



July 30, 2020

Dr. Benjamin Martz
Dean College of Business
Shepherd University
301 N. King Street
Shepherdstown, WV 25443

Dear Dr. Martz:

At its July 2020 meeting, the IACBE Board of Commissioners considered your request for the accreditation of the business programs offered by the College of Business at the Shepherd University. I am pleased to report that the Board of Commissioners approved your request and granted specialized accreditation to the business program(s) as identified below, accompanied by the following note(s) and observation(s).

Notes

Notes are an indicator that while the program is in compliance with the Principles, additional monitoring is warranted. The College of Business is required to take action as specified below and respond to the IACBE by October 30, 2020 using the IACBE Notes Report. The reporting form can be found on our website at: www.iacbe.org/reports-note-compliance.asp.

Principle 2 .1: Assessment Planning

The revised MBA ISLOs are not currently written to meet the levels of analysis and evaluation (Bloom's Taxonomy) expected in an MBA program. While the MBA ISLOs were revised to a higher level of Bloom's Taxonomy, the level selected for the revisions ("demonstrate" which is equivalent to Bloom's "apply" level) is still one level below the recommended level of "analyze." Further improve the MBA-level ISLOs to achieve the "analyze" and "evaluate" levels of Bloom's Taxonomy.

Principle 5.1: Qualifications of Business Faculty

Provide a CV for Holly Frye to support her designation of being professionally qualified.

Observations

Observations are suggestions for further quality enhancements that the Board of Commissioners believes would be helpful for you 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.

No observations were made by the Board of Commissioners.

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 Current Period of Accreditation is: January 1, 2015 – December 31, 2020

Your Next Approved Period of Accreditation is: January 1, 2021 – December 31, 2027

In addition to the compliance reports due annually, all accredited members of the IACBE are required to submit an Interim Quality Assurance Report (IQAR) during their period of accreditation. The IQAR for the College of Business will be due by November 1, 2023. For more information on these reports, please refer to the IACBE website under Accreditation > Compliance.

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

The College of Business at the Shephard University 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 College of Business at Shephard University has received specialized accreditation for the following business programs through the International Accreditation Council for Business Education (IACBE) located at 11374 Strang Line Road in Lenexa, Kansas, USA.

Business Programs
Master of Business Administration with a major in Master of Business Administration
Master of Business Administration with a major in Master of Business Administration and concentrations in: <ul style="list-style-type: none">• Health Administration• Public Management• Sport Management
Bachelor of Science with a major in Business Administration and concentrations in: <ul style="list-style-type: none">• Entrepreneurship• Financial Planning• General Business• Management• Marketing• Risk Management and Insurance

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

Locations	
Main Campus	301 King Street, Shepherdstown, WV 25443
Martinsburg Center	261 Aikens Ctr, Martinsburg, WV 25404

The College of Business will be publicly recognized for achieving accreditation at the 2021 IACBE Annual Conference and Assembly Meeting on April 12-16, 2021 in Orlando, Florida, USA. We very much look forward to seeing you there.

We encourage the business faculty in the College of Business 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.

If you have any questions or if we can be of assistance, please feel free to contact Ted Collins at tcollins@iacbe.org, or 913-631-3009.

Sincerely,



Dr. Patrick Hafford, Chair
Board of Commissioners

C: Dr. R. Scott Beard, Provost
Dr. Kathleen Reid, Chair and Professor of Economics