

FOR IMMEDIATE RELEASE

## **DR. RICHARD JERZ'S MBA8150-BUSINESS ANALYTICS COURSE RECEIVES QUALITY MATTERS CERTIFICATION FOR COURSE DESIGN QUALITY**

**August 13, 2019** — Dr. Richard Jerz's MBA8150-Business Analytics course earned the Quality Matters (QM) Certification Mark following a rigorous review process. The QM Certification Mark is the internationally recognized symbol of online and blended course design quality and represents Rick's ongoing commitment to creating learning environments that provide learners with a clear pathway to success.

The certification is the result of Rick's dedication to continuous improvement, including the innovative work of [instructional designers and/or faculty involved with the certified course(s)]. The course is now listed on the [QM directory of certified courses](#).

"The Quality Matters Official Review provided the opportunity to reflect on this course and examine it from the learner perspective," said Rick. "From accessibility to learner engagement to assessments, the review used internationally-recognized Standards and best practices to examine critical course components related to the learner experience and ultimately learner success."

The QM Official Review provided independent validation of the quality, learner-focused course design found in MBA8150. Reviews are conducted by QM-Certified Reviewers and use the Quality Matters Rubric and associated Standards, which are based on research and best practices. A course earns the QM Certification Mark once it meets QM Rubric Standards at the 85% threshold or better and meets all Essential Standards.

### **Media Contact**

*[Enter name, phone and email here]*

### **About Your Organization**

*The University of Iowa*, now offering an online MBA degree, is considering using the Quality Matters Rubric as a guideline in all course development and revision. Rick's course is the first course at Ulowa to achieve this certification and can be used as an example for others. The QM Rubric and process fit perfectly into our mission of providing quality online courses to students.

*[Enter text about your organization here.]*

## About Quality Matters



[Quality Matters \(QM\)](#) is the global organization leading quality assurance in online and innovative digital teaching and learning environments. It provides a scalable quality assurance system for online and blended learning used within and across organizations. When you see QM Certification Marks on courses or programs, it means they have met [QM Course Design Standards](#) or [QM Program Review Criteria](#) in a rigorous review process.

### Some additional notes

**AACSB Accreditation and quality assurance have long been synonymous with the highest standards in business education. Accredited schools are sought after by top students worldwide, and the world's most dynamic businesses hire graduates of accredited schools to help them power their future.**