

## **AU College of Business maintains AACSB International accreditation**

12/21/07

ALFRED, NY Alfred University's College of Business has retained its lofty status as one of less than 600 business schools worldwide to earn accreditation from the Association to Advance Collegiate Schools of Business (AACSB) International. AACSB International this week announced it has reaffirmed accreditation of the AU College of Business's undergraduate program in business administration and its Masters of Business Administration (MBA) program. Only 554 business schools worldwide are accredited by AACSB, and Alfred's College of Business is one of only 469 to receive accreditation for undergraduate and graduate programs. The AU College of Business first earned AACSB International accreditation for its undergraduate program in 1998, while the College's MBA program received initial accreditation in 2005. According to AACSB International, of the 554 accredited programs worldwide, 42 (7 percent) have only undergraduate programs; 43 (8 percent) have only graduate programs; and 469 have both graduate and undergraduate programs. "It's a very prestigious honor," Dr. William Hall, associate provost and interim dean of the AU College of Business, commented. "We are one of the smallest business schools to get AACSB accreditation." According to AACSB International, "Earning accreditation is a three to seven-year process in which a business school undergoes meticulous internal review, evaluation, and adjustment. During this period, the school develops and implements a plan to help it meet the 21 AACSB standards that require a high quality teaching environment, a commitment to continuous improvement, and curricula responsive to the needs of business." During Alfred's accreditation reaffirmation process, which began last February, a peer review team consisting of business school professionals from peer institutions studied the College's academic program, assessed the faculty and made on-campus visits. Hall explained that the review places a strong emphasis on outcomes and assessments, faculty publication, interaction between students and faculty. Lori Hollenbeck, assistant dean of the AU College of Business, said the peer review team looked closely at strategic management of resources and "assurance of learning" how the College benchmarks and assesses academic success. "There are very high standards," Hall said. Achieving and maintaining accreditation "says our peers have reviewed our programs and determined we've met those standards." "It takes a great deal of commitment and determination to earn AACSB accreditation," said Jerry Trapnell, executive vice president and chief accreditation officer of AACSB International. "These schools have met rigorous standards of excellence, as well as made a commitment to ongoing improvement that ensures that they will deliver a high quality education to students." Members of the peer review team from Elon University in North Carolina, Rowan University in New Jersey and Seattle (WA) University cited Alfred's active learning initiatives, faculty involvement in undergraduate research, and effective levels of cooperation between the College and the University's Career Development Center, which has been successful in preparing students for careers in business. AACSB International is an association of more than 1,100 educational institutions, businesses and other organizations in 70 countries that are dedicated to the advancement of business education worldwide. Headquartered in Tampa, FL, AACSB International is the premier accrediting agency and service organization for business schools.