July 11, 2006

Andre B. van Niekerk, Dean  
School of Business and Management  
Faculty Center Room F116  
Woodbury University  
7500 Glenoaks Boulevard  
Burbank California 91510-7846

Dear Dean van Niekerk:

AACSB International – The Association to Advance Collegiate Schools of Business – and its PreAccreditation Committee (PAC) thanks you for your Eligibility Application. I am pleased to inform you that the PAC has carefully reviewed and accepts your Eligibility Application.

The PAC has selected Dean Dick Durand of American University as your mentor. Mentor appointments must avoid any appearance of conflict of interest. Please advise if there is a potential conflict. This appointment is subject to your response and acceptance by the Mentor. Upon receipt of your acceptance of Dean Durand as your mentor, AACSB International will invite Dean Durand to serve as your mentor and advise you of his acceptance or decline. Once confirmed, you may contact Dean Durand and schedule a visit.

The mentor will visit your campus to (a) assist you in responding to any concerns raised by the PAC in its review of the Eligibility Application (b) help you determine the scope of accreditation and (c) review how Woodbury University satisfies each standard in preparing your analysis to use as the basis for the Accreditation Plan. The Mentor will also advise you if there appears to be no reasonable expectation for Woodbury University to develop a successful Accreditation Plan. For copies of PreAccreditation Process Documents, including a template for the Accreditation Plan, please visit the AACSB Web site: http://www.aacsb.edu/accreditation/process/process-toc.asp

Areas of insufficient information or potential concern identified by the PAC include:

1. The percentage of Participating and Academically Qualified faculty is low. In order to eventually satisfy the standard for qualified faculty the school needs to strongly focus on strengthening the qualifications of the faculty (Standard 9: Faculty Sufficiency and Standard 10: Faculty Qualifications).

2. The Scope of accreditation and the exclusion requested for the Bachelor of Arts in Organizational Leadership and Master’s of Organizational Leadership should be reviewed with the mentor to determine if these programs need to be included or can be excluded. Please refer to the Eligibility Procedures and Accreditation Standards for Business Accreditation for AACSB International, section 1, criterion C, pages 3-9.
3. Please review your definitions of AQ and PQ with your mentor and evaluate if all faculty are appropriately qualified (Standard 10: Faculty Qualifications).

4. Please review your definitions of Participating and Supporting faculty with your mentor and evaluate if all faculty are appropriately deployed. The overall percentage of credit hours taught by Participating staff is only 46.9%. The percentage seems especially low in Accounting, Information Technology, and Management (Standard 9: Faculty Sufficiency).

Additional areas to be addressed in the Accreditation Plan may be identified during the SWOT analysis.

Upon receipt of correspondence from AACSB confirming Dean Durand’s acceptance please contact Dean Durand to arrange the visit to your campus. Woodbury University will be responsible for all travel arrangements, including airfare, hotel accommodations, transportation, and related Mentor expenses.

If you have questions regarding this letter, please contact Lucienne Mochel, Assistant Vice President of Accreditation by phone at (813)769-6525 or email at lucienne@aacsb.edu. We look forward to your response so that we can continue working together to achieve your accreditation goals.

Sincerely,

[Signature]

Arthur Kraft, Chair
PreAccreditation Committee

c: Mike Tearney, PAC Vice Chair
Moustafa Abdelsamad, PAC Liaison
Greg Bruce, PAC Reader