



December 2, 2019 | Volume 3, Issue 8

College of Business included in *The Princeton Review* Best Business Schools 2020

For the second year in a row, Marshall University's Lewis College of Business, home of the Brad D. Smith Schools of Business, has been named among the nation's most outstanding business schools, according to *The Princeton Review*®. The education services company headquartered in New York City profiled our business school as one of 248 outstanding on-campus MBA programs for their "Best Business Schools for 2020" list". The Princeton Review posted the list on Nov. 19 at www.princetonreview.com/best-business-schools.

This recognition of the Lewis College of Business and its Brad D. Smith Graduate School of Business by *The Princeton Review* as an outstanding business school is the result of a shared vision and the commitment to academic excellence of our faculty, staff, students and alumni. This acknowledgment is validation of the great work happening at Marshall University to develop strong global business leaders and entrepreneurs. The ranking reinforces that fact that our MBA program and its faculty are delivering the highest quality professional education to our students. Our graduate programs sharpen the knowledge, skills and dispositions that are necessary for our students to succeed in the competitive global economy. We are in the top 1.5 percent of global business schools that are accredited by AACSB International in both business and accounting.

According to Robert Franek, The Princeton Review's Editor-in-Chief, "We recommend Marshall University's Lewis College of Business as an excellent choice for a student aspiring to earn an MBA. The company chose the schools for its list for 2020 based on data it collected from surveys of administrators at business schools during the 2018–19 academic year. The administrator survey, which numbered more than 200 questions, covered topics from academic offerings and admission requirements to data about currently enrolled students as well as graduates' employment."

Franek added, "What makes our 'Best Business Schools' designations unique is that we take into account the opinions of students attending the schools about their campus and classroom experiences. For our 2020 list we surveyed more than 20,700 students at 248 business schools. The Princeton Review's 80-question student survey asked students about their school's academics, student body, and campus life as well as about themselves and their career plans. The student surveys were conducted during the 2018–19, 2017–18, and 2016–17 academic years."

The Princeton Review's business school profiles have sections on academics, student life, admissions information and graduates' employment data. In the profile on our school, *The Princeton Review* editors describe the school as one, where "first-class, innovative teaching enhances the critical thinking skills of our students, provides discipline and knowledge through theoretical and applied learning, and develops the competencies necessary for success in the marketplace."



Some of the comments from students attending the Brad D. Smith Graduate School of Business are:

- (a) "Excellent business program and academic support systems"
- (b) "The college emphasizes bringing business theory into real-world applications so students can adapt to the ever-changing needs of the global market"
- (c) "Professors have an open door policy and will usually get back with you quickly even if it is a weekend to answer questions, and will even try to meet with you if you can't make it to office hours or even help after class"
- (d) "The administration is approachable and greatly involved"
- (e) "Everyone is focused on learning and the welfare of the students"
- (f) "The school understands that many students work full-time jobs and schedules classes to accommodate those jobs"
- (g) "I have felt like an integral part of the college since day one"
- (h) "There is a strong bond among most students and the *We Are Marshall* feeling resonates throughout the campus"

The profiles also have five categories of ratings that the Princeton Review tallies based on data from its administrator and/or student survey. The ratings are scores that range from 60 to 99. Rating categories are: Academic Experience, Admissions Selectivity, Career, Professors being Interesting, and Professors being Accessible. The profile ratings for the Lewis College of Business are:

- a) Admissions selectivity: 66
- b) Academic experience: 80
- c) Professors are interesting: 92
- d) Professors are accessible: 94
- e) Career: 71

The Princeton Review does not rank the on-campus MBA programs from 1 to 248, or name one business school best overall. *The Princeton Review* is a leading tutoring, test prep and college admission services company. Every year, it helps millions of college- and graduate school-bound students achieve their education and career goals through online and in person courses delivered by a network of more than 4,000 teachers and tutors, online resources, and its more than 150 print and digital books published by Penguin Random House. Its business school profiles are widely regarded as one of the most authentic and widely used quality indicators in the marketplace.

For more information about admission requirements for the MBA degree program, contact Dr. Marc Sollosy, MBA program director, by e-mail at sollosy@marshall.edu or Wes Spradlin, associate director of graduate programs, by e-mail at spradlin2@marshall.edu or by phone at 304-746-8964.