



May 15, 2020

Anthony R. Hendrickson  
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Dear Dean Hendrickson:

It is my pleasure to inform you that the peer review team recommendation to extend accreditation for the degree programs in business offered by Creighton University is concurred with by the Continuous Improvement Review Committee (CIRC) and ratified by the Board of Directors. Congratulations to you, the faculty, the students, the staff, and all supporters of Creighton University.

Creighton University has achieved accreditation for five additional years. The next on-site continuous improvement review occurs in the fifth year, 2024-2025. A timeline specific to the school's visit year is available [here](#).

One purpose of peer review is to recognize initiatives that support an environment of continuous improvement of quality programs. As noted in the team report Creighton University is to be commended on the best practices found on **Attachment A**.

Please refer to the [Continuous Improvement Review Handbook](#) for more information regarding the processes for continuous improvement reviews. The handbook is evolving and will be updated frequently to provide the latest revisions to the CIR process. Continue to monitor the website for the most current version of the handbook.

Again, congratulations from the Accreditation Council and AACSB International - The Association to Advance Collegiate Schools of Business. Thank you for participating in the continuous improvement review process and for providing valuable feedback that is essential to a meaningful and beneficial review.

Sincerely,

A handwritten signature in blue ink that reads "John A. Elliott".

John Elliott, Chair  
Board of Directors

cc: peer review team

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Creighton University

Attachment A

This section provides a brief description of commendations and best practices of the school that demonstrate leadership and high-quality continuous improvement in management education.

1. The Heider College of Business is in the process of implementing a new undergraduate curriculum experience called the "Heider Mindset". This curriculum will be built around six different experiences: analytical, action, cross-cultural, collaboration, service, and reflection. This curriculum initiative is accompanied by the roll out of a mobile-compatible app (H-MAP) which essentially gamifies a student's Heider experience by allowing the student to earn points for, among other things, participating in college events. These points can be used, for example, as the basis for competition within and between student groups and, ultimately, students will be able to earn badges which can be posted to LinkedIn. Once successfully implemented, this initiative promises to be unique and it has the potential to positively impact Heider students.
2. The college is housed in the Harper Center, an expansive first-rate facility. The building is currently undergoing another renovation which will complete its transformation into an incredible learning and service space for business students.
3. The college has an active and engaged alumni advisory board, with over 30 business leaders. These individuals bring extensive experience and a variety of backgrounds to the college. This board is an outstanding example of what is meant by the term "the Creighton family".
4. The college is distinguished by a number of special programs including the Anna Tyler Waite leadership program, the iJay practicum, and the "Blue Box" initiative. The latter is a fantastic example of a school creating a program that enables students to learn and apply business concepts while doing good at the same time.