



January 7, 2019

Dr. Massimiliano Bracale
President
Swiss School of Management - Rome
Via degli Aldobrandeschi, 190
Rome, Italy 00163

Dear Dr. Bracale:

The IACBE Board of Commissioners met on December 14, 2019 to re-consider the request for accreditation of the business programs offered by the Swiss School of Management. The Board of Commissioners voted to defer accreditation until March 30, 2020 with your response due not later than February 15, 2020. While you provided information about your recognition by EDUQUA and remedied some of the other items that were identified by the Board of Commissioners, the commissioners feel that significant improvement is still needed in your outcomes assessment plan and processes. In addition, you did not provide a formal response to the letter dated August 5, 2019 that you received from the commissioners. Swiss School of Management – Rome was also granted an extension of accreditation to March 31, 2020 to allow you to respond and for the Board of Commissioners to reconsider the deferral.

For clarification, the relevant section of the Board of Commissioners Policy and Procedural Manual states:

Action on Accreditation Deferred

When the business programs of an academic business unit that is a candidate for accreditation or that is seeking reaffirmation of accreditation are found to be in noncompliance with a number of the IACBE's Accreditation Principles, the Board of Commissioners may defer action on accreditation for a time period not to exceed three years pending remedial action and/or receipt of additional information. Commissioners will provide written reasons for the deferred action and will invite the academic business unit to respond. During this period, the academic business unit will continue to hold the status of candidate for accreditation, or in the case of reaffirmation of accreditation, the academic business unit's business programs will continue to hold their accredited status.

Section I: Reasons for Deferral

The Swiss School of Management is required to take action as specified below and respond to the IACBE by February 15, 2020 using the IACBE Notes Report. The reporting form can be found on our website at: www.iacbe.org/reports-note-compliance.asp.

Principle 1.1: Outcomes Assessment

1. Revise the Performance Objectives for the direct measure for each program to use the performance levels identified in the rubric used for that measure. For example, the target for the direct measure (dissertation) for the BBA program indicates that 80% of students will have satisfied the criteria for each intended student learning outcomes (ISLO), and so you must specify the performance level on the rubric that satisfies the criteria. This must be done for direct measures in all programs (BBA, MBA, DBA and PhD) .
2. Provide the mapping of the rubric items to the indirect measures. Currently the items on the survey and the course evaluation do not link in an obvious way to any of the ISLOs for any program.
3. Provide a copy of the curriculum evaluation instrument that is used as an indirect measure in the DBA and PhD programs.
4. For all programs that are included in the outcomes assessment plan, ensure that the indirect measures directly and explicitly tie back to the ISLOs that they are intended to measure.
5. For the PhD/DBA rubric for viva voce, provide descriptors for what constitutes each level of performance (poor, good, very good) for each ISLO-connected area.
6. Provide a revised outcomes assessment plan that meets all IACBE requirements for outcomes assessment.
7. Provide copies of all assessments, rubrics, surveys and other instruments that you use for outcomes assessment.

Section II: Other Findings of the Board of Commissioners

While not reasons leading to the deferral of action on accreditation, the Board of Commissioners identified other issues that it believes warrant attention by the Swiss School of Management. These are identified below:

Background

Confirm that the degree programs listed below are the official names (as they appear on transcripts/diplomas) for each of the degree programs that you are including in your reaffirmation.

Business Program
Doctor of Business Administration (DBA)
Doctor of Philosophy in Management (PhD)

Business Program
<p>Master of Business Administration with concentrations in:</p> <ul style="list-style-type: none"> • Entrepreneurship • Finance • Global Management & Leadership • Human Resource Management • Logistics Management • Luxury Management • Marketing • Project Management
<p>Bachelor of Business Administration</p> <ul style="list-style-type: none"> • Accounting • Entrepreneurship • Finance • Global Management • Hospitality Management • International Marketing Management • Logistics Management

Principle 4.1: Faculty Qualifications

Confirm if Marturano is no longer teaching consumer behavior. If Marturano is still teaching consumer behavior, provide a credentials justification.

To facilitate the Board of Commissioners review of your deferral, provide a written response to each of the items listed in Sections I and II, including all required/requested supporting documents, along with a revised Outcomes Assessment Plan incorporating the changes. The written response may be embedded directly into this letter. Your full response to the items that led to the deferral of action, including any attachments, must then be submitted to the Board of Commissioners via the note compliance page on the IACBE website (<https://iacbe.org/accreditation/compliance/note-compliance/>) along with your request for reconsideration no later than February 15, 2020.

The decision of the Board of Commissioners to defer action on accreditation of your business programs is, in effect, a ruling of no action on accreditation at this time. Therefore, the action cannot be appealed. Should you have any questions concerning this action 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