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Business school earns accreditation

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SUNY College at Geneseo's Jones School of Business this week joined the ranks of the world's most highly regarded business schools.

The school has been accredited by the Association To Advance Collegiate Schools of Business.

Thirty-six undergraduate business programs in the nation are accredited by AACSB International. Roughly 35 percent of all business programs in the nation—both graduate and undergraduate—have the accreditation. AACSB has accredited 400 institutions in the world.

Institutions with the AACSB stamp include Harvard School of Business in Boston and the Stanford Business School at Stanford University in California. In Rochester, both the University of Rochester and Rochester Institute of Technology have AACSB accreditation.

AACSB International is the professional association for college and university management education and the accrediting agency for bachelor's, master's and doctoral degree programs in business administration and accounting.

"AACSB International is considered the international accrediting agency for business schools," said Mary Ellen Zuckerman, director of the Jones School of Business. "It's very prestigious."

The Jones School, founded in the early 1980s, has 650 students working toward a major in business. Another 100 students are seeking minors. The business school has 20 faculty members.

Earning the accreditation took roughly seven years, Zuckerman said. The association has a list of standards that must be met—a five-year process. The school writes a report that is read by a team. The team then decides if the school is ready for an official visit. When the AACSB team comes to the college, they enter classrooms, meet with students and faculty and members of the local business community to determine the reputation of the school.

Geneseo formally received the accreditation at a dinner in Chicago on Monday.

One change the school had to make was to become more systematic about student assessments, Zuckerman said.

"We had procedures, but they were more informal, with discussions in the halls," she said. "We were doing a good job at

assessing; this was more about documenting it, laying it out."

Recent school surveys show more than 90 percent of Geneseo graduates were either employed or in graduate school within three months after graduation. Roughly 10 percent of Jones School graduates enter MBA, doctorate, law or other graduate programs immediately following graduation.

Jones School alumni work in more than 200 local companies, including Xerox Corp., Eastman Kodak Co., Bausch & Lomb Inc. and Paychex Inc.

"The stamp of quality that an AACSB International accreditation adds to a Geneseo degree is crucial," Zuckerman said. "Accreditation is recognized by employers and graduate schools across the nation."

Chris Kuehn, a local recruiter for Price-WaterhouseCoopers LLP, said, "(The accreditation) raises Geneseo to a higher level. It is significant; it gives a formal endorsement for a high level of talent."

The accreditation is a stamp of quality, said Donald Wilson, RIT's director of MBA programs. "Geneseo has joined an elite group of schools. This is the highest level of accreditation you can get."

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