



**AACSB Board of Directors
Ratification to Extend Business Accreditation**

March 08, 2023

**California State University, Chico
College of Business**

Business Degree Level(s) Offered: Undergraduate, Masters

Date of visit: 2022-09-25 to 2022-09-27

School Contacts

Lisa Townzen, Administrative Analyst/Specialist
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Peer Review Team Members

Mary Gowan, Chair
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Chair of the Board of Directors Message

It is my pleasure to inform you that the peer review team recommendation to extend accreditation for the degree programs in business offered by California State University, Chico is concurred with by the Continuous Improvement Review Committee (CIRC) and ratified by the Board of Directors. Congratulations to you, the faculty, the students, the staff, and all of your supporters.

California State University, Chico has achieved accreditation for five additional years. The next on-site continuous improvement review occurs in the fifth year, 2027-2028. A timeline specific to the school's next visit year is available on our website.

The school should begin to address the following areas identified by the peer review team and CIRC. As part of the next Continuous Improvement Review Application, due July 1st two years prior to the visit, the school is asked to update the CIRC on the progress made in addressing these areas. The Decision Report is the official record of the school's visit, and therefore the school should report on the issues contained within this report if they are different than what is in the peer review team report.

Standard(s) affected:

1. 2.

Recent financial strategies have generated a positive return from the online MBA (OMBA) program; however, the school should prioritize working on developing a longer-term strategy focused on a sustainable model to provide funding for strategic initiatives.

Standard(s) affected:

1. 9.

The school should ensure there is shared clarity around its societal impact focus, and that goals are refined and fully in alignment with the strategic plans of both the school and the university.

Standard(s) affected:

3.

The College of Business has clearly defined criteria for each faculty qualification category; however, the policy to support how faculty are classified for AACSB purposes relative to teaching area assignments needs to be further clarified. The college would benefit from reviewing how the criteria are interpreted to ensure consistency in practice and a close relationship between the preparation used to determine the classification and the teaching areas assigned to faculty.

Standard(s) affected:

5.

For the next review cycle, the school must provide Assurance of Learning (AoL) data for the OMBA separately from the on-campus MBA program as well as for the online undergraduate program and the comparable on-campus undergraduate program. Per standard 5.2 a school should show that degree program structure and design expectations are appropriate to the level of degree programs and demonstrate that expectations across educational programs that result in the same degree credentials are equivalent, regardless of delivery mode, location, or time to completion.

Commendations and Best Practices

The COB is experimenting with a course called Innovative Leadership, including collaboration with faculty from the Theater Department. Additionally, the college has other unique offerings such as a minor in Managing Diversity in Organizations and in Managing for Sustainability. The COB has also implemented strategies to increase the diversity of incoming students, such as through their "You Belong in Business" event and through their recruitment emails to Spanish-speaking families.

Consultative Feedback

The College requested consultative feedback on the following:

1. How to continue to make the case for the importance of a new building for future success to multiple stakeholders:

Some suggestions for continuing to make the case include creating a video with a fly-through of the proposed building to share with stakeholders to provide a visual and creating momentum for the project as stakeholders see what is possible. Have the Dean narrate the video, talking about the potential the building creates for the college. Another idea is to host COB alumni and friends' events in select locations, hosted by and/or even at the home of a respected alum. Include faculty and students speaking about activities at the college in those events.

2. How to craft policies that recognize the journey faculty take as they mature in their careers:

The AACSB guidelines provide one mechanism to recognize the journey of tenured faculty. Specifically, the Practice Academic (PA) designation is designed in large part for faculty who move from a research focus to a more consultative, practitioner, expert focus as their careers mature. Making faculty aware of this option and what is required to (1) be classified going forward as PA and (2) what that means in terms of expectations is important.

3. Guidance on how to tie strategic plans, which emphasize local service area, with the desire to have a positive societal impact in northern California:

Engaging faculty in this conversation will provide new ideas and gain buy-in of the faculty in the desire to have a positive societal impact in northern California. Faculty may need guidance to get the conversation started. One example of achieving the goal would be to have faculty take their research and teaching expertise to the community in multiple ways ranging from involving students in service learning that capitalizes on a faculty member's research expertise, to partnering with a local organization to test research ideas that will benefit the organization and the local economy while also providing research data for the faculty member.

Supplemental Information

The school will be evaluated on its progress toward meeting its aspirations for societal impact. The school will need to develop a strategy for societal impact that is consistent with its mission, including identification of its aspiration in this area and demonstration of exemplars of success.

Comparison Groups

Comparable Peers - California State University, Chico

- Appalachian State University
- Boise State University
- Bowling Green State University
- Central Washington University
- Cleveland State University
- Coastal Carolina University
- Columbus State University
- Kennesaw State University
- Marshall University
- Montana State University
- Northern Arizona University
- Portland State University
- Sam Houston State University
- State University of New York at Oswego
- Towson University
- University of Northern Colorado
- University of Tennessee at Chattanooga
- Utah Valley University
- Weber State University
- West Chester University of PA
- Western Illinois University

Competitors - California State University, Chico

- California Polytechnic State University, San Luis Obispo
- California State University, East Bay
- California State University, Fresno
- California State University, Fullerton
- California State University, Sacramento
- San Francisco State University
- Sonoma State University

Aspirants - California State University, Chico

- Ball State University
- Baylor University
- College of William and Mary
- Colorado State University
- DePaul University
- Farmer School of Business, Miami University
- Kansas State University
- San Diego State University
- Santa Clara University

Included in Scope Programs

Education Level - Degree Title - Major Emphasis - Sub Emphasis

- Masters-Generalist (MBA) - Master of Business Administration (MBA) - General - General, Project Management, Enterprise Information Systems (EIS)
- Undergraduate - BS in Business Administration - Accounting - Accounting
- Undergraduate - BS in Business Administration - Entrep/Small Bus - Entrep/Small Bus
- Undergraduate - BS in Business Administration - Finance - Finance
- Undergraduate - BS in Business Administration - HRM - HRM
- Undergraduate - BS in Business Administration - Management - Management
- Undergraduate - BS in Business Administration - Marketing - Marketing
- Undergraduate - BS in Business Administration - Project Management - Project Management
- Undergraduate - Undergraduate - Other - Management Information Systems - Management Information Systems
- Undergraduate - Undergraduate - Other - Operations and Supply Chain Management - Operations and Supply Chain Management

Excluded from Scope Programs

None submitted.