

# 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 (#5) compares the doctoral degree sources for the 1979 CBA faculty to those for the CoB faculty of 2007-08. Table 1 below lists the sources of the doctoral degrees held by the 1979 CBA faculty along with the *U.S. News & World Report's America's Best Colleges 2007* ranking for each of the institutions listed.

**Table 1**  
**Sources of Doctoral Degrees held by 1979 CBA Faculty**

<b>Source of Doctorate</b>	<b># Faculty</b>	<b>USNWR Rank</b>
Arizona State University	1	155 <sup>1</sup>
Georgia State University	1	219 <sup>2</sup>
Indiana University	2	70
Louisiana State University	7	155 <sup>1</sup>
Mississippi State University	3	155 <sup>1</sup>
Texas A&M University	2	60
Texas Tech University	1	155 <sup>1</sup>
Tulane University	2	44
University of Alabama	5	88
University of Arkansas	3	155 <sup>1</sup>
University of Florida	1	47
University of Illinois	1	41
University of Mississippi	3	155 <sup>1</sup>
University of Oklahoma	1	112
University of Pennsylvania	1	7
University of Southern Mississippi	1	219 <sup>2</sup>
University of Virginia	<u>1</u>	<u>24</u>
	36	avg 118
		s.d. 55

<sup>1</sup> The *USNWR* Tier 3 schools rank from 127 through 182 (with ties), but they are listed only alphabetically by *USNWR*. The (approx) midpoint of 155 was chosen for Tier 3 schools above.

<sup>2</sup> The *USNWR* Tier 4 schools rank from 189 through 248 (with ties), but they are listed only alphabetically by *USNWR*. The (approx) midpoint of 219 was chosen for Tier 4 schools above.

As Table 1 points out, the most common doctorate degree held by the 1979 CBA faculty was one from Louisiana State University (Tier 3) with seven. In second, with five doctorates, is the University of Alabama (Tier 2). Using the 2007 university and college rankings from *U.S. News & World Report's America's Best Colleges 2007*, and the reporting methods explained in the footnotes to Table 1, the average doctorate in the 1979 CBA came from the 118<sup>th</sup> ranked institution in the United States. That place (118<sup>th</sup>) is several spots up from bottom of Tier 2, just above University of Utah and the University of Oregon, and in a group with the University of Oklahoma, the University of South Carolina and others.

Table 2 below lists the sources of the doctoral degrees held by the 2007-08 CoB faculty along with the *U.S. News & World Report's America's Best Colleges 2007* ranking for each of the institutions listed.

**Table 2**  
**Sources of Doctoral Degrees held by 2007-08 CoB Faculty**

<b>Source of Doctorate</b>	<b># Faculty</b>	<b>USNWR Rank</b>
Arizona State University	1	155 <sup>1</sup>
Auburn University	2	88
Chinese University of Hong Kong	1	n/a
City University of Hong Kong	2	n/a
Cornell University	1	12
Florida Atlantic University	1	219 <sup>2</sup>
Florida State University	2	110
Georgia State University	1	219 <sup>2</sup>
Grenoble University	1	n/a
Illinois Institute of Technology	1	105
Iowa State University	1	81
Louisiana State University	2	155 <sup>1</sup>
Louisiana Tech University	4	219 <sup>2</sup>
Michigan State University	1	70
Mississippi State University	4	155 <sup>1</sup>
Oklahoma State University	1	155 <sup>1</sup>
Purdue University	1	64
Southern Illinois University	1	155 <sup>1</sup>
Texas A&M University	3	60
Texas Tech University	2	155 <sup>1</sup>
University of Alabama	1	88
University of Alabama – B'ham	1	155 <sup>1</sup>
University of Arkansas	2	155 <sup>1</sup>
University of Georgia	1	60
University of Houston	1	219 <sup>2</sup>
University of Kentucky	3	112
University of Mississippi	2	155 <sup>1</sup>
University of Tennessee	2	88

University of Texas	1	47
University of Texas – Arlington	1	219 <sup>2</sup>
Virginia Poly Inst & State U	3	77
Washington State University	1	112
Washington University – St. Louis	<u>1</u>	<u>12</u>
	49 <sup>3</sup>	avg 127 <sup>4</sup>
		s.d. 57

<sup>1</sup> The *USNWR* Tier 3 schools rank from 127 through 182, but they are listed only alphabetically by *USNWR*. The (approx) midpoint of 155 was chosen for Tier 3 schools above.

