

# EMPORIA STATE UNIVERSITY

*School of BUSINESS*



**2017 AACSB  
REACCREDITATION**

# 2017 AACSB REACCREDITATION

## CONTINUOUS IMPROVEMENT REVIEW 2015–2016

## CELEBRATING OUR SUCCESS



The School of Business at Emporia State University has **received a reaffirmation of its business accreditation by AACSB International** — The Association to Advance Collegiate Schools of Business. Today, 799 institutions across 53 countries and territories have earned AACSB Accreditation. For over a century, AACSB Accreditation has been synonymous with the **highest standards in business education** and has been earned by less than 5 percent of the world's business schools.

To maintain accreditation (now held since 2002), the School of Business completed a rigorous internal review that demonstrated its **continued commitment to 14 quality standards** related to faculty qualification, strategic management of resources, interactions of faculty and students, as well as a **commitment to continuous improvement and achievement of learning goals** in degree programs.



# Message from the Dean

Our mission is to **provide access to innovative business preparation for limitless opportunities in the region and beyond.** This mission is the guide for everything we do, from hiring faculty to the programs we offer. Extending our AACSB Accreditation reaffirms our **commitment to the quality of education** our students expect and deserve. The AACSB Accreditation Standards challenge post-secondary educators to pursue **excellence** and **continuous improvement** throughout their business programs. AACSB Accreditation is known, worldwide, as the longest standing, most recognized form of specialized/professional accreditation an institution and its business programs can earn.

Accreditation granted by AACSB is considered to be a mission-driven process that is administered and adjudicated by business deans on a volunteer basis. The latest standards were approved by AACSB accredited institutions in 2013 and are subject to occasional revisions. In the over 20 years I have been actively involved in AACSB accreditation, the accreditation standards revolve around three key AREAS: **mission statement and strategic plan, participants' qualification standards** (includes faculty, staff, and students), and **processes and successes in achieving desired student outcomes.**

By reading this, we hope to explain the importance of AACSB and a little about the process in which we gain accreditation.

Please join us at one of our AACSB Reaccreditation Celebration receptions coming soon!

School of Business  
Accounting and Information Systems  
Business Administration and Management  
Business Building Center  
MBA Program  
Full Printing Services  
Global Printing M&M  
Kaiser 2nd Floor Business Center  
Market Business Center Ltd  
Young Center Entrepreneurial Lab

Ed Bashaw, PhD  
School of Business Dean and Jones Distinguished Professor

# MISSION STATEMENT & STRATEGIC PLAN

The mission statement ties together everything the School hopes to achieve, how we go about achieving it, suggests the standards and resources the School can use, and includes a strategic plan to garner resources to actions related to mission. With the approval of the overarching strategic planning structure and the completion of the modifications to the operations of the School, the process is in place to **achieve the University and School goals**. The School's goals are consistent with those of the University.

## Goal 1

Deliver **academic programs of distinction** preparing individuals to achieve their professional goals.

## Goal 2

Provide a **life-enriching experience** equipping students to expand their horizons and embrace the **common good**.

## Goal 3

Enhance **partnerships** with the business community and contribute to economic growth of the region.

## Goal 4

Foster **adaptive leadership** and **innovation**.





# PARTICIPANTS' QUALIFICATION STANDARDS

Consistent with the **student-centered culture** and mission of the University and School of Business, faculty intellectual contributions emphasize application

of knowledge and enhanced pedagogical effectiveness. The participant standards include number of faculty and staff, their qualifications, standards faculty must meet to keep the professional credentials current (publishing is but one element), and entrance standards for students. Our faculty scholarship contributes to students gaining **practical knowledge** and developing **personal skills** that will assist them in their careers.



100% of faculty have produced Intellectual Contributions.



Our faculty have published in 123 different journals since 2011.



Articles in peer-reviewed journals have been cited by their peers 3,052 times.

“ The School of Business strives to maintain quality of instruction, an exceptional learning environment, and continued distinguished recognition on several platforms. By affirming reaccreditation by AACSB, we accomplished this. ”

*Dr. David Cordle,  
ESU Provost and Vice President for Academic Affairs*



# Processes & Successes in Achieving Outcomes

The Assurance of Learning (AOL) process in the School is a collaborative one with widespread participation of faculty. The AOL process and activities are under the direction of the School's Student Learning Committee (SLC). Each of the degree programs (BSB, MBA, MACC) has its own learning goals. The AOL process in the School is focused on **measuring the achievement** of these goals and using the data to make **continuous improvements** in curriculum and operations. The SLC reviews the AOL process and the learning goals periodically and brings proposed modifications or changes to the faculty. Once approved, the SLC implements the changes.

AOL plays a fundamental role in the accreditation process. With AOL, we can demonstrate, or **assure**, our students are learning what we expect them to learn.



“ Meeting and exceeding AACSB standards allows the School of Business to deliver degree programs with qualified faculty and produce outstanding graduates. In fact, five of the six degrees awarded by the School of Business achieved a 100 percent placement rate with an average of 99 percent for all six degrees. ”

Allison Garrett,  
ESU President

# LEARNING GOALS

The School has goals for student achievement in the form of **process goals** (student learning goal assessment) and **outcome goals** (student involvement and career launch). The 2013 standards also require the School to identify what they consider to be highlights in **community engagement, innovative offerings and activities**, and the **overall impact** the School of Business has had on its constituencies. The standards are meant to help schools get better.

## BACHELOR OF SCIENCE IN BUSINESS:

Learning goals are centered around fundamental business concepts, critical thinking, ethical behavior, international business environment, and current business technology.

## MASTER OF BUSINESS ADMINISTRATION:

Learning goals are centered around core business disciplines, global business environments, and leadership.

## MASTER OF ACCOUNTANCY:

Learning goals are centered around accounting regulatory environment, information systems support, management accounting control systems, evaluation of ethical dilemmas, and federal income tax.



## MISSION STATEMENT & STRATEGIC PLAN

PROCESSES &  
SUCCESSSES



PARTICIPANTS'  
QUALIFICATION  
STANDARDS



# AACSB Impact



96% of the chief executives on the 2016 Financial Times "From MBA to CEO" attended an AACSB-accredited school.



4 out of 5 alumni from AACSB-accredited schools say their graduate management education has contributed to improvements in their competitiveness, proactiveness, innovativeness, and creativity.



90% of the Economist's 2016 top 100 full-time MBA programs are housed in business schools that have achieved AACSB Accreditation.

[www.aacsb.edu](http://www.aacsb.edu)

“AACSB congratulates each institution on their achievement. Every AACSB-accredited school has demonstrated a focus on excellence in all areas, including teaching, research, curricula development, and student learning. The intense peer-review process exemplifies their commitment to quality business education.”

Stephanie M. Bryant,  
Executive Vice President  
and Chief Accreditation  
Officer of AACSB