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### Accounting program earns IMA endorsement

The BBA in Accounting program offered by Marshall University's Brad D. Smith Undergraduate School of Business has earned a prestigious endorsement from the Institute of Management Accountants (IMA), one of the largest and most respected associations focused exclusively on advancing the management accounting profession. Our application for IMA endorsement was thoroughly reviewed by IMA's Committee on Academic Relations and approved for endorsement under IMA's Higher Education Endorsement Program. The IMA endorsement recognizes business schools and academic programs that meet high educational standards, preparing students to enter into the profession of management accounting and enabling students to pursue and earn designation as a Certified Management Accountant (CMA). To qualify for endorsement by IMA, schools must meet the following criteria:

1. the program must substantially cover the CMA exam content;
2. the program must have adequate faculty resources to deliver this content;
3. the program must be accredited by a recognized accreditation organization (AACSB); and
4. a faculty member must be designated as an IMA Campus Advocate.

The Institute of Management Accountants endorsement recognizes academic excellence and also attests to the practical value of Marshall's Accounting education. Our students master the knowledge and skills necessary to succeed at the CMA exam and in their careers. Our accounting program prepares students for positions in business, government, industry and public accounting, including designation as a certified public accountant as well as a CMA.

IMA's globally-recognized CMA program is a relevant assessment of advanced accounting and financial management knowledge in four areas: financial planning, analysis, control and decision support – each of which is increasingly critical in meeting the changing needs of business, and therefore, essential learning for students of accounting and finance. Jeff Thomson, President & CEO of IMA, said "I extend my CONGRATULATIONS and look forward to working with you as partners in advancing the profession of management accounting!"

"IMA is pleased to welcome Marshall's Brad D. Smith Schools of Business to the growing list of schools that support the CMA exam program and have achieved a consistent standard of excellence," said Raef Lawson, Ph.D., Vice President of Research & Policy, and Professor-in-Residence for IMA. "Congratulations on this recognition by IMA of the quality of your management accounting curriculum. IMA is proud to recognize your school and the education you provide your students. High-quality, up-to-date educational programs that support the current needs of businesses will help future professional management accountants accomplish their career objectives and meet the competency expectations of employers."

Marshall's accounting programs are separately accredited by AACSB, The Association to Advance Collegiate Schools of Business. The association is the only agency that accredits accounting programs in the United States and only 184 of the thousands of programs around the world are accredited.



### **Marshall Online MBA ranked #4 by College Consensus**

The Marshall Online MBA program, launched in Spring 2018 and offered by the Brad D. Smith Graduate School of Business has been ranked #4 by College Consensus (<https://www.collegeconsensus.com>), a unique new college ratings website that aggregates publisher rankings and student reviews.

Online MBA programs are a proven way for busy working adults to enhance their careers, earn higher salaries, and move into positions of responsibility and leadership. Some of the top business schools in the US have developed online programs that combine educational excellence with affordability and proven job-market success. For working adults and other nontraditional students looking for an online MBA, College Consensus has ranked the 50 Best Online MBA Programs for 2019 at: <https://www.collegeconsensus.com/online/best-online-mba-programs/>

Schools in the 50 Best Online MBA Programs are all accredited institutions and were ranked according to three equally-weighted factors: Affordability (33%); Convenience (33%); and Reputation (33%). Marshall's scores on the three factors are: Affordability Score: 91.10; Convenience Score: 100.00; Reputation Score: 89.4.

The Top 4 Online MBA Programs in this ranking are: 1) University of Illinois at Urbana-Champaign; 2) Pittsburg State University; 3) Southeastern Oklahoma State University, 4) Marshall University.

The MBA "is consistently seen as the most easily identifiable business education credential for professionals from around the world," College Consensus editors wrote. "But just as business has evolved to meet the needs of a culture wanting the best investment for the future, the highest ease, and everything at the click of a button, so has this degree evolved into today's online MBA." Consensus editors ranked online MBA programs by "evaluating over 550 distance MBA programs, using their tuition costs, fully online capability, and GMAT/GRE requirements."

The website states: "The Lewis College of Business at Marshall University has created excellent programs to significantly prepare students for leadership roles in a plethora of organizations. One such program is their AACSB-accredited, flexible, 100% online MBA. Offering the same top-notch education and faculty as on campus, the online MBA is a convenient and very affordable degree path to pursue. This 36-credit hour program provides an advanced understanding of foundational business topics including business administration, accounting, economics, management, and marketing along with cultivating critical thinking, problem-solving, communication, and leadership skills. Through advanced technology in the virtual classroom, students will learn real-world application of theory to prepare them for career advancement. They also have a few options to concentrate on a specific topic of study by choosing two electives in several areas including military management."