



Annual Conference and Assembly Meeting

April 13-16, 2021

Schedule and Session Descriptions

iacbe.org

Tuesday, April 13, 2021
(All times are Eastern Daylight Time)

12:00-2:00PM
Virtual Welcome Reception

Welcome from Dr. Phyllis Okrepkie, IACBE President
and
Reception Sponsor Dr. Olin Oedekoven, President of Peregrine Global Services

Keynote Speaker Ron Ruth

Behind the Castle Walls: Creating MAGIC in Any Business

What in the world can customer-focused businesses possibly learn from the “Happiest Place on Earth®?” More than you can imagine. In “Behind the Castle Walls,” self-professed “Disney Geek,” Ron Ruth will take you on an inspiring journey into the creative and business genius of Walt Disney. He’ll also share his observations and extensive research as a frequent visitor to the “House of Mouse.” Students and faculty alike will discover the essential elements of the world renowned Disney guest service delivery process that not only attracts millions of annual visitors to the Disney Theme Parks, it transforms them into loyal, raving fans. More importantly, you’ll learn how to adapt and adopt that same guest service delivery process to the benefit of any business program or business.

Wednesday, April 14, 2021 (all times EDT)

11:00 AM – 11:30 AM
Annual Business Meeting

11:45 AM - 1:00PM
Keynote Speaker Dr. Edgar Barron

Re-imagining Diversity as Strategy

No idea or concept has gained more traction in organizations and institutions over the last decade than Diversity. Over sixty percent of current Chief Diversity officers have been hired in the past 3 years as organizations move rapidly to respond to the renewed reality of racism in America. But what if organizations approached Diversity as a strategy to be leveraged and not a problem to be solved? What if they integrated Diversity into their organizational strategy and academic curriculum? What if they produced a generation of leaders that are equipped to leverage Diversity as a strategic advantage? Can you imagine the impact? This keynote session will provide the framework that will enable you to re-imagine Diversity as Strategy.

Wednesday, April 14 - Break-Out Sessions

1:15 PM – 2:00 PM

Building open courses to foster certification and employability pathways – Dr. Paul S. Szwed, Massachusetts Maritime Academy

Increasingly, employers are expecting more of our graduates and, at the same time, our students are asking for more opportunities to enhance their employability. To address these twin demands, open courses can be designed using bodies of knowledge from the credentialing professional societies. This presentation will describe a process for creating the organizing frame for such a course, obtaining relevant open materials, and designing modules that use a pattern of active, experiential, and practice-based techniques for learning.

Leveraging Assessment to Improve Quality in Higher Education: Perspectives from the Field – Dr. Olin Oedekoven, Peregrine Global Services

How are schools using assessment results? How does quality change over time? What do the data indicate? With over ten years of results from nearly two million students, Peregrine Global Services is in a unique position to conduct comprehensive longitudinal analyses across the spectrum of higher education. We will present case studies and long-term data trends to understand how assessment results are used to improve the quality of higher education as expressed through learner results.

The HyFlex Learning Model; What it is, how it's applied, and why it may be here to stay in the post-COVID world, Dr. Sharon Beaudry, Oregon Institute of Technology

We have all heard of online, hybrid, or blended classes, but the newest model being talked about in education is Hyflex. The Hyflex Learning Model combines elements of both online and classroom-based learning by taking a hybrid class to a new level of flexibility where students customize their educational experience and tailor coursework to their individual needs and learning preferences (Educause, 2020). Does this sound familiar in the COVID world where many of us are attempting to balance learner needs, multiple modalities, and ever-tightening budgets? Learn more about this emerging pedagogy and how it can be applied in business education. Understand the pros and cons from the instructor and student perspective, and why this learning model might stick around in a post-COVID world.

Information session for new and prospective members - Ted Collins, IACBE

Join us to learn more about the benefits and processes for IACBE membership, candidacy, and accreditation of your business programs. We will begin with a discussion of the benefits of becoming a part of the IACBE family and the unique ways that we allow you to earn accreditation for your business programs while retaining your institution's unique perspectives and mission. We will then walk through the process to move from educational member to candidate for accreditation then to member with accredited programs. We will finish with an opportunity for you to ask questions and interact with current members who can share their experiences as IACBE members.

2:15 PM – 3:00 PM

Digital Badges: Using Internships to Practice 21st Century Skills, Dr. Denise Holland, and Mr. Justin Mason, University of Montana Western

This exploratory research proposes an experiential learning approach which utilizes a framework to help students acquire 21st Century Skills through internships. The theoretical grounding is based on the 4Cs in the 21st-Century literature (critical thinking, communication, collaboration, and creativity). Digital badges, in the context of research-based design, were used to operationalize the 4Cs. This research produced some interesting results in terms of schedule planning, crisis management, team management, and design-thinking which connect well to experiential learning.

