

IACBE

International Assembly for Collegiate Business Education

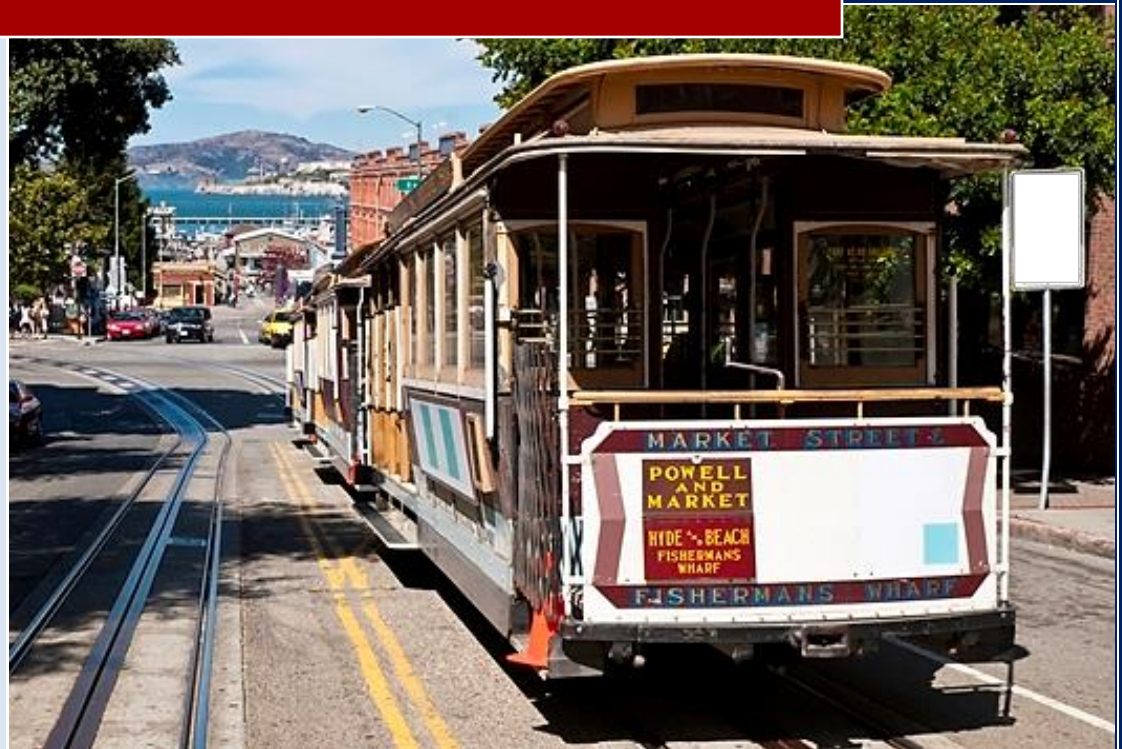
2017

ANNUAL CONFERENCE AND ASSEMBLY MEETING

International Assembly
for Collegiate Business Education

20th Anniversary ACAM

Concurrent Sessions



Celebrating Excellence in Business Education

April 18-21 • 2017

The Hilton Parc 55 Hotel
San Francisco • California • USA

2017 ACAM: Concurrent Sessions

Wednesday • April 19

Concurrent Session 1

10:20 am to 11:00 am

Topic	Presenter(s)
Strategies to Improve Retention and Outcomes in an Obstacle Course: A Case-Study of Business Statistics	Santhosh Abraham, Dawn Wright, and Scott Dolan Excelsior College (NY, USA)
Turbulent and Dynamic Times: The Importance of Tacit Knowledge and Organizational Learning in a Young E-Commerce Company	Matthew Andrews International School of Management (Paris, France)
Faculty Perceptions of Leadership and Engagement in an Organizational Turnaround	Eileen Vlacancich Brownell Sage College of Albany, The Sage Colleges (NY, USA)
Made to Stick: How to Get Students to Remember the Key Ideas in Every Class	Ronald R. Bruce Gwynedd Mercy University (PA, USA)

Concurrent Session 2

11:10 am to 11:50 am

Topic	Presenter(s)
Delivering a World-Class Business Educational Experience on a Shoe-String Budget	Ryan D. Butt Lourdes University (OH, USA)
Applying Technology to Make the Self-Study a More Effective Tool for Continual Improvement	Peter Canellis and Maxine Lubner Vaughn College of Aeronautics and Technology (NY, USA)
The Benefits to a Business School of Contributing to the Curricula of Programs Outside of Business	Fred J. Croop Misericordia University (PA, USA)
Negotiations & Model Diplomacy Simulations: A Case Study of Innovation in Business Education	Darshan Desai and Rahul Bedi Berkeley College (NY, USA)

2017 ACAM: Concurrent Sessions

Wednesday • April 19 • (Cont'd)

Concurrent Session 3

1:30 pm to 2:10 pm

Topic	Presenter(s)
CSR in Higher Education Institutions – The Case of Cologne Business School	E. Fröhlich, M. Raueiser, and C. Willers CBS Cologne Business School (Cologne, Germany)
Launching a New DBA at Franklin University	Wendell Seaborne Franklin University (OH, USA)
The Value-Added Service of Cohorts: How Learning in a Cohort influences Communication and Leadership Skills for Women	Janice Fedor Elms College (MA, USA)
Bridging the Employability Gap Between the Academy and Industry: Successful Developmental Interactions	Belle Marie Carroll College (MT, USA)

