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### Lewis College of Business included in *The Princeton Review* Best Business Schools 2021



For the third 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*<sup>®</sup>. The education services company headquartered in New York City profiled our business school as one of 244 outstanding on-campus MBA programs for their "Best Business Schools for 2021" list. The Princeton Review posted the list at <https://www.princetonreview.com/business-school-rankings?rankings=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.

"We recommend Marshall University's Lewis College of Business as an excellent choice for an aspiring MBA," said Rob Franek, The Princeton Review's Editor-in-Chief. He noted that the company chose the schools for its 2021 list based on data from the company's surveys of administrators at business schools during the 2019-20 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 list unique is that we factor in data from our surveys of students attending the schools about their campus and classroom experiences. For our 2021 list we tallied surveys of more than 17,800 students at 244 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 2019-20, 2018-19, and 2017-18 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 Lewis College of Business 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 specific comments from students attending the Brad D. Smith Graduate School of Business are:

- (a) "The college has an excellent business program and academic support systems for all students, who must complete a core curriculum that covers a range of business fundamentals."
- (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) "The school understands that many students work full-time jobs and schedules classes to accommodate those jobs, and classes are offered in the evenings at Marshall's main campus in Huntington or online, with a few courses available at the school's South Charleston campus."
- (d) "Professors here are mostly professionals within their fields, and try to bring their experience into their teaching and use current issues as examples during class; they are always wanting to make their classes better by student feedback."
- (e) "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"
- (f) "The administration is always trying to make the school better, and to that end, Lewis just started an online MBA program that is even more affordable than the classroom-based program."
- (g) "The administration is approachable and greatly involved with all the different programs."
- (h) "Everyone is focused on learning and the welfare of the students."
- (i) "They work to keep the schedule running and offer class opportunities over the summer that accommodate working students, which helps to keep the degree moving forward."
- (j) "I have felt like an integral part of the college since day one."
- (k) "The Office of Career Services hosts career panels, discussions, and events such as Women Entrepreneurship Week, and also uses online database JobTrax, which helps students with job searches and researching employers and potential mentors, contributing to the strong record for success and education at Marshall."
- (l) "There is a strong bond among most students and the *We Are Marshall* feeling resonates throughout the campus"
- (m) The college promotes awareness and understanding of capitalism in today's market economy within the region and encourages entrepreneurship among Lewis College of Business students via angel investments and support for ambitious, catalytic projects that help students develop twenty-first century business skill sets.



- (n) "This is a military-friendly school so some students are coming in off of service, and there is a large international quotient, all of which lends itself to a freedom to share views on any topic without ridicule. All thoughts and ideas are welcome."
- (o) "Many also have families and work full time, but the faculty is understanding and make sure that outside work is something that you can do in a timely matter."
- (p) "Lewis students are "intelligent and interactive" and there are plenty of opportunities to collaborate on class projects, and the melting pot of different backgrounds "helps [with] getting different points of view on different topics in class."
- (q) "The town is small but there are clubs and organizations to keep people occupied (as well as an excellent Rec Center), and there are city buses that run even outside of town to get around if you don't have a vehicle."

The profiles also include 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: 85
- b) Academic experience: 87
- c) Professors are interesting: 94
- d) Professors are accessible: 94
- e) Career: 71

*The Princeton Review* does not rank the on-campus MBA programs from 1 to 244, 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 the Marshall MBA program, visit <https://www.marshall.edu/cob/graduate/master-of-business-administration/>

You can also contact Dr. Marc Sollosy, MBA program director, by e-mail at [sollosy@marshall.edu](mailto:sollosy@marshall.edu) or Wes Spradlin, associate director of the Brad D. Smith Graduate School of Business, at [spradlin2@marshall.edu](mailto:spradlin2@marshall.edu) or by phone at 304-746-8964.



## Lewis College of Business Online MBA Program Named Top 50 Nationwide in Princeton Review



The online MBA program at Marshall University's Brad D. Smith Graduate School of Business has been named a Top 50 program nationwide in a new ranking from The Princeton Review, confirming its status for the first time as one of the nation's most outstanding online MBA programs. The Princeton Review posted the list at <https://www.princetonreview.com/business-school-rankings?rankings=top-50-online-mba-programs>

The Marshall Online MBA, which was introduced in Spring 2018, has been ranked No. 50 and is the only West Virginia business school represented on the Princeton Review ranking.

"We strongly recommend Marshall University as an outstanding choice for anyone aspiring to earn an MBA online," said Rob Franek, editor-in-chief of The Princeton Review. "Marshall's program is exceptionally strong academically, and it maximizes technology that enables students to interact with and learn from faculty and students all over the world."

The Top 50 Online MBA Programs for 2021 ranking is based on a combination of institutional and student survey data, including career outcomes, technological infrastructure, academic rigor, cost and affordability, among more than 60 total data points weighed to determine the list and rankings.

The criteria focus on five core areas: academics, selectivity, faculty, technical platforms and career outcomes.

The results were developed using The Princeton Review's 2019-20 survey of administrators at more than 125 U.S. business schools and factored in data from its survey in 2019-20 of more than 6,000 students enrolled in online MBA programs.

For more information about admission requirements for the Marshall Online MBA program, visit <https://www.marshall.edu/cob/graduate/mba-online/>

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