

Contact: Diana Gonzalez

**UNDERGRADUATE AND GRADUATE PROGRAMS IN THE COLLEGE OF BUSINESS  
ACCREDITATION REPORT AT IOWA STATE UNIVERSITY**

**Action Requested:** Receive the accreditation report for the undergraduate and graduate programs in the College of Business at Iowa State University.

PART I – UNDERGRADUATE AND MASTER’S DEGREE PROGRAMS IN ACCOUNTING

**Executive Summary:** There are two accounting programs – Bachelor of Science in Accounting and Master of Accounting – in the College of Business. Both programs (1) underwent a self-study that addressed the maintenance of accreditation documentation defined by the accrediting body; and (2) had an on-site visit by peer evaluators. The two programs were accredited for the maximum six-year period through 2014-15. This accreditation report addresses the Board of Regents Strategic Plan priority to provide “educational excellence and impact.”

**Background:**

- ◆ **Description of Programs.** The Bachelor of Science in Accounting Program prepares students to analyze, synthesize and report data so that others can use it to make informed decisions. The program helps students pursue diverse careers in business and accounting including auditing, consulting, public accounting, budgeting, and forecasting. The Master of Accounting Program is designed to meet the needs of accountants in public or private accounting focusing on interpreting and analyzing accounting information for decision-making. Graduates comply with the Iowa Standards for Certification upon passing the Uniform Certified Public Accounting examination.
- ◆ **Purpose of Accreditation.** An accredited educational program is recognized by its peers as having met state and national standards for its development and evaluation.
- ◆ **Accrediting Agency.** The accrediting body is the Association to Advance Collegiate Schools of Business.
- ◆ **Review Process.** The self-study prepared by the accounting programs in the College of Business contained the responses to the documentation required by the accrediting body – situational analysis; progress update on concerns from previous review; strategic management (mission statement and summary of strategic plan or framework, strategic management planning process and outcomes, financial strategies, new degree programs, and intellectual contributions); participants (students and faculty); assurance of learning (curricula development and assessment tools and procedures); and other material.
- ◆ **On-Site Team Report.** In November 2009, the visiting team determined that the accounting programs provided the required documentation for accredited status.

- ◇ Strengths Identified by the Visiting Team. The Visiting Team identified the following strengths:
  - ⇒ “Accounting students have a strong sense of community with respect to the department of accounting, the college of business and the university.
  - ⇒ The department with help from the Communications department has placed emphasis on improving student written communication. These efforts should pay dividends to students as they enter the workforce.
  - ⇒ The Continuing Professional Educational Conference put on by the faculty is important to keeping the faculty relevant to the profession. In addition, it raises funds to help support the mission of the department.
  - ⇒ Graduates from the program have good professional opportunities. The department has been able to cultivate opportunities in industry in addition to reliance on public accounting firms.
  - ⇒ The tuition model that has been created by the college and university will benefit the accounting department in the future.”
  
- ◇ Opportunities for Improvement Identified by the Visiting Team. The Visiting Team identified the following opportunity for improvement:
  - ⇒ “The Department of Accounting should continue to refine its assessment of learning plan and complete at least two cycles of closing the feedback loop for all the learning goals for all of its programs before the next visit. The Department should demonstrate improvement in learning has been achieved and improvement in the quality of the assurance of learning process has been achieved as well.”
  
- ◇ Accreditation Status. In January 2010, the Association to Advance Collegiate Schools of Business awarded continued accreditation for the maximum period of six years to the undergraduate and graduate programs in accounting in the College of Business.

“The Maintenance Review Application will be due on July 1<sup>st</sup>, two years prior to the review year. The application initiates the maintenance process. In the application, the department will be expected to provide progress on the strategic management initiatives with a particular focus on those continuous improvement items identified during the last maintenance visit.”

PART II – UNDERGRADUATE, MASTER’S, AND DOCTORAL DEGREE PROGRAMS IN BUSINESS

**Executive Summary:** There are six undergraduate programs – Business Economics, Finance, Management, Management Information Systems (MIS), Marketing, and Supply Chain Management; five Master’s programs – Business Administration, Information Assurance, Information Systems, Human Computer Interaction, and Seed Technology and Business; and one doctoral program – Business and Technology – in the College of Business. The programs (1) underwent a self-study that addressed the maintenance of accreditation documentation defined by the accrediting body; and (2) had an on-site visit by peer evaluators. All the programs were accredited for the maximum six-year period through 2014-15. This accreditation report addresses the Board of Regents Strategic Plan priority to provide “educational excellence and impact.”