Supporting Military Students in the Business Classroom, Dr. Todd Terry, and Dr. Marjolijn van der Velde, Davenport University

How can colleges and universities best meet the needs of their active military and veteran students? This session will highlight the proactive approach faculty can take to make both the classroom environment and curriculum accessible to military students. Primary research results of the business college's military students will be analyzed. The military support team in student services, admissions and advising will also be discussed.

Exhibitor Presentation - Turning Science and Practice into Simulation-based Experiential Learning, Mr. Evan Meyer, Capsim Management Simulations

With the value of higher education under intense scrutiny, a commitment to experiential learning provides a substantial value proposition for academic institutions. Unfortunately, many schools struggle to effectively and efficiently integrate experiential learning into their programs and the virtual classroom has increased the scope of these challenges.

Join our session to discover how institutions and faculty leverage simulations as a vehicle to drive meaningful student development and engagement across the curriculum in both virtual and traditional learning contexts.

Business Program Accreditation: The Board of Commissioner Perspective

Join the IACBE Commissioners to hear their perspectives on the self-study and accreditation process. This is an opportunity for you to talk with the Commissioners to learn what they look for as they review programs for accreditation.

3:15 PM – 4:00 PM

Creating a Bridge of Understanding from Different Cultures of International Students, Dr. Hossein Noorian, Wentworth Institute of Technology

Students should have the opportunity to serve others in the regional community. The presentation focus will be on eight strategies and methodologies that should be common to Business Administration and Management Programs. In this interactive presentation, participants will be able to learn from each other in order to strengthen their teaching and program management experiences.

Filling the workforce skills gap: Teaching essential soft skills, Dr. Shari Carpenter, Eastern Oregon University and Ms. Maureen Shelburn, Market Development Manager at Wiley Publishing

Universities continue to see enrollment declines. Businesses experience a decline in qualified applicants. Six hundred HR leaders were asked about their ability to hire skilled candidates. The study found 64% believed there is a skills gap in their organizations. In this presentation, we will: 1) Present relevant terminology; 2) Validate research, and 3) Rank missing skills. Attendees will participate in a facilitated discussion: 1) Elicit methods used to teach soft skills; 2) Determine ways students can portray soft skills to employers.

Organizing for a Successful IACBE Self-Study Plan - Dr. Theodore Richardson and Dr. Christian Sonnenberg, Florida Institute of Technology

In this interactive session, learn how the Bisk College of Business Assessment Team developed a workplan with timelines and responsibilities to complete a thorough self-study. Dr. Christian Sonnenberg, Associate Dean, and project management expert designed the template which led to

team success. In the session, Dr. Richardson and Dr. Sonnenberg will share the assessment team's work process that consisted of management of objectives through faculty and staff excellence and a culture of continuous improvement.

Exhibitor Presentation - CapSource: Live Cases are on the Rise! Jordan Levy, Executive Director, CapSource

Hear from IACBE Experiential Learning Partner, CapSource, as they recap the Live Case Experiences coordinated this year with DoorDash, The Ronald McDonald House of Jacksonville, Florida, True Religion, and Coinsource. In addition, if you are interested in engaging your students on high-quality turn-key experiential learning programs, hear what CapSource has in-store for IACBE schools for next academic year.

4:15 PM – 5:00 PM

Learn to Serve, Serve to Learn, Ms. Jenny Scott, Lewis Clark State College

Service Learning provides students with an opportunity to learn, practice, and apply course content in a real-world setting, and adds another layer of growth and development: understanding the value of service and serving others. This session will showcase a Service-Learning Project that was designed and delivered in both live and online formats. Attendees will review and consider project components, selection of participating organizations, examples of outcomes and assessment, and strategies for potential challenges.

Experiential Learning at Dean School of Business: From Yesterday's Idea to Today's Practice, Dr. Gerard Shaw, Dean College

This presentation will outline the journey Dean School of Business (DSB) is taking as it explores experiential learning and hopefully, will promote participant interaction and discussion. The goal will be to help those beginning this same journey and those working to move farther along.

Impacts of Servant Leadership on Burnout Level of Nursing Staff: A Structural Equation Model, Dr. Jerry L. Chi and Dr. Grace C. Chi, Andrews University

Servant leadership reflects the Christian values and Biblical principles of providing service to others. The effects of servant leadership on employees are not known. Our purpose was to examine whether the practice of servant leadership in a Christian hospital improves effectiveness and/or decreases job burnout among nursing staff.

