

Isenberg School of Management

A School comprising the departments of Accounting, Finance and Operations Management, Management, Marketing, Hospitality and Tourism Management, Sport Management, and Resource Economics.

■ The Review Process

This was an AQAD “mini” review, representing a five-year maintenance of accreditation review by AACSB International. Degree programs included in the review were the B.B.A. in Accounting, Finance and Operations Management, Management, and Marketing; the B.S. in Sport Management; the M.B.A.; the M.S. in Sport Management; and the Ph.D. in Management and Sport Management. Reviewers were:

O. Finley Graves (University of North Texas)
Stefanie Lenway (Michigan State University)
Doug Ziegenfuss (Old Dominion University)
Stephanie Bryant (University of South Florida)

■ Main Issues

The purpose of this review was to ensure compliance with AACSB’s maintenance of accreditation standards. The School submitted required documentation, and described significant changes since the last full accreditation in 2006. These included:

- Continued consolidation of the merger that brought the departments of Hospitality and Tourism Management and Sport Management into the School.
- The subsequent merger of the Department of Resource Economics into the School.
- The impact of University-wide budget cuts, and revenue strategies within the School to mitigate their effects.
- Specific improvements in curriculum and in diversity initiatives.
- Development of a program of student learning outcomes assessment.
- Ongoing efforts to secure donor funding to trigger a University match for the construction of a second expansion to the School.

■ Results of the Review

AACSB received a favorable recommendation from the team to continue ISOM’s accreditation until the next scheduled full review in 2015. In January of 2011, the University was notified of the concurrence of the AACSB Board of Directors. In that notice the Board noted:

“The University of Massachusetts Amherst is to be commended on the following strengths and effective practices:

1. The School has introduced an interdisciplinary research workshop series for its junior faculty.
2. The new Dean has introduced a Leadership Speaker Series for Freshman students.
3. The School has developed communications courses specific to the various business disciplines.

“Additionally, in the interest of continuous improvement, the University of Massachusetts Amherst should closely monitor the following item and incorporate it in your ongoing strategic planning initiatives:

- Ensure that qualified faculty are deployed in all programs and disciplines. Specifically, the number of academically qualified faculty teaching in the part-time MBA program should be increased. Also, the Isenberg School of Management should develop a plan to address the deployment of academically and professionally qualified faculty as the large number of senior faculty retire in the foreseeable future.”

■ Outcomes Assessment

In its self-report to AACSB, ISOM reported the following:

“In the area of learning outcomes assessment, we worked closely with the university-level Office of Academic Planning and Assessment beginning in 2002. Through faculty committees we identified learning goals and processes for measurement in each of our programs. We developed rubrics and systems to track program effectiveness which are sustainable and useful to assess and provide input for continuous program improvement. We have an extensive portfolio of outcome assessments we have been tracking for over fifteen years and learning assessments for all programs and departments which have been implemented over the last two years. As a result of recommendations in the 2005 accreditation consultative report we have implemented a better tracking system in our Ph.D. program.”