



Sent via email: denise.gochenouer@smsu.edu, Provost@smsu.edu

August 9, 2023

Dr. Denise Gochenouer
Chair
Department of Business Innovation and Strategy
Southwest Minnesota State University
1501 State St
Marshall, MN 56258

Dear Dr. Gochenouer:

At its July 2023 meeting, the IACBE Board of Commissioners considered your request for the accreditation of the business programs offered by the Department of Business Innovation and Strategy at Southwest Minnesota State University. I am pleased to report that the Board of Commissioners approved your request and granted first-time specialized accreditation to the 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 Department of Business Innovation and Strategy is required to take action as specified below and respond to the IACBE by September 11, 2023 (unless another due date is indicated within the Note). Responses must be submitted via the online platform available on our website: www.iacbe.org/reports-note-compliance.asp. All documents must be provided in English.

Principle 2: Quality Assessment and Advancement

Excellence in business education is demonstrated when the academic business unit is engaged in a process of continuous improvement in its programs and operations. This process includes assessment planning, collection and analysis of assessment data, and development and execution of action plans for improvements.

Provide a revised Outcomes Assessment Plan (OAP), including relevant rubrics, surveys, and other assessment instruments. The following items are to be addressed along with any other areas that the school identifies as needing revision.

1. The Intended Student Learning Outcomes (ISLOs) are to be measurable statements of outcomes that are observable and evaluated for each individual student. For example, the MBA program includes ISLO #1 “Students will *acquire* knowledge ...” and ISLO #5 “Students will be *fully cognizant* ...” neither of which are observable or measurable. There is a document in the Member Resources page of the IACBE website that may be a good tool to use in choosing action

verbs that are observable and measurable: “Blooms Taxonomy and Writing Intended Student Learning Outcomes”.

2. Assessment Measures must clearly and directly evaluate the ISLO(s) it is intended to measure.
 - a. The Student Learning Portfolio does not clearly identify which performance criteria are linked to the direct evaluation of the ISLOs they are intended to assess. Provide a revised portfolio that clearly identifies the direct evaluation of the ISLO(s) being assessed.
 - b. The MBA Capstone Case Study Rubric does not clearly identify which performance criteria are linked to the direct evaluation of the ISLOs they are intended to assess. Provide a revised capstone rubric that clearly identifies the direct evaluation of the ISLO(s) being assessed.
3. Comprehensive exams must contain required components (a subset of questions) that directly evaluate the ISLO(s) being assessed. Provide a description of the MBA comprehensive exam that identifies the subsets of questions that directly evaluate each of the ISLOs being assessed by the exam.
4. Ensure the revised OAP reflects the current Intended Operational Outcome (IOO) statement #4 (regarding faculty scholarship and professional development). There were two different versions of IOO #4 in the OAP, with one on page 71 of the OAP relating to the awarding of a stipend and the second on page 72 relating to faculty scholarly activity. The assessment measure, as indicated on page 72, pertains to faculty scholarly activity.

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 identified by the Board of Commissioners.

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: July 12, 2023 – July 31, 2030

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 Department of Business Innovation and Strategy will be due by November 1, 2026. 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 Innovation and Strategy homepage, where “[status page](#)” is a hyperlink to your IACBE status page at <http://www.iacbe.org/memberpdf/SouthwestMinnesotaStateUniversity.pdf>

The Department of Business Innovation and Strategy at Southwest Minnesota State University 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 please 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 Department of Business Innovation and Strategy at Southwest Minnesota State University 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 and delivery modes for program offerings are at the sole discretion of the Member.

Business Programs
Bachelor of Applied Science in Management
Bachelor of Applied Science in Marketing
Bachelor of Science in Marketing
Master of Business Administration with concentrations in: <ul style="list-style-type: none">• General Management• Leadership

As a reminder, within 30 days of the date of this letter, those granted First-Time accreditation are required to come into compliance with the two IACBE annual reporting requirements: update and publish the Public Disclosure of Student Achievement, and submission of the WebPath Notification form.

1. Each Academic Business Unit must publicly report at least one IACBE-approved student achievement measure on an annual basis for each IACBE accredited program. The disclosure must include results, and the business unit's expectation for those results, from the most recently concluded academic year. A template to the student achievement disclosure form is provided on the IACBE website: <https://iacbe.org/accreditation/compliance/public-disclosures/>
2. Once the updated disclosure is posted to your website, you are required to submit the Web Path Notification Form that informs the IACBE of the path that a member of the general public would take to get to 1 – the updated Public Disclosure of Student Achievement, and 2 – any statement of IACBE-accreditation published on the institution's website. The form is provided on the IACBE website at <https://iacbe.org/accreditation/compliance/web-path-notification>

More information on these requirements can be found in the Member Resource section of the IACBE website.

The Department of Business Innovation and Strategy will be publicly recognized for achieving accreditation for these programs at the 2024 IACBE Annual Conference and Assembly Meeting to be held April 2-5, 2024 in Memphis, Tennessee. We very much look forward to seeing you there.

We encourage the business faculty in the Department of Business Innovation and Strategy 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 Dr. Patrick Hafford at phafford@iacbe.org, or 913-631-3009.

Sincerely,

A handwritten signature in blue ink, appearing to read 'S. Beaudry', with a stylized flourish at the end.

Sharon Beaudry, Chair
Board of Commissioners

C: Dr. Ross Wastvedt, Provost