



July 29, 2019

Dr. Keith Neergaard
Professor of Marketing
Pacific Union College
One Angwin Avenue
Angwin, CA 95408

Dear Dr. Neergaard:

The IACBE Board of Commissioners met July 17, 2019 to consider your request for the accreditation of the business programs offered by the Department of Business Administration and Economics at Pacific Union College. I am pleased to report that the Board of Commissioners approved your request and granted accreditation to your business programs accompanied by the following note(s) and observation(s).

Notes

Notes represent areas in which the Department of Business Administration and Economics is required to take action as specified by the IACBE Board of Commissioners. The action(s) requested below must be taken and the notes report submitted to the IACBE by October 15, 2019. The reporting form for note compliance can be found on our website at: www.iacbe.org/reports-note-compliance.asp.

Compliance:

1. The Public Disclosure of Student Achievement link at <https://www.puc.edu/about-puc/accreditation> does not display the correct information. In order to be compliant with IACBE and the requirements of CHEA, the IACBE template for [Public Disclosure of Student Achievement](#) must be posted publicly with the most recent academic year results (2017-18).

Principle 1.1: Outcomes Assessment

1. Revise the Oral Presentation Rubric so that descriptors are provided to identify indicators of each level of performance. An example of this done effectively is provided in your Evaluation Rubric for Comprehensive Capstone Case Study. Because the performance objective for the learning outcomes measured by the Capstone Case Study uses the performance levels included in the Evaluation Rubric for Comprehensive Capstone Case Study (beginning, acceptable and proficient) rather than the performance levels included in the Oral Presentation Rubric (excellent, good, average, poor and not acceptable), change the performance levels in the Oral Presentation Rubric to align with those in the Evaluation Rubric for Comprehensive Capstone Case Study.

2. The purpose of the Outcomes Assessment Plan is to identify business unit goals and intended outcomes the achievement of which will be measured, evaluated and included in continuous process improvement. Your business unit may certainly have aspirations that are not included in the OAP. Because the achievement of Broad-Based Student Learning Goal #4 will not be assessed, it should be removed from the OAP.
3. Align the language used in Intended Operational Outcome 1 and its measure (item 3 on the Alumni Survey) so that job placement and continued education placement are described in the same way in the statement of the intended outcome and the measure (Alumni Survey). Currently, these are not parallel. The intended outcome is placement in appropriate jobs or graduate school, while the Alumni Survey asks whether the graduate secured a career-oriented job that used their business education or pursued additional education through enrollment in another higher education institution.

Principle 4.1: Faculty Qualifications

1. Provide a brief rationale for Neergaard being doctorally qualified to teach economics.
2. Provide a brief rationale for Toledo being professionally qualified to teach accounting information systems.

Observations

Observations are suggestions for further quality enhancements that the Board of Commissioners believes would be helpful to the Department of Business Administration and Economics in achieving excellence in business education but are not required for compliance with the IACBE's Accreditation Principles. Action on observations is optional, and reporting is not required.

Principle 1.1: Outcomes Assessment

1. The intended operational outcomes do not need to be linked to courses or program elements as do the intended student learning outcomes. Consequently, if the Department of Business Administration and Economics wants to have an operational outcome related to community service, it can certainly do so, independent of ties to coursework. This is not a recommendation but rather an indication of the option should the Department of Business Administration and Economics wish to retain this operational outcome and measure.

Principle 7.4: External Cooperative Relationships

1. It appears that the business faculty member advises the transfer student exactly like they do a non-transferred student. If this is the case, it will help to consider the unique needs, challenges and diverse aspects transfer students bring with them.

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. Your accreditation is valid for six years, through December 31, 2025. In addition to the compliance reports due November 1 of each year, all accredited members of the IACBE are required to submit an Interim Quality Assurance Report (IQAR) during their period of accreditation. The IQAR for Pacific Union College will be due by November 1, 2022. For more information about the new reporting process, please contact IACBE headquarters.

The following language must be used on the Department of Business Administration and Economics homepage, linking to your IACBE status page at <https://iacbe.org/memberpdf/PacificUnionCollege.pdf>.

The Department of Business Administration and Economics at Pacific Union College has received specialized accreditation for its business programs through the International Accreditation Council for Business Education (IACBE) located at 11374 Strang Line Road in Lenexa, Kansas, USA. For a list of accredited programs click [here](#).

If the list of accredited programs is provided in other official print publications, the following notice pertaining to your accreditation status with the IACBE must be used.

The Department of Business Administration and Economics at Pacific Union College has received specialized accreditation for its business programs through the International Accreditation Council for Business Education (IACBE) located at 11374 Strang Line Road in Lenexa, Kansas, USA. The business programs in the following degrees at the listed locations are accredited by the IACBE:

Business Program
Bachelor of Arts in Business Administration
Bachelor of Business Administration with emphasis in: <ul style="list-style-type: none"> • Accounting • Finance • Healthcare Management • International Business • Management • Marketing
Bachelor of Science in Business Administration
Bachelor of Science in Computer Information Systems
Bachelor of Science in Management for Medical Professionals

The following location are approved to offer the above listed business programs:

Main Campus
 One Angwin Avenue
 Angwin, CA 94508

The Department of Business Administration and Economics will be publicly recognized for achieving accreditation at the 2020 IACBE Annual Conference and Assembly Meeting on March 31-April 3, 2020 in Dallas, Texas, USA. We very much look forward to seeing you there.

We encourage the business faculty in the Department of Business Administration and Economics to be actively involved in the IACBE's professional development programs and activities, including participation in the IACBE's Annual Conference and Assembly Meetings, regional conferences, 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,



Dr. Patrick Hafford, Chair
Board of Commissioners

Cc: Dr. Nancy H. Lecourt, Academic Dean and Vice President of Academic Administration