Thursday, April 15, 2021 (all times EDT)

11:00 AM – 12:00 PM

Plenary Session – Panel on Leadership

**Dr. Christopher Washington, Moderator and Panelists Dr. Olin Oedekoven,
Dr. Fred Chilson, Ms. Elana Lagunina, and Ms. Maureen Metcalf**

As a result of the COVID-19 Global Pandemic, nearly every organization around the world adopted some form of remote work policies and practices with varying degrees of effectiveness. In addition, with the explosion in the availability of information and communication technologies, there is increased interest in knowing more about a) the optimal conditions that facilitate remote work, b) the characteristics of remote workers that contribute to worthy performance and organizational effectiveness, and c) modern approaches to remote worker accountability. The purpose of this panel is to review best practices in remote work management and consider directions for future research.

Thursday, April 15 - Break-Out Sessions

12:15 PM – 1:00 PM

Technology Tools to Increase Student Engagement, Dr. Cathy A. Robb and Dr. Jervaise McDaniel, Oakland University

For today's college students, technology is an inseparable part of life. As educators we are challenged to engage students by incorporating technology in the classroom. Formative assessment, which provides instructors feedback on student learning, can be accomplished by using gamification and video communication strategies. This session will feature two web-based tools for educators, Kahoot and Flipgrid. These tools both address student engagement and assessment while enhancing motivation!

Assessing Soft Skill Learning Outcomes for an MBA Program Using a 360-degree Leadership Assessment Approach, Dr. Michal Pronobis, WSB Gdansk and Dr. Olin O. Oedekoven, Peregrine Global Services

Most academic programs have learning outcomes that include both technical knowledge and soft skills. Methodologies for assessing the technical knowledge levels of students are well established; however, evaluating learning outcomes that are based on soft skills is much less well understood. We employed a pre-program/post-program 360-degree assessment approach to evaluate the change in proficiency levels of outcomes-based soft skills for a newly created executive MBA program that includes learning outcomes defined primarily on soft skills.

IACBE Compliance, and Reporting Requirements, Cecilia Livengood, IACBE

IACBE staff will discuss the current reporting and compliance requirements for members. Topics will include Public Disclosure of Student Achievement, Web Path Notification, Note Compliance, Interim Quality Assurance Report (IQAR), and required notifications.

CPA Revolution: The new CPA exam, Julia Woislaw, AICPA, Anna Howard, CPA, AICPA, and Colleen Conrad, CPA, NASBA

The CPA Evolution initiative aims to transform the CPA licensure model to recognize the rapidly changing skills and competencies the practice of accounting requires today and will require in the future. It is a joint effort of the National Association of State Boards of Accountancy and the American Institute of Certified Public Accountants. In this session, we will cover how we got to the new licensure model, the benefits of the model, next steps, and available resources for accounting educators.

1:15 PM – 2:00 PM**Infusion of Liberal Learning into the Business Curriculum, Dr. Regina M. Riccioni and Ms. Wendy Hahn, Saint Elizabeth University**

Beginning summer 2018 Saint Elizabeth University, with two partner institutions, were funded through a Yes We Must Coalition / Teagle Foundation funding opportunity to ensure Analytical Thinking, Multiple Framing, The Reflective Exploration of Meaning, Practical Reasoning, and Ethics learning were explicit in our undergraduate business curriculum. Each school approached the opportunity differently; this presentation will detail our approach and preliminary outcomes as a result of the curriculum change.

Stretching the Boundaries of a Traditional Business Department: Integrating a Digital Communication Curriculum that Reflects Regional Employment Environment and Infuses Experiential Learning, Ms. Margaret Rakus, Gwynedd Mercy University

The Challenge: Build a Digital Communications program within a traditional Business Department . . . and convince stakeholders it is a good idea for the department, institution, and students. This presentation will review three strategies: reflect regional employment needs identified through an analysis of online job postings, incorporate industry-recognized credentials, and infuse with experiential learning opportunities.

Exhibitor Presentation - Interpretive Simulations: Simulation: Illustration Iteration - Tim Sams, Interpretive Simulations and Dr. David Hawkins, Northwestern Oklahoma State University.

Reading books, taking notes, and writing essays have gone the way of the papyrus and stylus. Today's students live and breathe responsive electronic displays. Through interactive and responsive gaming, simulations require students to see, hear, and do so that they may actually learn what business is about.

