



Scan to access full schedule  
and additional ACAM details

## ACAM 2024 Agenda

### Tuesday | April 2, 2024

START	END	ACTIVITY	LOCATION
9:00am	5:00pm	Peregrine's Best Practice Poster Presentation	West Mezzanine
1:00pm	5:00pm	Board of Directors Meeting	Galaxie
2:00pm	5:00pm	Registration	West Mezzanine
5:00pm	6:15pm	Peregrine Best Practices Poster Judging Session	Ben Hollander
7:00pm	10:00pm	Peregrine Global Services Welcome Reception	Peabody Rooftop

### Wednesday | April 3, 2024

START	END	ACTIVITY	LOCATION
7:30am	8:30am	Breakfast	Continental Ballroom
8:30am	10:15am	General Assembly Meeting & Keynote Address	Continental Ballroom
10:10am	10:30am	Break	Louis XVI
10:30am	4:00pm	Student Case Competition	International (3 <sup>rd</sup> Floor)
10:30am	11:10am	Concurrent Session 1	Venetian, Forest, & Hernando Desoto
11:20am	12:00pm	Concurrent Session 2	Venetian, Forest, & Hernando Desoto
12:00pm	1:00pm	Lunch & Peregrine Best Practices Poster Award Winner	Continental Ballroom
1:10pm	1:50pm	Concurrent Session 3	Venetian, Forest, & Hernando Desoto
2:00pm	2:40pm	Concurrent Session 4	Venetian, Forest, & Hernando Desoto
2:45pm	3:00pm	Break	Louis XIV
3:00pm	3:40pm	Concurrent Session 5	Venetian, Forest, & Hernando Desoto
3:50pm	4:30pm	Concurrent Session 6	Venetian, Forest, & Hernando Desoto
4:30pm	5:00pm	Regional Assembly Meeting	Continental Ballroom
5:30pm	6:00pm	Riverboat Excursion shuttles start	West Entrance / Union Ave
6:00pm	8:00pm	<b>Memphis Riverboat Excursion</b>	Offsite

### Thursday | April 4, 2024

START	END	ACTIVITY	LOCATION
8:00am	8:45am	Breakfast	Continental Ballroom
8:45am	9:25am	Concurrent Session 7	Venetian, Forest, & Hernando Desoto
9:35am	10:15am	Concurrent Session 8	Venetian, Forest, & Hernando Desoto
10:15am	10:30am	Break	Louis XVI
10:30am	11:10am	Concurrent Session 9	Venetian, Forest, & Hernando Desoto
11:20am	12:00pm	Concurrent Session 10	Venetian, Forest, & Hernando Desoto
12:00pm	1:00pm	Lunch & Student Case Competition Winner Announcement	Continental Ballroom
1:10pm	1:50pm	Concurrent Sessions 11	Venetian, Forest, & Hernando Desoto
2:00pm	2:40pm	Concurrent Sessions 12	Venetian, Forest, & Hernando Desoto
2:00pm	5:00pm	<b>Accreditation Institute Part 1</b>	General Moorman
2:00pm	7:00pm	Headshot Studio	TBD
2:45pm	3:10pm	Break	Louis XVI
3:20pm	4:00pm	Concurrent Sessions 13	Venetian, Forest, & Hernando Desoto
4:10pm	4:50pm	Concurrent Sessions 14	Venetian, Forest, & Hernando Desoto
6:00pm	7:00pm	Cocktail Hour	South Mezzanine
7:00pm	9:00pm	Accreditation & Awards Banquet	Continental Ballroom

### Friday | April 5, 2024

START	END	ACTIVITY	LOCATION
9:00am	5:00pm	<b>Accreditation Institute Part 2</b>	General Moorman
9:00am	12:30pm	<b>Dean's Roundtable</b>	Cockrell

#### Notes

All times listed in CDT (Central Daylight Time).

**Bold** items are optional paid add-ons.

Peabody Hotel [floor plans](#)

