2015 ACBSP Fall Conference

Creating New Knowledge in the Classroom

Myrtle Beach, South Carolina

October 1 - 3, 2015
Welcome to the Region 3 Fall Conference at beautiful Myrtle Beach! What an honor it is for York Technical College to host this event. As we continue our ACBSP tradition of excellence in teaching business education, these conference sessions will allow us to learn best practices from some of our own members. In addition, it will give us a chance to network and build stronger relationships within the region. Those relationships help when dealing with teaching, learning outcomes, credentialing, and curriculum issues. It is one of the reasons that our region is so strong. It is always good to know that you have someone you can reach out to when a question arises and you want to find out how someone else handles it.

I hope you will make it your goal while at the conference to enlarge your circle of friends in addition to learning new concepts that you may be able to take back with you and put into practice. We are most fortunate to have Jeffrey Alderman, ACBSP President, with us so you will also be able to get any questions you may have about ACBSP answered at the conference as well.

Enjoy the conference, the beautiful views of the ocean, and the excellent sessions.

Edie Dillé, Chair
ACBSP Region 3
## Conference at a Glance

<table>
<thead>
<tr>
<th>Day</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Thursday</strong></td>
<td>Preconference Location: Horry-Georgetown Conference Center</td>
</tr>
<tr>
<td></td>
<td>8:00 a.m. – 12:00 p.m. Assessment Preconference Workshop</td>
</tr>
<tr>
<td></td>
<td>8:00 a.m. – 12:00 p.m. Scholarly Publishing Preconference Workshop</td>
</tr>
<tr>
<td></td>
<td>Conference Location: Myrtle Beach Hilton, 10000 Beachclub Drive,</td>
</tr>
<tr>
<td></td>
<td>Myrtle Beach, SC</td>
</tr>
<tr>
<td></td>
<td>9:00 a.m. – 5:00 p.m. Conference registration</td>
</tr>
<tr>
<td></td>
<td>9:00 a.m. – 5:00 p.m. Exhibits open</td>
</tr>
<tr>
<td></td>
<td>1:00 p.m. – 1:50 p.m. Networking Session</td>
</tr>
<tr>
<td></td>
<td>2:00 p.m. – 2:50 p.m. Session 1</td>
</tr>
<tr>
<td></td>
<td>3:00 p.m. – 3:50 p.m. Student Showcase #1</td>
</tr>
<tr>
<td></td>
<td>4:00 p.m. – 4:30 p.m. Session 2 (Sponsor)</td>
</tr>
<tr>
<td></td>
<td>4:30 p.m. – 5:30 p.m. Shag Lessons (optional)</td>
</tr>
<tr>
<td></td>
<td>Dinner on your own</td>
</tr>
<tr>
<td><strong>Friday</strong></td>
<td>7:00 a.m. – 7:30 a.m. Walk on the beach</td>
</tr>
<tr>
<td></td>
<td>8:00 a.m. – 2:00 p.m. Registration open</td>
</tr>
<tr>
<td></td>
<td>8:00 a.m. – 5:00 p.m. Exhibits open</td>
</tr>
<tr>
<td></td>
<td>8:00 a.m. – 8:45 a.m. Breakfast</td>
</tr>
<tr>
<td></td>
<td>9:00 a.m. – 9:50 a.m. Concurrent sessions</td>
</tr>
<tr>
<td></td>
<td>10:00 a.m. – 10:50 a.m. Concurrent sessions</td>
</tr>
<tr>
<td></td>
<td>11:00 a.m. – 11:50 a.m. Concurrent sessions</td>
</tr>
<tr>
<td></td>
<td>12:00 p.m. – 12:50 p.m. Lunch w/speaker (Sponsor)</td>
</tr>
<tr>
<td></td>
<td>1:00 p.m. – 1:50 p.m. Concurrent session/Student Showcase #2</td>
</tr>
<tr>
<td></td>
<td>2:00 p.m. – 2:50 p.m. Concurrent sessions</td>
</tr>
<tr>
<td></td>
<td>3:00 p.m. – 4:30 p.m. ACBSP Region 3 Business Meeting</td>
</tr>
<tr>
<td></td>
<td>5:30 p.m. – 6:00 p.m. Reception</td>
</tr>
<tr>
<td></td>
<td>6:00 p.m. – 8:00 p.m. Dinner w/Speaker</td>
</tr>
<tr>
<td><strong>Saturday</strong></td>
<td>7:00 a.m. – 7:30 a.m. Walk on the beach</td>
</tr>
<tr>
<td></td>
<td>8:00 a.m. – 8:45 a.m. Breakfast</td>
</tr>
<tr>
<td></td>
<td>9:00 a.m. – 10:00 a.m. ACBSP Presentation with Q&amp;A</td>
</tr>
<tr>
<td></td>
<td>10:00 a.m. – 11:00 a.m. Best practices roundtable discussions</td>
</tr>
<tr>
<td></td>
<td>11:00 a.m. – 11:30 a.m. Door prizes</td>
</tr>
<tr>
<td></td>
<td>11:30 a.m. Adjourn</td>
</tr>
</tbody>
</table>
Thursday