Developing and Implementing an Outcomes Assessment Plan – Dr. Phyllis Okrepkie

New to the IACBE outcomes assessment process? Need a refresher as you update your OAP? Working on your OAP to submit the IQAR? Join Dr. Okrepkie for a brief review of the OAP format and requirements.

2:15 PM – 3:00 PM

Meeting the Needs of Students for Self-Directed Learning in Developing Workplace Readiness Skills: Applying a Learning Contract in a Management Internship Course, Dr. Wayne D. Sneath, Davenport University and Dr. Marjolijn van der Velde, Davenport University

Learning contracts are an integral component in the success of a student's internship experience, form the basis for the student's job responsibilities, and give the site supervisor and faculty a means to evaluate the student. The relationship of the learning contract, self-directed learning, and workplace readiness skills were examined in an undergraduate business school setting. The findings suggest the learning contract plays an important role in student self-directed learning.

Student-Alumni Mentorship and Networking Initiatives for Traditional Undergraduate Business Programs, Dr. John S. Miko, Saint Francis University

One of a university's greatest resources is its alumni who have had successful and fruitful careers and who recognize and appreciate the role that their university experience played in their personal and professional development. This presentation will review several student-alumni mentorship initiatives implemented at one small business school designed to tap into the social and professional capital of alumni in an effort to benefit current undergraduate business students.

Characteristics of Sport Management Academic Offerings within IACBE Accredited Business Programs, Dr. Craig M. Crow, Mr. Anton Schulz, and Mr. Jason E. Schutte, West Liberty University

The presentation will provide up-to-date information on sport management academic programs and majors found in IACBE accredited programs. Results will be tied into existing related literature. Information to be presented includes topics such as faculty composition, program size, proximity to internship opportunities, dual accreditation, modalities offered, curriculum focus, capstone requirements, and more. Results will be compared to findings from existing literature.

3:15 PM – 5:00 PM
Virtual Banquet and Recognition Meeting

Candidates for Accreditation

Our Lady of Fatima University
Shaanxi Master of Business Administration Institute
Siena Heights University
Southwest Minnesota State University
Southwest University of El Paso
Valley City State University

First-Time and Reaffirmation - Members with Accredited Programs

AIMS Institutes
California State University Maritime Academy
Carlow University
Carroll College
Concordia University-Wisconsin
Culver Stockton University
Dean College
Eastern Oregon University
Ecole de Management et de Communication
FHR Lim A Po Institute for Higher Education
Fitchburg State University
GAIA Escuela de Negocios
GLA University
Greenville University
Indus Business Academy-Bangalore
Lindsey Wilson College
Molloy College
Point Park University
Rhode Island College
Russell Sage College
Seton Hill University
Shepherd University
State University of New York-Empire State
Swiss School of Management
The Saigon international University
University of Business and International Studies (UBIS)
University of Lodz
University of New York- Prague
University of Sioux Falls
Ursuline College
Wright Graduate University

Friday, April 16, 2021 (all times EDT)

Friday, April 16 - Break-Out Sessions

11:15 AM – 12:00 PM

Teaching Finance in Liberal Arts Colleges: An Interdisciplinary Teaching Practice with Real-World Data Applications, Lufei Teng, Muhlenberg College

This presentation will be centered around two core values of liberal arts education, interdisciplinary learning, and critical thinking, and focus on three finance teaching practices, 1) integration learning, 2) real data application, and 3) quantitative writing assignment. The presentation will utilize multiple finance teaching examples, such as yield curve, to illustrate how these three aspects can be integrated together to achieve the two core values.

Spanning Semesters to Build Student Success and Career Sustainability Skills Within and Outside the Classroom, Dr. Sharlene Buszka and Ms. Carol Bartlo, Daemen College

A newly developed sequence of three - one credit courses that span a student's freshman to senior years will be described as they relate to the need for enhanced student success and career sustainability skills. Each course requires students to complete personal assessments, interact with business professionals, and reflect on understanding themselves and business career options and opportunities. How this course sequence relates to several IACBE accreditation principles will also be discussed.

Implications of the COVID-19 pandemic on students' evaluations: Performance comparison fall 2019 vs fall 2020, Dr. Harika Rao and Dr. Andrea Camargo, Lynn University

The scope of the presentation is to compare the performance evaluation of the student's pre and during the pandemic. This study will compare the overall grades along with a detailed analysis of some specific evaluation methodologies like quizzes, assignments, discussions, and presentations.

