

College of Business and Economics named a 'Best Business School' for third straight year

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For the third straight year, the University of Wisconsin-Whitewater's College of Business and Economics has been named a Princeton Review's Best 296 Business School. The college joins the likes of Boston University, Yale, Purdue, Northwestern and the University of Wisconsin-Madison as a top graduate business program.

The review, widely recognized and highly regarded, credits the college's reputation in the business field of having strong programs, excellent professors and bright faculty while being ahead of the curve for implementing technologies to support the educational system.

To be named by the Princeton Review as one of the Best Business Schools is a source of great pride for the College of Business and Economics, said Lois J. Smith, interim dean of the College of Business and Economics. We pride ourselves in the experiential nature of our offerings.

This recognition confirms our emphasis on quality, Smith added. Our college has a number of distinguishing features, and among them are a high proportion of doctoral-level faculty who are dedicated to teaching as well as to research. Our 23 active student organizations regularly earn national awards at

the same time as the organizations give students the opportunity to gain experience in competitive case analyses, business presentations and event planning.

Being named one of the best business schools in the nation comes at a great time for the college as it prepares to move into a new state-of-the-art facility, Timothy J. Hyland Hall, next year.

Our tagline is that we are Wisconsin's Premier Business School on the Right Sized Campus, and we believe that statement to be an accurate description of who we are, Smith said.

The Princeton Review selects schools based on their academic programs and offerings, institutional data and candid opinions of students who rate and report on their campus experiences. Schools are not ranked academically nor are they ranked hierarchically. The 2009 book has 11 ranking lists of top 10 schools in various categories from "Best Professors" to "Best Career Prospects." The ranking lists are based on surveys of business school students conducted during the 2007-08, 2006-07 and 2005-06 academic years. Most were completed online at The Princeton Review's student survey site. The 80-question survey asks students about their school's academics, student body and campus life, themselves and their career plans.