Preconference
8:00 a.m. – 12:00 p.m.
Assessment Preconference Workshop
Presenter: Janice Stoudemire, former ACBSP President and CEO of Palmetto Academic Consulting
Learn best practices in student learning outcomes assessment from the “Queen” of outcomes assessment. This workshop will provide some of the best practices in the designing and deploying student learning outcomes that you may want to consider implementing as part of your review process.
Location: Room 601, Horry-Georgetown Conference Center, 950 Crabtree Lane, Myrtle Beach, SC 29577

8:00 a.m. – 12:00 p.m.
Scholarly Publishing Preconference Workshop
Presenter: A. Dale King, Ph.D., ACBSP Region 3 Immediate Past President ACBSP Editorial Policy Board of the Transnational Journal of Business
Business faculty are progressively expected to craft well-written and designed submissions that can be gauged through a peer-reviewed process that serves as a conduit for professional engagement. This workshop will help you hone your interests into quality presentations and scholarly submissions.
Location: Room 604, Horry-Georgetown Conference Center, 950 Crabtree Lane, Myrtle Beach, SC 29577

Conference
9:00 a.m. – 5:00 p.m.
Registration Open - Mezzanine
Exhibitors - Mezzanine
1:00 p.m. – 2 p.m.
Networking session
Come and get to know your fellow members.

2:00 p.m. – 2:50 p.m.
Students: Agents of Change
Location: West Ballroom
Presenter: Karen Carter, Ph.D., Associate Dean, Lincoln University
While many college and universities maintain the traditional learning environment, expecting faculty to merely provide instructions to students; a new paradigm to produce change agents who can learn and create new pathways of opportunity is required for a global landscape.

3:00 p.m. – 3:50 p.m.
Student Showcase: Bridging Future Learning: From the Classroom to the Workplace
Location: West Ballroom
Presenters: Brady Richardson and Danny Campolieta, Lenoir-Rhyne University
Business students are often required to develop analytical and utilization skills that are built upon the foundation explored in the classroom. At Lenoir-Rhyne University, a new opportunity is providing stellar undergraduate Business students the advantage to complete up to one-third of an
MBA as dually enrolled undergraduate Business students in an MBA Articulated Bridge.

4:00 p.m. – 4:30 p.m.

How do you provide assurance of learning in the process of creating new knowledge? Academic Preparedness with Customizable Assessment Services

Location: West Ballroom

Presenter: Alimaa Jamiyansuren, Director of Global Services and Marketing (Sponsor)

With over 280 academic client institutions located in 30+ countries, Peregrine Academic Services is the globally recognized leader in program-level assessments, academic leveling, APA writing style, and higher education consulting. In this presentation, we will focus the discussions on how our new Education Site helps to share best practices in programmatic assessment, academic leveling, and the APA writing style with our client institutions of higher education within a structured environment designed to promote continuous improvement in higher education.