IACBE Guidelines for Faculty Qualifications and Credentials

Join Dr. Okrepkie for an opportunity to engage in a discussion about the IACBE Faculty Qualification Guidelines. This session is designed for members with accredited programs, members working on their self-study, and for those determining if IACBE is the best business program accreditor for their business programs.

12:15 PM – 1:00 PM

Using Authentic Material for Writing Activities in English for Business Purpose Class, Mr. Tawos Mohammadi, Kabul Education University

Writing is a difficult task even for the native speakers of English language; that is why the presenter believes that the best way to teach writing is through experiential learning where the learners use the authentic materials for learning the writing of a particular genres. Going through a number of stages, the learner learns writing of different genres of writing, in this case, writing the research papers. This practice is used in Kabul Education University for teaching writing to the students. This method familiarizes the students with different type of academic writings and the ways of writing each genre of writing.

Student Success and Engagement: Understanding Online Business Education through Student Learning Outcomes, Dr. Antwon D. Woods, Belhaven University

To analyze the quality of education, it is important to look beyond final outcomes and investigate other areas, which may impact learning outcomes across delivery systems (Nguyen, 2015). An area of interest, which this presentation focuses on, is student engagement because of the impact it has on the student's academic success (Lei, Cui, & Zhou, 2018). The purpose of this presentation is to understand the effectiveness of student outcomes and perceptions regarding the quality of instruction and engagement in online learning.

Paving the way for education amidst constraints and pandemic- A study of Uganda, Dr. Rashmi Tripathi, ISBAT University

The presentation of paper will start with the economic and other constraints of Uganda and how the country planned for continuing education in this scenario. Embracing the technology and government support played a crucial role in the decision making.

1:15 PM – 2:00 PM

How to Master Administrative Leadership Skills for Non-Leaders, Dr. Akram Elentably, King Abdul-Aziz University

Leadership is considered one of the most important managerial functions. A manager that leads a group of individuals must guide and train them as well as motivate them to complete their tasks. The job is not easy for the manager, it requires time, effort, and skills so that he can lead with efficiency and effectiveness. From this, it can be said that leadership is the core of the management process, its heartbeat. In this session we will look at how to master administrative leadership skills for non-leaders.

Fostering Resiliency and Empowerment in Underprepared Graduate Students by Integrating Experiential Learning in Curricular and Co-Curricular Activities, Michele Paludi, Anna Zendell, Excelsior College

Experiential learning creates optimal opportunities for adult learners because they have life and work experiences on which to draw, as well as the ability to reflect, inquire, and develop and implement new ideas. We identify several curricular and co-curricular on-line experiential learning strategies for building graduate level preparedness skills that foster resiliency and academic achievement. In addition, we will present three new required interdisciplinary courses that integrate life-long learning with experiential learning.

An MBA Project: Boost and Develop the Startups, Mr. Qais Mohammadi, Kardan Education University

This one-person presentation is developed based on the practices used in the MBA program at Kardan University. The presentation focuses on the practice of “Boost and Develop the Startups,” which is one of the assignments (20 marks) that must be completed by the students of MBA. This practice has been proposed by the presenter and is recently being used by Kardan University as a method of using outside experiences to prepare students for the workplace.

2:15 PM – 3:00 PM

Redefining Work/Life Balance during the COVID-19 pandemic for Deans, Program Chairs, Directors, and Faculty, Dr. Steve Custer and Dr. Rodger Minatra, Oakland City University

In light of the tremendous challenges presented by the COVID-19 pandemic to deans, program chairs, directors, and faculty, is it even worth it to seek work/life balance anymore? In this session, an investigation of likely culprits which sabotage success along with new considerations such as “Zoom fatigue” and hybrid learning experiences will be explored. Come prepared to take inventory of these timely issues. Like it or not, they are a virtual certainty.

MOVING Adjuncts FORWARD in Success! Ms. Jill Winnington, Ms. Stacey Knapper, and Dr. Ralph Hoffman, Gwynedd Mercy University

With a strong reliance of academic program success based on adjunct faculty, it is essential to create a robust learning community starting with an engaging onboarding and orientation experience. We developed a model for establishing a comprehensive adjunct faculty development community leading to increased engagement and commitment to the University. The model was developed over a three-year period based on the philosophy that well-trained and supported adjuncts transfer their skills into the online classroom leading to an improved student experience!

JABE Journal Editorial Board, Dr. Christian Gilde, Editor

Take this opportunity to meet the editor of the JABE Journal, Dr. Christian Gilde and to learn more about the journal. You will have the opportunity to ask questions about publishing in the journal, becoming a reviewer, or serving on the editorial board.

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See you next year!

April 4-8, 2022



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