, or symposia.**
19. **Development of instructional software or digital tools** intended to influence business practice (e.g., AI).
20. **Creation of instructional materials** designed to influence business or professional practice (e.g., toolkits, teaching modules, simulations, business cases, etc).
21. **Developing creative, practice-focused outputs**, such as podcasts, or videos aligned with the College's mission.

D. Practitioner-Focused Applied Research and Knowledge Dissemination

22. **Presentation of applied research** at professional meetings or practitioner forums (workshops, conferences, webinars, or professional seminars).
23. **Publication of practitioner-targeted papers** or industry-focused commentary.
24. **Authorship of white papers or technical reports** for external organizations.
25. **Authorship or editing of practitioner-focused research monographs.**
26. **Publication of revised or new editions of books** aimed at business professionals.
27. **Publication of book reviews** in practitioner journals.

E. Professional and Practitioner-Focused Editorial Activities

28. Service on **external boards of directors or advisory panels** relevant to the discipline.
29. **Leadership or committee service** in business-related professional organizations.
30. **Editorial roles** or reviewer roles in practitioner-focused journals.
31. **Editorial or review service** for practitioner-focused books, professional reports, or trade publications.

These activities are expected to demonstrate relevance to the discipline and contribute to sustained professional engagement aligned with AACSB Standard 3.