4:30 p.m. – 5:30 p.m.

Shag Lessons (optional)

Location: Arcadian 3 and 4

Dinner on your own – explore Myrtle Beach

7:00 a.m. – 7:30 a.m.

Walk on the beach; meet in lobby

8:00 a.m. – 2:00 p.m.

Registration Open - Mezzanine

8:00 a.m. – 5:00 p.m.

Exhibitors - Mezzanine

8:00 a.m. – 8:45 a.m.

Breakfast

Location: Center Ballroom

9:00 a.m. – 9:50 a.m.

Using Knowledge APPitizers to Feed the Hunger of the Classroom

Location: West Ballroom

Presenter: Tammy Bolling, Ph.D., Associate Professor, Pellissippi State Community College

Incorporating mobile technology and apps to stimulate the acquirement and development of knowledge will enhance student’s hunger to achieve success. This session will provide information on how to increase interaction and knowledge acquisition utilizing a bring-your-own (BYOD) device format.
9:00 a.m. – 9:50 a.m.

*Establishing a Quality Online Course*

Location: Center Ballroom

Presenter: Leslie Martin, Office Administration Department Chair, Gaston College, 2015 Region 3 Teaching Excellence Award Winner

What makes a quality online course? How can you make your presence known? What tools can be used to enhance your online courses? We will discuss each of these and how they are utilized in my courses.

10:00 a.m. – 10:50 a.m.

“New” Knowledge from Professional Ethics Requirements?

Location: West Ballroom

Presenter: Perry Moore, Ph.D., Professor of Accounting, Lipscomb University, 2015 Region 3 Teaching Excellence Award Winner, 2015 ACBSP International Teaching Excellence Award Winner

The 2015 ACBSP International Teaching Excellence Award winner reflects on a 34 year career and the impact that professional ethics requirements imposed on CPAs have made to the classroom, to his research, and to his training of CPAs across Tennessee.

11:00 a.m. – 11:50 a.m.

The Application of “Good-to-Great” in the Classroom

Location: West Ballroom

Presenters: Anthony Negbenebor, Ph.D., Dean, Immediate Past President of ACBSP; Earl Godfrey, D.B.A.; and, Felice Policastro, Ph.D., Gardner-Webb University

The concept of “Good-to-Great” was made popular by Jim Collins in his book titled Good to Great. It was a follow up project that was launched from a challenge to the usefulness of *Built to Last*. The question – Can a good company become a great company and if so, how? We mirrored our question – Can a good classroom become a great classroom and if so, how? Come find out....

Providing context for critical reasoning in undergrad courses: An Auditing course example

Location: Center Ballroom

Presenter: Ingrid Amelia Hart, Assistant Professor of Accounting, Lee University

Improving the learning outcomes, critical thinking and problem-solving skills in quantitative courses can negate a transactional approach to learning. This presentation shares how the integration of a few research articles in an undergraduate course resulted in stronger critical reasoning and questioning.
12:00 p.m. – 12:50 p.m.
Lunch
Location: Center Ballroom

Solving the Prereq Dilemma

Presenter: Bill Hamby, Ph.D., the Director of Accreditation for the Sorrell College and Associate Professor of Accounting at Troy University, and a marketing consultant with Ivy Software

1:00 – 1:50 p.m.
To the Classroom…and Beyond! How undergraduate research creates a new frontier for business students

Location: West Ballroom

Presenter: Tara Honea Saracina, Associate Professor; and Harpal S. Grewal, Ph.D., Claflin University

Our presentation will discuss the contribution of the capstone project as undergraduate research in creating new knowledge in the classroom and beyond. We will showcase our capstone project program using examples of student’s work for the last two years.

