



January 6, 2021

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

Dear Dr. Hurtienne:

At its December 2020 meeting, the IACBE Board of Commissioners considered your request for the accreditation of the bachelor'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 bachelor's-level business program(s)***, 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 on its Bachelor-level business programs as specified below and respond to the IACBE by March 8, 2021 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

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. Provide instrument descriptions and associated rubrics are provided for all direct measures. The direct measures at the undergraduate level appear to include: Business Capstone Ethics and Christian World View Paper; Comprehensive Course Case Study and Presentation (identify the course as well); and Capstone Class Project. It is not clear whether the Course Case Study and Presentation is the same as the Capstone Paper and Presentation and/or is the same as the Capstone Class Project.
2. In your new OAP ensure rubrics contain performance criteria that are directly and explicitly tied back, related, or mapped to the intended student learning outcomes (ISLOs) being measured.

3. Indirect Measures – Provide copies of the College Student Outcome Survey used in the undergraduate programs. Ensure that the surveys being used as indirect measures have questions that can be explicitly aligned with the ISLOs they are supposed to assess.

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 Approved Period of Accreditation for the Bachelor's-level Programs is: January 1, 2021 – December 31, 2027

After careful consideration and discussion, the Board voted to **Defer Action on Accreditation for the master's-level programs**. While the Board voted to defer action, the programs retain their accredited status during the deferral period.

The issue the Board identified that led to the above decision is detailed below.

Reasons for the Deferral of Action on Accreditation of the Master's-Level Programs

In the judgment of the Board of Commissioners, there are some issues that still must be addressed before reaffirmation of accreditation can be granted to your Master's-level programs.

Principle 2.1: Assessment Planning

Provide the revised outcomes assessment plan discussed in the self-study and during the site visit.

To facilitate the Board of Commissioners' review of your deferral please provide the IACBE with a revised Outcomes Assessment Plan along with all supporting documentation (rubrics, surveys, assessment instruments, etc.). Please submit in both MSWord and PDF formats. Submissions must be in electronic format utilizing a Drop Box which you share with the IACBE, emailed to iacbe@iacbe.org, or saved to a flash drive which is sent to the IACBE office via trackable delivery (e.g. Federal Express). All submissions must be received at the IACBE office no later than June 1, 2021 for consideration at the July 2021 meeting.

In order to assist the Batterman School of Business with revisions to the outcomes assessment plan, the Board of Commissioners is requiring a mentor visit from your IACBE staff liaison, Dr. Phyllis Okrepkie.

The mentor visit will be conducted virtually within the next 60 days. Please contact Dr. Okrepkie to schedule the virtual mentor visit.

In addition, an Interim Quality Assurance Report must be submitted for the Master’s-level programs by November 1, 2022.

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

The decision of the Board of Commissioners to defer action on reaffirmation of accreditation of your business programs is, in effect, a ruling of no action on accreditation at this time; therefore, the action cannot be appealed.

In addition to the annual compliance reports, 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 Batterman School 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 Batterman School of Business homepage, where “[status page](#)” is a hyperlink to your IACBE status page at <http://iacbe.org/memberpdf/ConcordiaUniversityWisconsin.pdf>

The Batterman School of Business at Concordia University - Wisconsin 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 refer to 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 Concordia University - Wisconsin maintains specialized accreditation for the following business programs as indicated below through the International Accreditation Council for Business Education (IACBE) located at 11374 Strang Line Road in Lenexa, Kansas, USA.

Business Program	Accreditation Status
Master of Business Administration with concentrations in: <ul style="list-style-type: none">• Accounting• Communications and Public Relations• Finance• Health Care Administration• Human Resource Management• Innovation and Entrepreneurship• International Business	Action Deferred until July 31, 2021*

Business Program	Accreditation Status
<ul style="list-style-type: none"> • Management • Management Information Systems (STEM) • Non-Profit Management • Public Administration • Risk Assessment and Management • Sport and Entertainment Management • Strategic Marketing • Sustainability Management & Analytics (STEM) 	Action Deferred until July 31, 2021*
Bachelor of Arts in Business Management	Accredited
Bachelor of Arts in Health Care Management	Accredited
Bachelor of Arts in Human Resource Management-	Accredited
Bachelor of Science in Accounting	Accredited
Bachelor of Science with majors in: <ul style="list-style-type: none"> • Accounting • Actuarial Science • Business Communication • Economics • Fashion Merchandising • Finance • General Business • Hospitality & Event Business • International Business • Management • Marketing • Public Relations • Sport & Entertainment Business 	Accredited

* Programs that have had an action deferred remain in an accredited status. The decision for this action on accreditation indicates that the Board of Commissioners identified conditions in the program that are out of compliance with the IACBE's Accreditation Principles. IACBE provides this notice to the program and the public: if the program does not satisfactorily resolve the identified conditions, accreditation may be withdrawn. For more details, please refer to the Board of Commissioners Letter.

The following locations offer the above listed business programs:

Location Name	Location Address
Appleton Center	4351 West College Avenue, Suite 100, Appleton, WI
Beloit Center	2040 Sutler Avenue, Beloit, WI
Green Bay Center	1150 Springhurst Drive, Suite 101, Green Bay, WI
Jiatong University (via Shanghai TINO Education; MBA only)	800 Dongchuan Road, Minhang District, Shanghai, China
Jinan University (MBA only)	601 Huangpu West Avenue, Tian He Gong Yuan, Tianhe Qu, Guangzhou Shi, Guangdong Sheng, China
Kenosha Center	10222 74th Street, Suite 110, Kenosha, WI
Madison Center	2909 Landmark Place, Suite 110, Madison, WI
Mequon Center	12800 North Lake Shore, Mequon, WI
Milwaukee Midtown Center	4151 North 56th Street, Milwaukee, WI
Miller Park Way Center	1670 Miller Park Way, West Milwaukee, WI
Concordia University-Ann Arbor	4090 Geddes Road, Ann Arbor, MI

The Batterman School of Business will be publicly recognized for achieving accreditation of its' Bachelor's-level programs listed above at the 2021 IACBE Annual Conference and Assembly Meeting (April 13-16, 2021) at the recognition meeting held virtually on April 15, 2021. We very much look forward to your participation.

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, or 913-631-3009.

Sincerely,



Dr. Patrick Hafford, Chair
Board of Commissioners

cc: Caroline Harris, Academic Program Manager (caroline.harris@cuaa.edu)