## Concurrent Sessions – Wednesday, April 3

TOPIC	SPEAKER(S)	LOCATION
<b>Concurrent Session 1   10:30am – 11:10am</b>		
Navigating the Evolving Landscape of Higher Education: Implications of AI for Curriculum Design, Teaching Methods, and Student Outcomes	Lois McWhorter, Vonda Moore	Venetian
Measuring What Matters: AI-Driven Insights Across Bloom's Taxonomy	Marty Casey, Ashley Dillard	Forest Room
Emerging Trends in Business Education	Akm Rezaul Hossain	Hernando Desoto
"Meet the Commissioners" Panel	Sharon Beaudry, Anthony Fabrizio, Nipoli Kamdar	Continental
<b>Concurrent Session 2   11:20am – 12:00pm</b>		
Improving the Hiring and Employment Process of Adjunct Instructors and Tenure Track Faculty for Excellence in Your Business Education Program	Ann Tuttle	Venetian
3 Stories on Bringing Certs to the Classroom	Bini Dawit, Bryan Lapidus, Ricky Madison, Maja Zelihic	Forest Room
Designing a Persuasive University Website: Conducting Internal Research to Help with University Student Recruitment	James Dovel	Hernando Desoto
<b>Concurrent Session 3   1:10pm – 1:50pm</b>		
Empowering Higher Education: Leveraging ChatGPT Across Curriculum Design, Teaching, and Research	Na "Lina" Li	Venetian
Advisory Boards: What, Why, How, When, & Who	E. Nicole Hess-Escalante	Forest Room
Certificate Accreditation Program	Cecilia Livengood	Hernando Desoto
<b>Concurrent Session 4   2:00pm – 2:40pm</b>		
Inclusive Design: Applying Universal Design Principles to a General Education Course	Staci Lugar Brettin	Venetian
Mergers and Acquisitions in Higher Education	John W. Rogers, Thomas A. Barron	Forest Room
Transforming Future Business Leaders Through Experiential & Service Learning	Kellie Playter, Tammie Burkhart	Hernando Desoto
Open Forum for Site Team Members	Cecilia Livengood, Laurie Yates	Continental
<b>Concurrent Session 5   3:00pm – 3:40pm</b>		
Entrepreneurship: Is your MVP sitting on the bench?	Maeghen Kuhn, Stephanie Thacker	Venetian
Practical Ways to Teach Using Our Simulations	Peter Zinnman	Forest Room
The Impact of Artificial Intelligence on the Accounting Profession: What Educators Need to Know and Do	Bethany M. Spencer	Hernando Desoto
Developing Future Leaders: Implications for Curriculum Design, Teaching Methods, and Student Outcomes	Patricia A. Ryan	Continental
<b>Concurrent Session 6   3:50pm – 4:30pm</b>		
An understanding of a sustainable blue economy in a specialized business curriculum	Madhubani (Bani) Ghosh	Venetian
Health of Program: Leveraging Technology for Program Reviews	Alyncia M. Bowen	Forest Room
IQAR Report: From the Lens of Standardized Learning Models at Lynn University	Harika Rao, Christopher R. Zapalski, David Spohn	Hernando Desoto
Open Forum on Accreditation	Cecilia Livengood, Laurie Yates	Continental

## Concurrent Sessions – Thursday, April 4

TOPIC	SPEAKER(S)	LOCATION
<b>Concurrent Session 7   8:45am – 9:25am</b>		
Reimagining Higher Education: Shifting Focus from Knowledge to Behavioral Development	Santiago Umaschi	Venetian
Impacting College Success Rates for First Year Students	Cathy Robb, Jervaise McDaniel,	Forest Room
The Principles of Principles of Management	Maeghen Kuhn, Stephanie Thacker	Hernando Desoto
<b>Concurrent Session 8   9:35am – 10:15am</b>		
Assessing the alignment between logistics education and the need in the field: A Necessary Condition Analysis	L. Craig Austin	Forest Room
Curriculum Competency Model and its Impact on Market Relevant Education	Murad Abel	Hernando Desoto
Thrifty Lessons: Allowing Learning to Evolve Serendipitously within an On-Campus Thrift Store	Ann Saurbier	Continental
<b>Concurrent Session 9   10:30am – 11:10am</b>		
Higher Learning: The Joint Pursuit of Cannabis Knowledge	Lou Giannotti, Heather Pflieger	Venetian
Excellence in Business Education: A Collaborative Model for Continuous Improvement and Accreditation Success	Na “Lina” Li, Lara Miller	Forest Room
AI in Higher Education- A Collaboration Hub	Jennifer Uptmor, Rachel Kaitz	Continental
<b>Concurrent Session 10   11:20am – 12:00pm</b>		
Using Labor Market Data to Inform Curriculum Design and Program Development to better align academic curriculum to job skills in demand	Kathy Kennedy-Ratajack	Venetian
The Lie of Bringing Your Whole Self to Work	Robin K. Hinkle	Forest Room
Revolutionizing Executive Education: The Hybrid EMBA Experience	Leah Sciabarrisi, Santarvis Brown, Scott Dolan	Hernando Desoto
<b>Concurrent Session 11   1:10pm – 1:50pm</b>		
Rethinking Assessment: Experiential Learning & Complex Environments from a Student Perspective	Jennifer Bonoff, Bonnie Kennedy, Samuel Sacco, Melissa Varao	Venetian
Designing Practicum Curriculum To Develop Future Sports Business Industry Leaders	Steve Chasey	Forest Room
<b>Concurrent Session 12   2:00pm – 2:40pm</b>		
Accounting Education: A Case for Experiential Learning Activities	Derek Jackson, Shelly McCallum-Ferguson	Venetian
Innovation and practice of MBA talent training model based on the alliance of seven universities	Lin Lyu	Forest Room
New Ways to Teach Social Media Marketing	Janice A. Fedor	Hernando Desoto
<b>Concurrent Session 13   3:20pm – 4:00pm</b>		
Behind the scenes of a 3+1 Accelerated Dual Degree Program – sharing the experience of designing, implementing, and maintaining the program	Kathy R. Baughman	Venetian
The Dynamics of Study Teams in Business Case Learning	Christian Gilde	Forest Room
Exploring Business College Programs Amidst Baby Boomer Demographic Shift	Young Seob Son	Hernando Desoto
<b>Concurrent Session 14   4:10pm – 4:50pm</b>		
Are We on the Same Page?: How Do Higher Education Institutions’ Objective Priorities Compare Between Professors and Administrators?	Peter Canellis	Hernando Desoto