

LEADERSHIP

Program Certification and Standards Alignment



Define | Align | Transform

Our Program Certification Advisory supports organizations in elevating the quality, rigor and institutional credibility of their programs through structured review, standards alignment and formal certification.

In today's environment of regulatory scrutiny, workforce transformation and heightened expectations for measurable capability development, organizations must demonstrate that their programs are not only engaging - but defensible, standards-aligned and certification-ready.

Ask yourself:

- Can your programs withstand external academic or regulatory review?
- Are your learning outcomes clearly mapped to measurable competencies?
- Is your assessment framework valid, defensible and quality assured?
- Does your program carry the institutional credibility needed to differentiate in the market?

This service ensures that qualifying programs meet recognized certification and instructional design benchmarks, enabling Asia School of Business (ASB) to formally award certification status - strengthening institutional reputation and market positioning.

What This Service Supports

- ✓ Alignment of programs to recognized certification standards
- ✓ Strengthening instructional design integrity and learning architecture
- ✓ Clear competency mapping and measurable learning outcomes
- ✓ Assessment validity and defensible evaluation mechanisms
- ✓ Quality assurance and governance alignment
- ✓ Institutional credibility through ASB certification award



What this includes



Program Standards Review



Instructional Design & Learning Architecture Audit



Assessment & Evaluation Framework Strengthening



Certification Readiness & Progression Pathway

What you receive

- ✓ Comprehensive Program Review Report
- ✓ Certification Gap Analysis
- ✓ Instructional Design Enhancement Recommendations
- ✓ Competency-to-Assessment Traceability Matrix
- ✓ Certification Decision & Approval Framework

How we work

- ✓ Discovery & Scope Definition
- ✓ Standards Benchmarking & Program Audit
- ✓ Gap Analysis & Enhancement Recommendations
- ✓ Certification Evaluation Panel Review
- ✓ Certification Award & Governance Activation

Our value proposition

We combine academic rigor, executive education expertise and structured quality assurance frameworks to ensure programs are not only engaging - but standards-aligned, measurable and certification-ready.


Organizations gain enhanced institutional credibility, strengthened quality assurance governance and the ability to offer formally recognized certification under ASB's academic authority - differentiating their programs in an increasingly competitive market.

Expert delivery

Our certification reviews are conducted by academic and executive education specialists with expertise in:

- Competency framework design
- Instructional design standards
- Assessment validation
- Governance and quality assurance
- Executive and professional certification systems

For more info, contact:

 ee-advisory@asb.edu.my



Iclif Executive Education Center



Asia School of Business (DU046(W))

Iclif Executive Education Center

ASB Academic, No 11, Jalan Dato' Onn, 50480 Kuala Lumpur

Email: ExecEd@asb.edu.my

exec.asb.edu.my



[asbiclif](https://www.linkedin.com/company/asbiclif)



[@asb.iclif](https://www.instagram.com/asb.iclif)



[asbiclif](https://www.facebook.com/asbiclif)



[asb iclif](http://asb.iclif)