



International Assembly for Collegiate Business Education

December 16, 2014

Dr. Patrick T. Ferry, Ph.D.  
President  
Concordia University Wisconsin  
12800 North Lake Shore Drive  
Mequon, WI 53097-2402

Dear Dr. Ferry:

The IACBE Board of Commissioners met on December 15, 2014 to consider the request for the accreditation of the business programs offered by the School of Business Administration at Concordia University Wisconsin. I am pleased to report that the Board of Commissioners approved the request and granted accreditation to your business programs accompanied by the notes, observations, and commendations identified below.

### **Notes**

Notes represent areas in which the institution is not in full compliance with the IACBE's Accreditation Principles. The School of Business Administration 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 in your annual report to the IACBE. Unless otherwise indicated herein, the institution has three years to address the issues identified in the notes.

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

In its outcomes assessment plan, the School of Business Administration must revise the intended student learning outcomes for the undergraduate majors and the MBA concentrations to be both measurable and program-level (not course-level). The IACBE makes available wonderful assessment resources to assist its members in developing their outcomes assessment plans. Please use the IACBE document entitled *Bloom's Taxonomy of Educational Objectives and Writing Intended Learning Outcomes Statements* in revising your intended student learning outcomes. This document is available

on the IACBE website at the following address: [www.iacbe.org/oa-documents.asp](http://www.iacbe.org/oa-documents.asp). The revised outcomes assessment plan must be submitted with the school's next annual report, which is due by November 1, 2015.

In its future annual reports to the IACBE, the School of Business Administration must submit complete assessment results, including both learning assessment and operational assessment results, based on its revised outcomes assessment plan.

**Principle 8.1: International Business Education** – Degree of Compliance: Partially Compliant

The School of Business Administration must provide contact information for the following organizations, and provide the number of students and faculty involved in each program for the past three years:

- Regents American College London (London, UK)
- Xinjiang University of Finance and Economics (Xinjiang, China)
- Liverpool Hope University (Liverpool, UK)
- Vanung University (Tao Yuan, Taiwan)
- Vechia University (Vechta, Germany)
- Upper Austria University of Applied Sciences School of Management (Austria)

**Observations**

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

**Principle 4.2: Faculty Load** – Degree of Compliance: Fully Compliant

There appear to be a few faculty members who have been teaching a high number of courses and have had a significant number of preparations. This raises concerns of sustained compliance. The Board of Commissioners recommends that the School of Business Administration review the alignment of faculty load with the growth initiatives of the university in order to ensure that there are no adverse effects on student learning outcomes.

**Principle 5.1: Scholarly and Professional Activities** – Degree of Compliance: Substantially Compliant

The Board of Commissioners encourages faculty members in the School of Business Administration to engage in scholarly and professional activity on an annual rather than intermittent basis.

**Commendations**

Commendations are findings of the Board of Commissioners in those areas in which the board believes that the School of Business Administration is demonstrating exceptional performance.

- The missions of the university and the School of Business Administration strongly support the integration of traditional faith-based general education requirements as well as major course topical

integration. The School of Business Administration strongly supports a solid general education program to serve as the foundation of many of the business-related courses and programs.

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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 six years, through December 2020.

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

*Concordia University Wisconsin 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 Business Administration with concentrations in:*
    - *Accounting*
    - *Corporate Communications*
    - *Environmental Sustainability*
    - *Finance*
    - *Health Care Administration*
    - *Human Resource Management*
    - *International Business*
    - *Management*
    - *Management Information Systems*
    - *Marketing*
    - *Public Administration*
    - *Risk Management*
  - *Bachelor of Arts in:*
    - *Business Management*
    - *Health Care Management*
    - *Human Resource Management*
  - *Bachelor of Science in:*
    - *Accounting*
    - *Actuarial Science*
    - *Economics*
    - *Finance*
    - *General Business*
    - *International Business*
    - *Management*
    - *Marketing*
-

Concordia University Wisconsin will be publicly recognized for achieving accreditation at the 2015 IACBE Annual Conference and Assembly Meeting on April 14-17, 2015 in Baltimore, Maryland, USA. We very much look forward to seeing you there.

We encourage the business faculty at Concordia University Wisconsin 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,

A handwritten signature in black ink that reads "Chip Mason". The signature is written in a cursive style with a long, sweeping underline.

Dr. Chip Mason, Chair  
Board of Commissioners

cc: Dr. David W. Borst, Ed.D.  
Dr. Jane A. Bishop, Ph.D.