**Background:**

◇ **Description of Programs.** The following are the undergraduate programs in the College of Business:

- ⇒ The *Economics* program provides a balanced emphasis in both business and economics. Graduates possess a unique mix of analytical and applied business skills for employment in upper level management and public service positions.
- ⇒ The *Finance* program prepares students to become leaders with a solid background in economic theory and practice and a strong understanding of global market forces with a financial management analytical experience.
- ⇒ The *Management* program provides the integrating mechanism necessary for each of the business functions to operate efficiently and effectively.
- ⇒ The *Management Information Systems* program provides comprehensive training in the application, use, and management of information systems preparing students to provide effective information services and support.
- ⇒ The *Marketing* program addresses such issues as product design, promotion, pricing, personal selling, and facilities location.
- ⇒ The *Supply Chain Management* program is an integrated program of study concerned with the efficient flow of materials, products, and information within and among organizations.

The following are the graduate programs in the College of Business:

- ⇒ The *Master of Business Administration* program integrates three key dimensions to responsible, strategic business decision-making – economic considerations, social implications, and environmental impacts.
- ⇒ The *Master of Science in Information Assurance* program prepares highly-qualified engineers, computer science experts, and information systems professionals for information security and assurance careers.
- ⇒ The *Master of Science in Information Systems* program provides students with a strong set of technical skills in addition to a broad background in business to enable them to develop and manage a full spectrum of IT projects.

- ⇒ The *Master of Science in Human Computer Interaction* program trains researchers and practitioners to understand how humans and computers interact in a business environment.
- ⇒ The *Master of Science in Seed Technology and Business* highlights seed-related issues in the business courses and practical application in the science and technology courses.
- ⇒ The *Business and Technology Ph.D.* program focuses on theory development and testing in areas relating to the management of three critical resources of any organization – management of a firm’s customers, management of a firm’s supply chain, and management of a firm’s information infrastructure.
- ◇ Purpose of Accreditation. An accredited educational program is recognized by its peers as having met state and national standards for its development and evaluation.
- ◇ Accrediting Agency. The accrediting body is the Association to Advance Collegiate Schools of Business.
- ◇ Review Process. The self-study prepared by the programs in the College of Business contained the responses to the documentation required by the accrediting body – situational analysis; progress update on concerns from previous review; strategic management (mission statement and summary of strategic plan or framework, strategic management planning process and outcomes, financial strategies, new degree programs, and intellectual contributions); participants (students and faculty); assurance of learning (curricula development and assessment tools and procedures); and other material.
- ◇ On-Site Team Report. In November 2009, the visiting team determined that the programs provided the required documentation for accredited status.
- ◇ Strengths Identified by the Visiting Team. The Visiting Team identified the following strengths:
  - ⇒ “The Dean and College should be commended for the excellent fundraising that has existed over the past several years. This has resulted in a brand new building, numerous professorship and other great programs that can only be accomplished with significant and passionate donor support.
  - ⇒ The university has instituted a new financial model which will impact the College. This coupled with the newly initiated supplemental tuition can create opportunities to financially strengthen the College.
  - ⇒ The College has instituted a Communications Center that is staffed with people who help faculty incorporate writing/communication assignments in individual courses and helps students with their communications skills. Also, the Gerdin Citizenship program is a great way the College engages its students early in their careers.
  - ⇒ The university’s assistant professor mentoring program is very popular with the new faculty and helps them acclimate to the university and community.

- ⇒ There is a strong sense of community and collegiality among the faculty and students that needs to continue to be nurtured as the school implements programs that might have the potential to be more divisive. Furthermore, there is a strong teaching culture which is recognized and appreciated by the students. The faculty accessibility to the students is excellent.
- ⇒ The College has established a great alumni board and the College and university benefit from the passionate support of these individuals. They express this support in a number of ways including through internships, placements, and significant financial donations.”
- ◇ Opportunities for Improvement Identified by the Visiting Team. The Visiting Team identified the following opportunities for improvement:
  - ⇒ “While the College has a comprehensive assessment program in place and has completed two cycles, it will be important that the next review reflect a mature program incorporating feedback from all aspects of the program and exhibit deliberate ‘closing the loop’ activities.
  - ⇒ The College has experienced a slight decline in the number of female students majoring in Business and is well below the university average. More emphasis needs to be placed on recruiting and retaining a diverse student population.
  - ⇒ The College has just started a new doctoral program this year. Because it is only in its first year, it is difficult to review in any depth. The Peer Review Team recommends including a robust strategic plan in your next report for the continued roll out of the doctoral program, including recruitment and placement strategies. Furthermore, the school should continue to focus on faculty qualifications, especially given the recent launch of this Ph.D. program.
  - ⇒ The College peer group includes universities with mature doctoral programs. The use of this peer group may not align with the current teaching and publication expectations for new assistant professors. Many of these schools also provide significantly more support than is currently available at ISU. This could create problems in the promotion and tenure process if colleagues from these schools are used as outside reviewers.
  - ⇒ It appears that some associate professors may have a more significant service role than their peers. This could also create complications during the promotion process.”
- ◇ Accreditation Status. In January 2010, the Association to Advance Collegiate Schools of Business awarded continued accreditation for the maximum period of six years to the undergraduate and graduate programs in the College of Business.

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