



January 5, 2022

Dr. Matthew Hurtienne  
Dean, Batterman School of Business  
Concordia University – Wisconsin  
12800 North Lake Shore  
Mequon, WI 53097

Dear Dr. Hurtienne:

At its December 2021 meeting, the IACBE Board of Commissioners considered the previous Deferral of Accreditation action on your request for the accreditation of the master’s-level business programs offered by the Batterman School of Business at the Concordia University - Wisconsin. I am pleased to report that the Board of Commissioners approved your request and granted specialized accreditation to the master’s-level business program(s) as identified in the “Business Programs” table 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 Batterman School of Business is required to take action as specified below and respond to the IACBE by October 18, 2021 (unless another due date is indicated within the Note) using the IACBE Notes Report. The reporting form can be found on our website at: [www.iacbe.org/reports-note-compliance.asp](http://www.iacbe.org/reports-note-compliance.asp).

### **Principle 2.1: Outcomes Assessment**

Provide a revised Outcomes Assessment Plan, including updated rubrics, surveys, and other assessment instruments. For example, the following items should be addressed along with any other areas that the school identifies as needing revision.

1. Ensure that items on the College Survey that is used as an indirect measure are directly and explicitly tied back, related, or mapped to the ISLOs being measured. One way of doing this is to have the language in the items reflect the language of the ISLOs being measured, as you have

done with the Capstone White Paper and Presentation. Another way of doing this is to include the number of the ISLO being measured along with the item description.

- a. Be certain that the mapping to each ISLO corresponds with the ISLOs for each program for example, the College Survey, is mapped to 12 ISLOs, but there are only 8 ISLOs for the MBA program.
2. Revise names/titles of assessment measures to correspond with what is stated in the OAP. For example, in the OAP the indirect measure is identified as “College Survey.” The survey provided is labeled both as “MBA Survey” and as “Graduate End of Program Survey.” It is unclear if these names refer to the same document.
3. Ensure that the performance objectives for both direct measures (Capstone White Paper and Presentation, and Capstone *CAPSIM* Post Mortem Presentation) are expressed in terms of desired performance ratings on criteria in the measure’s evaluation rubric. Currently the performance objective for each measure as stated in the OAP indicates “At least 80% of SOB business students will meet or exceed the requirements for the ISLOs being measured.” What constitutes “meet or exceed the requirements” on each of the rubrics is not specified, and that needs to be done as part of the statement of each one of the objectives. One way to do this is to follow the model used in your undergraduate Capstone rubric, where the performance levels indicated in the objectives ... meets or exceeds ... are the same performance levels identified on the rubric ... meets and exceeds. Another way is to indicate which percentage level performance indicated on the rubric “meets the requirements.”
4. ISLO 4, related to analysis of business questions and problems, is linked to KLO 2 – Teamwork. Yet the measure for ISLO 4 (Capstone White Paper and Presentation) appears to be an individual assignment with no necessary inclusion of or reference to teamwork. Provide a narrative explanation of the linkage between KLO 2, ISLO 4 and the measure, or remove KLO 2 from the set of KLOs linked to ISLO 4.

### **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.

### **Principle 2.1: Outcomes Assessment**

In order to simplify your outcomes assessment process, MBA ISLOs 2, 3 and 4 (use of business information), as well as ISLOs 5 and 7 (use of data), are similar enough that you may want to consider combining them or clarifying their distinction from each other.

**Continued Reporting Requirement**

In accordance with the Note given in the Board of Commissioners letter dated January 6, 2021, the requirement to submit an Interim Quality Assurance Report for the master’s-level business programs by November 1, 2022, remains in force.

Additionally, upon completion of the review the Board of Commissioners voted to not require an on-site follow-up visit.

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 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 Department of Business will be due by November 1, 2024. Please note that the IQAR due November 1, 2024, is in addition to the IQAR due November 1, 2022. For more information on these reports, please refer to the IACBE website under Accreditation > Compliance.

The following language must be used on the Department of Business homepage, where “status page” is a hyperlink to your IACBE status page at

<http://www.iacbe.org/memberpdf/ConcordiaUniversityWisconsin.pdf>

*The Batterman School of Business at the Concordia University - Wisconsin has received specialized accreditation for its business programs through the International Accreditation Council for Business Education (IACBE) located at 11960 Quivira Road in Overland Park, Kansas, USA. For a list of accredited programs view our IACBE member [status page](#).*

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 Batterman School of Business at the Concordia University - Wisconsin has received specialized accreditation for the following business programs through the International Accreditation Council for Business Education (IACBE) located at 11960 Quivira Road in Overland Park, Kansas, USA. The IACBE grants accreditation for business and accounting programs only. Locations for program offerings are at the sole discretion of the Member.*

Business Program
Master of Business Administration with concentrations in: <ul style="list-style-type: none"> <li>● Accounting</li> <li>● Communications and Public Relations</li> <li>● Finance</li> <li>● Health Care Administration</li> <li>● Human Resource Management</li> </ul>

Business Program
<ul style="list-style-type: none"> <li>• Innovation and Entrepreneurship</li> <li>• International Business</li> <li>• Management</li> <li>• Management Information Systems (STEM)</li> <li>• Non-Profit Management</li> <li>• Public Administration</li> <li>• Risk Assessment and Management</li> <li>• Sport and Entertainment Management</li> <li>• Strategic Marketing</li> <li>• Sustainability Management &amp; Analytics (STEM)</li> </ul>
Bachelor of Arts in Business Management
Bachelor of Arts in Health Care Management
Bachelor of Arts in Human Resource Management-
Bachelor of Science in Accounting
<p>Bachelor of Science with majors in:</p> <ul style="list-style-type: none"> <li>• Accounting</li> <li>• Actuarial Science</li> <li>• Business Communication</li> <li>• Economics</li> <li>• Fashion Merchandising</li> <li>• Finance</li> <li>• General Business</li> <li>• Hospitality &amp; Event Business</li> <li>• International Business</li> <li>• Management</li> <li>• Marketing</li> <li>• Public Relations</li> <li>• Sport &amp; Entertainment Business</li> </ul>

The Batterman School of Business will be publicly recognized for achieving accreditation at the 2022 IACBE Annual Conference and Assembly Meeting to be held April 4-8, 2022, in Costa Mesa, California. We very much look forward to seeing you there.

We encourage the business faculty in the Batterman School 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 your liaison Phyllis Okrepkie at [pokrepkie@iacbe.org](mailto:pokrepkie@iacbe.org) or at 913-631-3009.

Sincerely,



Scott Schroeder, Chair  
Board of Commissioners

cc: Rev. Dr. Patrick T. Ferry, President  
Dr. William R. Cario, Senior Vice President of Academics