



# 2004 Award Winner

## Kenneth W. Monfort College of Business

As a college within the University of Northern Colorado (UNC), the Kenneth W. Monfort College of Business (MCB) began in 1968 and quickly grew in step with the explosive growth of business school enrollments nationwide. By 1984, the college enrolled more than 2,000 students in a wide range of undergraduate and graduate degree programs but also faced strong competition from other business colleges within a 50-mile radius. MCB weighed various strategies for competing effectively and decided on a bold step: eliminate its graduate programs and offer only a bachelor of science in business administration. In 1992, MCB became the first public college in Colorado to be accredited by AACSB International in both business administration and accounting. Today, the college remains one of only five undergraduate-only programs in the United States to hold both accreditations.

Located on the university's 236-acre Greeley campus, MCB's 34 full-time faculty, 13 part-time adjunct faculty, and eight administrative staff graduate approximately 300 students a year, drawn from 32 states, primarily Colorado.

## Outstanding Performance

MCB's mission is twofold: to provide a top-quality education that prepares students for successful careers and



## Highlights

- Student performance at MCB on nationally administered exit exams consistently has been well above the national mean and in 2003-2004 reached the top 10 percent level.
- In a 2004 survey by Educational Benchmarking, Inc., MCB ranked in the top 10 percent nationally on 10 of 16 student satisfaction measures.
- More than 90 percent of organizations employing MCB's students rated the program as good or excellent.
- MCB is one of five undergraduate-only business schools in the nation accredited in both business and accounting by AACSB International—The Association to Advance Collegiate Schools of Business.

leadership roles in business, and to provide that education at an affordable price.

By most measures of success, MCB is fulfilling its mission. In the results of national standardized tests and the ability of its students to attain jobs in their chosen career fields, MCB ranks among the nation's top undergraduate business programs.

From 1994 to 2004, overall MCB student performance on tests administered by the Educational Testing Service (ETS) has been well above the national mean, and in 2003-2004 reached the 90th percentile. During the same period, nearly 84 percent of MCB graduates performed above the national mean on an individual basis, and the number of MCB students performing in the top 10 percent was nearly triple the national norm. The exam was administered to more than 80,000 seniors at 469 business education institutions in the United States in 2003-04.

In terms of job placement, 98.3 percent of MCB's 2002-03 graduates were employed full-time or attending graduate school shortly following graduation, despite a declining regional economy. Eighty-five percent of employers surveyed would recommend MCB to a student interested in an undergraduate business degree.

Such results have led to high student satisfaction. MCB ranks in the top 10 percent on 10 of 16 student satisfaction

