



21 April, 2014

Mr. Eric Willumsen, President
International University in Geneva
ICC, Rte. de Prè -Bois 20
1215 Geneva
Switzerland

Dear Mr. Willumsen:

The IACBE Board of Commissioners met on 7-8 April, 2014 to consider the request for accreditation of the business programs offered by the International University in Geneva. I am pleased to report that the Board of Commissioners approved the request and granted accreditation to the business programs subject to the notes and observations identified below.

Notes

Notes represent areas in which the institution is not in full compliance with the IACBE's Accreditation Principles. The International University in Geneva is required to take action on the notes as specified by the IACBE Board of Commissioners, and until the deficiencies identified in the notes have been eliminated, the progress made in ameliorating the deficiencies must be addressed each year in the annual report to the IACBE. Unless otherwise indicated herein, the institution has three years to eliminate the deficiencies identified in the notes.

Principle 1.1: Outcomes Assessment – Degree of Compliance: Substantially Compliant

Based on the revised outcomes assessment plan submitted with the university's response to the site-visit-team's report of findings, it appears that overall grades/percentage scores on all of the direct assessment tools identified in the plan are still being used as direct measures of student learning in all programs. While the identified assessment tools are appropriate measures, the performance targets/criteria for the tools will need to be expressed in terms of (i) evaluation rubrics for the capstone measures that contain evaluation criteria that are directly tied back or mapped to the intended student learning outcomes in the programs and (ii) sub-scores on the examinations that relate to the specific intended student learning outcomes in the programs, i.e., to outcome-specific questions/items on the examinations. Consequently, the university's outcomes assessment plan will need to be revised

accordingly. This revised plan will also need to include blank copies of all evaluation rubrics associated with the capstone measures. A copy of the revised outcomes assessment plan must be provided with the university's annual report, which is due by 1 November, 2014.

Although the surveys used as indirect measures of student learning now include items relating to the intended learning outcomes in the programs, the performance targets/criteria specified in the outcomes assessment plan for these surveys are still expressed in terms of an overall satisfaction rating. The performance targets/criteria will need to be revised so that they are expressed in terms of the outcome-related items in the surveys. A copy of the revised outcomes assessment plan must be provided with the university's annual report, which is due by 1 November, 2014.

While the revised outcomes assessment plan submitted with the university's response to the site-visit-team's report of findings now contains student learning assessment for the undergraduate program elective tracks, it was unclear to the commissioners whether these tracks applied to all bachelor's-level programs or are associated with a specific program. Clarification of this issue must be provided with the university's annual report, which is due by 1 November, 2014.

Observations

Observations are suggestions for improvement by the IACBE Board of Commissioners that it believes would be helpful to the International University in Geneva in achieving excellence in business education. Action on observations is highly recommended, but is not required.

Principle 4.1: Faculty Qualifications – Degree of Compliance: Fully Compliant

The Board of Commissioners recommends that faculty members with specialized skills, e.g., marketing and online communications, be used more effectively and more fully to contribute to the university's marketing and promotional efforts.

Principle 6.2: Facilities – Degree of Compliance: Fully Compliant

The Board of Commissioners recommends that the university consider ways of providing a quiet study space for students.

Principle 6.3: Learning Resources – Degree of Compliance: Substantially Compliant

The Board of Commissioners recommends that the university consider providing remote access to online learning resources for its students. This would enhance the students' ability to conduct course-based research.

Principle 9.1: Educational Innovation – Degree of Compliance: Substantially Compliance

The Board of Commissioners recommends that the university undertake a serious discussion regarding the innovations that will be needed in order to keep up with and, indeed, to stay ahead of the competition.

Commendations

- The university has developed an excellent strategic plan that should prove to be extremely valuable in guiding the institution into the future.
 - The faculty were very enthusiastic and significantly engaged in research and publication. This is exceptional for a private institution that is essentially focused on teaching.
 - The site-visit team was impressed with the organizational culture and international diversity of the institution.
 - The university has ongoing and beneficial relationships with the business community and alumni.
 - Students are actively engaged in a variety of university and community activities. The university and its students are to be commended for their ongoing involvement with and contributions to charitable organizations.
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Accreditation represents a continuing relationship between an institution and its accrediting organization. Specialized program accreditation by the IACBE is dependent upon your institution remaining (i) in good standing with your institutional accrediting body and (ii) in compliance with the IACBE's Accreditation Principles and policies as set forth in the *IACBE Bylaws, Accreditation Process Manual, and Self-Study Manual*. Your accreditation is valid for a maximum of seven years, through December 31, 2021.

The following notice pertaining to your accreditation status with the IACBE must be used in your official publications, including your institutional website:

The International University in Geneva has received specialized accreditation for its business programs through the International Assembly for Collegiate Business Education (IACBE) located at 11374 Strang Line Road in Lenexa, Kansas, USA. The business programs in the following degrees are accredited by the IACBE:

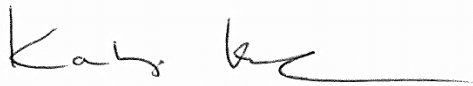
- *Master of Arts in Media and Communication*
 - *Master of Business Administration*
 - *Master in International Business*
 - *Master of International Relations and Diplomacy*
 - *Master in International Trade*
 - *Bachelor of Arts in International Relations*
 - *Bachelor of Arts in Media and Communication*
 - *Bachelor of Business Administration*
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The International University in Geneva will be publicly recognized for achieving accreditation at the 2015 IACBE Annual Conference and Assembly Meeting on 14-17 April, 2015 in Baltimore, Maryland, USA. We very much look forward to seeing you there.

We encourage the business faculty at the International University in Geneva to be actively involved in the IACBE's professional development programs and activities, including participation in the Assembly's annual conference, regional meetings, and workshops, and serving as site-visit team peer reviewers.

Should you have any questions or if I can be of assistance to you, please contact me through the IACBE's headquarters office.

Sincerely,

A handwritten signature in black ink, appearing to read 'Katalin Kovacs', written over a light gray rectangular background.

Ms. Katalin Kovacs, Chair
Board of Commissioners

cc: Dr. Patrice-Anne Nuq, Academic Dean
Dr. Claude Cellich, Vice-President, External Relations
Ms. Céline Simpson, Registrar and Assistant Dean
Mr. Michael Broadley, Assistant Dean of Student Affairs