

# The 2007 AACSB Debacle all over Again?

CHERYLYNN BECKER NOW TEACHING GRADUATE MGT COURSE AT COB-GC

The CoB's problematic 2007 attempt to maintain its AACSB accreditation is a story that is covered on many of the pages here at USMNEWS.net. The CoB's AACSB Peer Review Team visited the campus in February-2007, and in the weeks after that visit it delivered a written report, placing the CoB on a "6<sup>th</sup> Year Review." [Later that same month](#) USM provost Jay Grimes wrote a scathing letter to then-CoB dean Harold Doty, excoriating Doty on a number of issues involving the CoB's academic programs. Then, in April-2007, shortly after getting the bad news from the AACSB, Doty and then-CoB associate dean Farhang Niroomand "resigned," a move that reverberated across the USM campus. While Doty and Niroomand went on extended vacations, the Shelby Thames administration of USM appointed marketing professor Alvin Williams to the interim dean position. Williams then selected associate professor of management Joseph Peyrefitte as interim associate dean, and the two set out to successfully complete the 6<sup>th</sup> Year ACCSB Review, which ultimately occurred in late 2007.

A host of issues led to the CoB's 2007 AACSB reaccreditation troubles. Sources say that among these was the situation of faculty credentials. One problem of this variety that plagued the CoB was having ill-qualified instructors in various courses. A recent check of the summer 2010 CoB-GC course schedule guide indicates that the CoB may have learned very little since 2007 when it comes to instructor credentials. Listed there is "MGT 640 Adv Pers Adm," a 600-level management course being covered by associate professor Cherylynn Becker.

Type of Document	Dissertation
Author	Becker, Cherylynn F.
URN	etd-09202005-091025
Title	A middle range approach to theory development for service organization
Degree	Ph. D.
Department	Human Nutrition and Foods
Advisory Committee	Advisor Name Title No Advisors Found
Keywords	<ul style="list-style-type: none"><li>• Customer services.</li><li>• Service industries Management.</li></ul>
Date of Defense	1992-00-00
Availability	restricted

Becker was hired by the CoB during the Doty-Niroomand administration as an associate professor and chair of tourism management.<sup>1</sup> Becker earned her PhD in 1992 from Virginia Tech. As the insert above (containing information about her dissertation) indicates, Becker's PhD program at VT was housed in the Department of Human

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<sup>1</sup> A number of reports here at USMNEWS.net [delve into](#) problems in TM that arose during the Doty-Becker governing period.

Nutrition and Foods. Today, about two decades later, that organization is known as the Department of Human Nutrition, Foods and Exercise. This information is verified by the insert below, which comes from VT's website.



The VT website also indicates that the Department of Human Nutrition, Foods and Exercise is housed in the College of Agriculture and Life Sciences (see banner below).<sup>2</sup>



Thus, Becker's PhD does not appear to have come from VT's [Pamplin College of Business](#), a conclusion that calls into question the legitimacy of moving Becker into the CoB's Management and IB department, wherein she is now teaching *600-level management courses*.<sup>3</sup> As information like this comes before the CoB's 2012 AACSB PRT, a repeat of the 2007 debacle is not only possible, it may be likely.

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<sup>2</sup> Housing hotel/tourism administration (management) departments outside of the b-school is not uncommon.

<sup>3</sup> As stated earlier, Becker was hired by Doty as an associate professor of tourism management. Her move to management occurred after the Doty administration (2003-07) ended, and is an interesting story that is covered in the USMNEWS.net Archives. The short of it, according to sources, is that Becker simply refused to teach TM courses any longer, and her then-supervisor, TM chair Catherine Price, was reportedly happy to facilitate Becker's move into another department.