Concurrent Session 4

2:20 pm to 3:00 pm

Topic	Presenter(s)
Preliminary Findings on Short-Term, Study-Abroad Impacts on Cultural Competencies of Business Students	Laura Gow-Hogge and Ashley Walker Eastern Oregon University (OR, USA)
Creating a Novel and Distinct Learning Environment	Morris Hamm John F. Kennedy University (CA, USA)
Reflecting on the Student and Faculty Experience in UMUC's Outcomes-Based MBA Program	Rosemary Hartigan and Ravi O. Mittal University of Maryland University College (MD, USA)
The Assessment of Service Learning and Its Relationship to Course Objectives	Linda Kuechler, Michele Flint, and Grace Huff Daemen College (NY, USA)

2017 ACAM: Concurrent Sessions

Thursday • April 20

Concurrent Session 5

8:30 am to 9:10 am

Topic	Presenter(s)
Theory to Practice: Applying Friedman's Theory of Differentiated Leadership in Management Studies	Stephen J. Linenberger and Julianna Grabianowski Bellevue University (NE, USA)
Creating and Developing Effective Business School Advisory Boards	Jeffrey A. Mello Rhode Island College (RI, USA)
Utilizing a Faculty Evaluation Process to Continuously Improve Instructional Quality in an Online Business Program	Scott Dolan, Jessica Lamendola, and Santhosh Abraham Excelsior College (NY, USA)
Lessons Learned from the Implementation of a Student-Alumni Mentorship Program	John S. Miko Saint Francis University (PA, USA)

Concurrent Session 6

9:20 am to 10:00 am

Topic	Presenter(s)
Establishing and Advancing Quality in International Partnerships and Collaborations	Sha-Rese Moore and Ebony Spencer-Muldrow DeVry University (IL, USA) and Webster University (KY, USA)
"Do I Have to Do This?" – Eye Roll, Sigh – "Not Again!": Achieving Faculty Buy-In in Outcomes Assessment and Reporting	Misty Davis, Margaret Mwenda, and Pamela Imperato Davenport University (MI, USA)
Bloomberg, Career Readiness, and Response Distractors: The Quality Journey in Higher Education from Peregrine Academic Services	Olin Oedekoven and Alimaa Jamiyansuren Peregrine Academic Services (WY, USA)
Transitioning from Tutorial Theses to Capstone Models	Darlene Motley Chatham University (PA, USA)

2017 ACAM: Concurrent Sessions

Thursday • April 20 • (Cont'd)

Concurrent Session 7

10:20 am to 11:00 am

Topic	Presenter(s)
Recognizing Student Achievement: Proposing a Honor Society Connection	Eileen Vlacancich Brownell, J.D. Mosley-Matchett, and Janice Fedor Sage College of Albany (NY, USA), University College of the Cayman Islands (Cayman Islands), and Elms College (MA, USA)
Making Marketing Real: Google Analytics in the Classroom	Ralph Hoffman and Heather Pflieger Gwynedd Mercy University (PA, USA)
Senior Seminar Using Capsim for Assessing Student Learning	Cathy A. Robb and Jervaise McDaniel Oakland City University (IN, USA)
Hit the Road, Jack! International Mobility Programs Do Matter – Perspectives from Europe	Piotr Dawidziak and Krzysztof Sajon WSB University in Poznań (Poznań, Poland)

Concurrent Session 8

11:10 am to 11:50 am

Topic	Presenter(s)
Not Your Average Case-Study	Bettyjo Bouchey and David San Filippo National Louis University (IL, USA)
Are General Guidelines or Rubrics More Effective?: An Empirical Investigation	Hari Singh Humboldt State University (CA, USA)
The Design and Teaching of an Inclusive MBA Capstone Course	Mark P. Stevens Bellevue University (NE, USA)
Course Champions: Consistency in Curriculum	Marjolijn van der Velde Davenport University (MI, USA)

2017 ACAM: Concurrent Sessions

Thursday • April 20 • (Cont'd)

Concurrent Session 9

1:30 pm to 2:10 pm

Topic	Presenter(s)
The Design and Teaching of an Online Capstone Course	MaryEllen Tedesco and Kim L. Taylor The Sage Colleges (NY, USA)
Developing and Implementing Marketing and Business Project-Based, Service-Learning Courses	Cathy Denison-Robert Our Lady of the Lake College, A Franciscan University (LA, USA)
Challenges and Opportunities of Dual Online Degrees in Latin-America: Lessons Learned from the ESI School of Management-Ohio National University	Carlos Villatoro ESI School of Management (Guatemala City, Guatemala)
The Pumpkin Festival: How Infusing Aspects of Real-World Experiences in Accounting Impacts Learning	Aaron M. Williamson Jr. Chaminade University of Honolulu (HI, USA)

Concurrent Session 10

2:20 pm to 3:00 pm

Topic	Presenter(s)
What Do You Know?: First-Year Business Students' Attitudes toward Career Preparation	Dana Benbow, David Perricone, Michael Russell, and Cheryl Veronda Centenary University (NJ, USA)
An Innovative and Cost-Effective Use of the Google Suite to Cohesively Collect, Aggregate, and Share Learning Outcomes Assessments	Karalee A. Yvon College of Our Lady of the Elms (MA, USA)
Entrepreneurship and Meeting Student Expectations: Preparing Students for the Future of Work in the 21st Century	Gerard F. Zappia and Rochelle Ruffer Nazareth College of Rochester (NY, USA)
The Benefits to Students and Organizations of Online Project-Based Internships	Beth M. Castiglia and Elana Zolfo Berkeley College (NJ, USA)