

AACSB

THE INTERNATIONAL
ASSOCIATION FOR
MANAGEMENT
EDUCATION

April 22, 2001

Albert W. Niemi, Jr., Dean
Edwin L. Cox School of Business
Southern Methodist University
6212 Bishop Boulevard
P.O. Box 750333
Dallas, Texas 75275-0333



Dear Dean Niemi:

It is my pleasure to inform you that the peer review team's recommendation for reaffirmation of accreditation of the undergraduate and master's degree programs in business, offered by Southern Methodist University, has been concurred with by the Business Accreditation Committee and ratified by the Board of Directors. Congratulations to you, President Turner, Provost Murfin, the faculty, the students, the staff, and all supporters of the business programs.

One purpose of the peer review is to stimulate further continuous improvement of quality business programs. Consequently, the team report includes areas of strength and opportunities for improvement. As noted in the team visit report Southern Methodist University, Edwin L. Cox School of Business, is commended on (1) the Dean's energetic leadership and engagement of the Dallas business community, (2) the innovative Global Leadership Program, the Business Leadership Center and the mentoring program, (3) the undergraduate honors program and mentoring program in the BBA program, (4) achieving a high level of student satisfaction with the overall quality of their experience, (5) attaining strong support in the local business community.

Prior to the next review, Southern Methodist University is expected to address the issues and recommendations detailed in the team report. Continued efforts are encouraged to focus on mission and to further enhance mission-linked outcomes and processes for continuous improvement.

An interim report is requested by January 15, 2006, one copy of which should be submitted to the Business Accreditation Committee Chair, in care of the AACSB office. Additionally, please send an electronic copy of each to Barbara Levin (barb@aacsb.edu).

In the January 15, 2006 report, please provide information which demonstrates sustained and further enhancement of mission-linked outcomes and processes, including development,

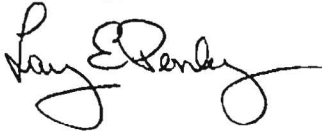
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implementation, and the impact of improved procedures for (applicable, though not all inclusive, accreditation standards are specified within parenthesis):

1. Resource allocation policies and practices of the University (M.5).
2. Progress on the new executive education building (IN.1, M.5).
3. Comparisons between the School and a set of schools that include both peer institutions and those that it considers aspirational (IN.2, M.5).

Again, congratulations from the Accreditation Council and AACSB-The International Association for Management Education. Thank you for participating in this peer review process.

Sincerely,



Larry E. Penley
Chair of the Board

c: R Gerald Turner, President
Ross C. Murfin, Provost
Peer Review Team
Charles I. Plosser, Chair
John Kraft
Judy D. Olian

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