<sup>2</sup> The *USNWR* Tier 4 schools rank from 189 through 248, but they are listed only alphabetically by *USNWR*. The (approx) midpoint of 219 was chosen for Tier 4 schools above.

<sup>3</sup> The four (4) non-U.S. doctorate degrees are not counted in the total of 49 doctorates for the 2007-08 CoB.

<sup>4</sup> The four (4) non-U.S. doctorate degrees are not counted in the summary statistics for the 2007-08 CoB.

As Table 2 above points out, the most common doctorate degree held by the 2007-08 CoB faculty was, in a tie with four each, one from Louisiana Tech University (Tier 4) and Mississippi State University (Tier 3). Using the 2007 university and college rankings from *U.S. News & World Report's America's Best Colleges 2007*, and the reporting methods explained in the footnotes to Table 2, the average doctorate in the 2007-08 CoB came from the 127<sup>th</sup> rank institution in the United States. That place (127<sup>th</sup>) rests at the top of Tier 3.

In comparison, the two most frequent doctorates in the 1979 CBA come from Tier 2 and Tier 3 institutions, while the two most frequent doctorates in the 2007-08 CoB come from Tier 3 and Tier 4 institutions. Next, the average doctorate in the 1979 CBA is several spots up from the bottom of Tier 2, while the average doctorate in the 2007-08 CoB is at the top of Tier 3. These two comparisons indicate that, in terms of educational credentials, the 1979 CBA faculty stands above the 2007-08 CoB faculty.

What has happened to the “old CBA?” USMNEWS.NET has argued that the USM business school peaked under former Dean Tyrone Black in the mid-/late-1990s. However, our reporters have been more closely tracking events in USM’s business school since the arrival of former CoB Dean D. Harold Doty in 2003. Thus, more data are handy for examining what has happened to faculty credentials (education, etc.) in the CoB since 2003. In this case, we make use of the recurring USMNEWS.NET series entitled “Faculty Turnover in the CoB, 2003-Present.”

Table 3 below lists the sources of the doctoral degrees held by CoB faculty who have, since 2003, taken their credentials to another educational institution. Once again the *U.S. News & World Report's America's Best Colleges 2007* ranking for each of the institutions listed below.

**Table 3**  
**Sources of Doctoral Degrees held Departing CoB Faculty, 2003-Present**

<b>Source of Doctorate</b>	<b># Faculty</b>	<b>USNWR Rank</b>
Auburn University	1	88
Florida State University	1	110
Indiana University	1	70
Iowa State University	1	81
Louisiana State University	2	155 <sup>1</sup>
Louisiana Tech University	1	219 <sup>2</sup>
Mississippi State University	1	155 <sup>1</sup>
Oklahoma State University	1	155 <sup>1</sup>
Pennsylvania State University	1	47
Purdue University	1	64
Syracuse University	1	52
University of Alabama	3	88
University of Arkansas	1	155 <sup>1</sup>
University of Missouri	2	88
University of Oregon	1	120
University of Pennsylvania	1	7
University of Southern Mississippi	2	219 <sup>2</sup>
Virginia Poly Inst & State U	<u>2</u>	<u>77</u>
	24	avg 111
		s.d. 57

<sup>1</sup> The *USNWR* Tier 3 schools rank from 127 through 182 (with ties), but they are listed only alphabetically by *USNWR*. The (approx) midpoint of 155 was chosen for Tier 3 schools above.

<sup>2</sup> The *USNWR* Tier 4 schools rank from 189 through 248 (with ties), but they are listed only alphabetically by *USNWR*. The (approx) midpoint of 219 was chosen for Tier 4 schools above.

As Table 3 above indicates, the most common doctorate lost from the tumultuous faculty turnover in the CoB since 2003 is one from the University of Alabama, a Tier 2 university. Using the 2007 university and college rankings from *U.S. News & World Report's America's Best Colleges 2007*, and the reporting methods explained in the footnotes to Table 3, the average doctorate lost since 2003 ranks 111<sup>th</sup> by *USNWR's America's Best Colleges 2007*. This position (111<sup>th</sup>) is 16 places higher than the average for the 2007-

08 CoB (127<sup>th</sup>), and it sits in the same position as Florida State (tie for 110<sup>th</sup>) University in the 2007 rankings. As such, the average education credential that has left the CoB since 2003 is better than the average education credential of the 2007-08 CoB. Given this result, the policies (e.g., merit raise, etc.) of the Doty-Williams administration appear to have contributed to the worsening of the CoB's education credentials. And, when it comes to education credentials, the CoB of today sits below the 1979 CBA, a result previously encountered using other metrics.