

1979

A Look Back at the CoB's AACSB Application of 30 Years Ago

USMNEWS.NET has obtained a copy of the USM College of Business Administration's AACSB Accreditation Application of 1979. Many current CoB faculty are comparing the organization today to the one of the Joe Greene era, and this document allows for a serious assessment of where USM's College of Business stands today.

This installment (#10) examines the mission of the 1979 CBA. On pages 3-4 of its AACSB Accreditation Application, the 1979 CBA provided a response to the AACSB's request to present the "Objectives of the Business Unit [i.e., the CBA]." Here is what the 1979 CBA accreditation committee provided for the AACSB:

The goals of the College of Business Administration must be compatible with the overall goals of the University as set by the Administration in response to the pressures of our social and economic environment. . . The University's philosophy is exemplified by its slogan 'The Career University.' Emphasis from the President and the Vice President for Academic Affairs is placed on **preparing the student for careers** upon graduation.

So, the 1979 CBA informed the AACSB that its mission/goal was the same as the University's, and, as the highlighted passage above indicates, in 1979 the University was into *developing careers*. Fast-forward to the 2007-08 CoB (i.e., the CoB of today). One can't traverse the CoB's webpages, peruse a CoB course syllabus, or scan the e-signature of certain CoB e-mails and not see references to the 2007-08 CoB mission. That mission: *Developing Careers*.

There are at least two things of significance about the 2007-08 CoB's mission. First, it came from former CoB Dean Harold Doty, who is not someone who is widely known for *unique* ideas. In this case, Doty's mission for the 2007-08 CoB is not even unique to USM's business school. The 1979 CBA had essentially the very same mission. So, with *Developing Careers* former CoB Dean Harold Doty simply took today's CoB back to the future.

Second, the CoB's AACSB Peer Review Team made one thing about the 2007-08 CoB's mission (*Developing Careers*) very clear: they didn't much care for it. According to the PRT, the simple phrase *Developing Careers* is too small to carry the freight that represents what the CoB does, or should be doing, for all of its diverse constituencies.