



May 28, 2015

William A. Dempsey
Dean
Kutztown University
College of Business
PO Box 730
Kutztown PA 19530

Via email: dempsey@kutztown.edu

Dear Dean Dempsey:

It is my pleasure to inform you that the Peer Review Team's recommendation for initial accreditation of the undergraduate and master's degree programs in Business¹ offered at Kutztown University has been concurred with by the Initial Accreditation Committee and ratified by the Board of Directors. Congratulations to you, the faculty, students, staff, and all supporters of the business programs. On behalf of the Accreditation Council, I welcome Kutztown University as a new member.

One purpose of the peer review process is to stimulate further continuous improvement of quality business programs. As noted in the team report, the school is commended on the following Strengths, Innovations, and Unique Feature:

- The College of Business faculty have embraced a significant culture of assurance of learning. Faculty dialogue has been demonstrated to be frequent and significant concerning student learning and continuous improvement.

In the interest of continuous improvement, Kutztown University should closely monitor the following items, as identified within the Peer Review Team Report, and incorporate them into ongoing strategic planning initiatives:

1. The College of Business operates an MBA program that is important to the mission and identity of the School. However, because of administrative realignments in the mid-2000's, the program is experiencing low enrollments and so underperforming in desired outcomes. The Committee encourages strategic and financial review evaluation of the sustainability of this program. (2013 Standard 1: Mission, Impact, and Innovation and Standard 3: Financial Strategies and Allocation of Resources)
2. The College of Business must reconsider the alignment of its mission with its measures of intellectual contributions. In preparation for review under the 2013 standards, the College must develop measures that reflect and reinforce its mission-driven focus on pedagogy and applied research. (2013 Standard 1: Mission, Impact, and Innovation and Standard 2: Intellectual Contributions and Alignment with Mission)

¹ See attachment A

3. The processes of mission assessment and evaluation should be re-evaluated in light of the 2013 standards. Specifically, the College of Business should actively pursue opportunities for increased impact, engagement and innovation in areas consistent with its identity and focus. (2013 Standard 1: Mission, Impact, and Innovation and Standard 3: Financial Strategies and Allocation of Resources)
4. Kutztown University is expected to initiate activities to address reporting expectations and internal policies, procedures, strategies, and expected outcomes to move the School into alignment with AACSB's 2013 accreditation standards which will be the basis of the Continuous Improvement Review that will occur in 2019-2020.


As a newly accredited member, Kutztown University has achieved accreditation and now enters the continuous improvement review process. The next on-site continuous improvement review will occur in 2019-2020. Please note that your Continuous Improvement Review Application will be due on July 1, 2017. This application initiates the continuous improvement review process and is expected to provide progress on the strategic management initiatives at your school, with a particular focus on those continuous improvement items identified during your review. Please refer to the Continuous Improvement Review Handbook for more information regarding the processes for the continuous improvement review.

A major benefit of earning AACSB International business accreditation is the opportunity to establish a chapter of Beta Gamma Sigma at your institution. Beta Gamma Sigma is the international honorary society for business students with over 500,000 members worldwide who graduated from business programs accredited by AACSB International. Membership in Beta Gamma Sigma is the highest recognition a business student can receive in a business program accredited by AACSB International. We encourage you to contact Beta Gamma Sigma at bgshonors@betagammasigma.org for information on how to establish a chapter and the benefits of Beta Gamma Sigma membership to your students.

In addition, your school is eligible to organize a Beta Alpha Psi chapter for your financial information students. Beta Alpha Psi, founded in 1919 with over 30,000 members worldwide, recognizes outstanding academic achievement and professional commitment of students in the business information field with a particular focus on accounting, finance, and information systems students. Information on Beta Alpha Psi and forming a chapter can be found at <http://www.bap.org/about.aspx>.

Again, congratulations from the Accreditation Council and AACSB International - The Association to Advance Collegiate Schools of Business.

Sincerely,



Linda Livingstone, Chair
Board of Directors

c: James Daley, Peer Review Team Chair
Allen Amason, Peer Review Team Member
Ronald McNeil, Peer Review Team Member

SCOPE OF ACCREDITATION
Initial Business Accreditation April 2015

Name of institution: Kutztown University

Name of business unit: College of Business

List of degree programs reviewed:

Undergraduate:

- BSBA – Bachelor of Science in Business Administration (majors in accounting, finance, management, and marketing)

Master's:

- MBA – Master of Business Administration