



January 14, 2014

Lucretia Scoufos
Dean, Instruction
Southeastern Oklahoma State University
John Massey School of Business
1405 North 4th Avenue, Box 4107
Durant OK 74701-0609

Via Email: lscoufos@se.edu

Dear Dean Scoufos:

After reviewing the Peer Review Team's Visit Report, the Continuous Improvement Review Committee concurs with the Team's recommendation that the continuous improvement review (formerly maintenance) of the undergraduate and master's degree programs in business offered by Southeastern Oklahoma State University be continued for an additional year. The Continuous Improvement Review 2 will be completed prior to December 1, 2014. **A Continuous Improvement Review 2 does not change the current accredited status of your degree programs in business.**

As noted in the Continuous Improvement Review Visit Report, the Continuous Improvement Review 2 will allow additional time to address the following educational quality issues and expectations for resolution (accreditation-related standards are specified within parentheses):

- The Peer Review Team noted that JMSB appears to be deficient relative to Standard 15: Curricular Management. Specifically, it is recommended that the JMSB take the following actions during the 6th Year Review timeframe:
 1. Using the existing Assurance of Learning process, develop a specific plan for the measurement of all MBA learning objectives over the next 4 years.
 2. At **least one** of the MBA learning objectives should be measured within the Continuous Improvement Review period with a subsequent curriculum intervention. A plan for further measurement of the effect of the curricular change should be included in the overall AOL plan.
 3. Develop a detailed plan for the systematic measurement and analysis of BBA learning objectives. As JMSB is further along with their analysis of BBA learning objectives, the plan should include **at least two** documented curricular interventions and subsequent measurement of the effects of these changes.

In totality, the required actions should result in the movement of JMSB toward ensuring compliance with standards related to Curriculum Management and Assurance of Learning Standard 15 of the 2003 AACSB Standards and 2013 Standards 8 & 9 of the 2013 review) before their next review.

Successful resolution of the issues above must be completed before accreditation can be extended. Complete description of each Standard, along with interpretive information, can be found on the AACSB International website (<http://www.aacsb.edu/accreditation/standards.asp>).

A Continuous Improvement Review 2 Team will be appointed to facilitate the continuous improvement review during this additional year. The Continuous Improvement Review Committee proposes for your approval Enrique R. Venta

as the chair and Craig McAllaster of Rollins College as the second member of your Continuous Improvement Review 2 Team. Please advise if the proposed team is not acceptable. Otherwise, the team will be invited within 30 days. Please note that the policy for a sixth year review requires that your institution be assessed an annual fee of \$5,000 in the 2014-15 academic year.

Please submit an electronic response to the specific concerns cited above to each Continuous Improvement Review 2 team member and to the Committee Chair (via email attachment to circ@aacsb.edu) no later than October 15, 2014. The Continuous Improvement Review 2 Team will review the response and make a determination as to whether an on-site review will be required.

The Continuous Improvement Review Committee and the AACSB International staff wish to be of assistance for clarification of process issues. Should you have questions, please contact Jane Lawler, Senior Manager, Accreditation Services, jane@aacsb.edu or (813) 769-6512.

Sincerely,



Denise Smart
Chair, Continuous Improvement Review Committee

c: Peer Review Team
Enrique Venta, Team Chair and Proposed Continuous Improvement Review 2 Team Chair
James Fenton, Team Member
Marc Miller, Team Member