



International Assembly for Collegiate Business Education

18 July 2016

Mr. Adam Thompson  
Assistant President for Academic Affairs-Undergraduate Programs-Bangkok Campus  
Dean, Faculty of Business and Technology  
Stamford International University  
Bangkok Campus, 16 Motorway Rd. (Km.2), Prawate  
Bangkok, 10250 Thailand

Dear Mr. Thompson:

The IACBE Board of Commissioners met on 12-13 July 2016 to consider your request for first-time accreditation of the business programs offered by the Faculty of Business and Technology at Stamford International University. I am pleased to report that the Board of Commissioners approved your request and granted accreditation to your business programs accompanied by the notes, observations, and commendations identified below.

### **Notes**

Notes represent areas in which the Faculty of Business and Technology is not in full compliance with the IACBE's Accreditation Principles. The Faculty of Business and Technology is required to take action on the notes as specified by the IACBE Board of Commissioners, and until the issues identified in the notes have been satisfactorily addressed, the progress made in complying with the commissioners' requirements as stipulated in the notes must be reported each year to the IACBE. Unless otherwise indicated herein, the faculty has three years to address the issues identified in the notes. The annual reporting form for note compliance can be found on our website at: [www.iacbe.org/reports-note-compliance.asp](http://www.iacbe.org/reports-note-compliance.asp).

### **Principle 1.1: Outcomes Assessment**

In your next interim report to the IACBE that is due by 1 November 2016, please provide a blank copy of the Chinese language assessment that is being used as a direct measure of student learning.

In your next interim report to the IACBE that is due by 1 November 2016, please provide a description of the ways in which the Supervisor Evaluation of Student Internship Performance assesses BBA Core ISLO #8: "Students will be able to apply entrepreneurial skills to business development opportunities."

A complete set of assessment results based on the revised outcomes assessment plan for all accredited programs must be submitted to the IACBE with your interim report that is due by 1 November 2017.

#### **Principle 2.1: Strategic Planning**

The Board of Commissioners noted that the Faculty of Business and Technology has developed a new strategic planning process that links with the overall institutional plan. In your interim report to the IACBE that is due by 1 November 2017, please provide evidence of improvements that are made as a result of the development of action items stemming from the new process.

#### **Principle 4.1: Faculty Qualifications**

In your next interim report to the IACBE that is due by 1 November 2016, please provide an update on the progress of P. Suwannatat in completing his master's degree.

#### **Principle 4.5: Faculty Development**

In your interim report to the IACBE that is due by 1 November 2017, please provide an update on the newly-implemented professional development program for the Faculty of Business and Technology, and demonstrate its effectiveness by providing examples of the results of its implementation.

#### **Observations**

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

#### **Principle 3.2: Common Professional Component**

The Board of Commissioners recommends that the Faculty of Business and Technology conduct a review of the coverage of finance in the International Hotel Management major to evaluate whether the coverage of this topic is adequate.

#### **Principle 6.1: Financial Resources**

The Board of Commissioners recommends that the Faculty of Business and Technology continue to work with university administration to review the faculty's budget allocations. As enrollments in the university and the business programs are projected to grow substantially in the near future, it is important to ensure that adequate resources are allocated to the faculty for the purpose of sustaining an effective teaching and learning environment.

## Commendations

Commendations are findings of the Board of Commissioners in those areas in which the board believes that the Faculty of Business and Technology is demonstrating excellent performance.

- The Board of Commissioners commends the Faculty of Business and Technology for its educational innovation, which is exemplified by (i) its bilingual programs that are designed to help ensure that non-English speaking students are able to complete their programs of study, (ii) its programs that are co-branded with various companies, including L'Oréal of France, Accor Hotels, etc., (iii) its "Dual Awards" program for students who pursue the major in International Hotel Management, (iv) its relationship with Impact Arena, Thailand's largest public event venue and organizer, which provides significant experiential learning opportunities for students who are pursuing the Event Management program, and (v) the incorporation of industry projects into its business courses.
- The Board of Commissioners commends the Faculty of Business and Technology for the recent establishment of its Bloomberg Financial Lab. The lab represents a significant new learning resource and provides valuable experiential learning opportunities for business students.
- The Board of Commissioners commends the university and the Faculty of Business and Technology for the recent establishment of the Center for Teaching and Learning, which will provide valuable professional development opportunities for faculty.

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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. Your accreditation is valid for a maximum of seven years, through July 2023.

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

*Stamford International University has received 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 at the listed locations are accredited by the IACBE:*

<b>Business Program</b>	<b>Locations</b>
• <i>Bachelor of Business Administration with a Major in Airline Business Management (International)</i>	<i>Rama 9 Campus, Bangkok</i>
• <i>Bachelor of Business Administration with a Major in International Business Management (International, Bilingual, and Chinese Bilingual)</i>	<i>Rama 9 Campus, Bangkok</i>
• <i>Bachelor of Business Administration with a Major in International Hotel Management (International and Chinese Bilingual)</i>	<i>Rama 9 Campus, Bangkok</i>

<b>Business Program</b>	<b>Locations</b>
<ul style="list-style-type: none"> <li>• <i>Bachelor of Business Administration with a Major in Marketing (International and Bilingual)</i></li> </ul>	<i>Rama 9 Campus, Bangkok</i>
<ul style="list-style-type: none"> <li>• <i>Bachelor of Business Administration with a Major in Business Administration with Concentrations in:</i> <ul style="list-style-type: none"> <li>○ <i>Airline Business Management (Bilingual)</i></li> <li>○ <i>Event Management (International and Bilingual)</i></li> <li>○ <i>Finance and Banking (International and Bilingual)</i></li> <li>○ <i>Human Resource Management (International and Bilingual)</i></li> <li>○ <i>Logistics and Supply Chain Management (International and Bilingual)</i></li> </ul> </li> </ul>	<i>Rama 9 Campus, Bangkok</i>

Stamford International University will be publicly recognized for achieving accreditation at the 2017 IACBE Annual Conference and Assembly Meeting on 18-21 April 2017 in San Francisco, California, USA. We very much look forward to seeing you there.

We encourage the business faculty at Stamford International University 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. Michelle Reiss, Chair  
Board of Commissioners