Student Showcase: Enterprise in Ecuador

Location: Center Ballroom

Presenters: Brandon Culler, Wade Fegley, Estuardo Orellana, and Amy Webb, LaGrange College

International travel opportunities at LaGrange College are used to create new knowledge through global experience. LaGrange College’s trip to Ecuador in January 2016 will provide a platform for students to research the production, marketing, distribution, and costs of local industries and share that information with other students.

2:00 p.m. – 2:50 p.m.
Bridging the Gap between Content-Based Undergraduate Business Programs and Application-Based MBA Programs: Employers’ Perspectives

Location: West Ballroom

Presenter: A. Dale King, Ph.D., Immediate Past President of ACBSP Region 3, Jefferson-Pilot Professor of Business, Lenoir-Rhyne University

Employers expect immediate results from new hires. While the MBA graduate tends to have perfected the application-oriented decision-making model, there exists a gap for the undergraduate Business graduate who has been exposed to the theories, tenets, and principles in their classrooms, but may not have perfected the skills to apply them in the workplace.

Global E-Mentoring: Cultural Awareness in Multicultural E-Mentoring Relationships

Location: Center Ballroom

Presenters: Susanne Ohihoin, Research Affiliate; and, Carlos Tasso Aquino, Ph.D., University Research Chair, Phoenix University

This presentation discusses a current research on global e-mentoring interventions and the factors needed to reduce cultural misunderstanding for successful e-mentoring outcomes, showing how multicultural experiences can contribute or detract an e-mentoring experience.
3:00 p.m. – 4:30 p.m.
ACBSP Region 3 Business Meeting
Location: Central Ballroom

5:30 p.m. – 6:00 p.m.
Reception - The Plaza

6:00 p.m. – 7:30 p.m.
Dinner
Location: Palisades GH

Keynote presenter: Jimmie Williamson, Ph.D., President of the South Carolina Technical College System. Dr. Williamson has been the president of the SCTCS for almost two years. Prior to that, he was the Chief Human Capital Officer with Agape Senior and Agape Hospice for 6 years. He earned his doctorate degree from the University of South Carolina.

The SC Technical College System: Providing Relevant Education and Training for In-Demand, High Skilled Careers

As the state’s largest higher education system, the SC Technical System serves more than a quarter million South Carolinians each year and educates more of our state’s undergraduates than all the other public higher education institutions combined. Dedicated to making a quality higher education both accessible and affordable, the System plays a key role in educating and training South Carolina’s workforce for the in-demand, high-skilled jobs of today and tomorrow. In addition, the System’s internationally-recognized statewide programs – readySC and Apprenticeship Carolina – work to attract new companies to the state as well as provide comprehensive workforce solutions to ensure they stay and grow here. Dr. Williamson will address the System’s innovative approaches to building a high-skilled workforce through relevant, real-world training and education.

Saturday

7:00 a.m. – 7:30 a.m.
Walk on the beach; meet in lobby

8:00 a.m. – 8:45 a.m.
Continental Breakfast
Location: West Ballroom

9:00 a.m. – 10:00 a.m.
ACBSP and Higher Education Update with Q&A
Facilitators: Jeffrey Alderman, J.D., President of the Accreditation Council of Business Schools and Programs and Steven Parscale, Ph.D., Chief Accreditation Officer, ACBSP
Location: Arcadian

10:00 a.m. – 11:00 a.m.
Best practices in teaching round table discussions.
Location: West Ballroom

11:00 a.m. – 11:30 a.m.
Door Prizes
Location: West Ballroom
Adjourn
ACBSP Leadership Team – Region 3 Representatives

Board of Directors

Chair-elect
Dewayne Thompson, D.B.A.
Lee University

Treasurer
Earl Godfrey, D.B.A.
Gardner-Webb University

Immediate Past President
Anthony Negbenebor, Ph.D.
Gardner-Webb University

Chair, Associate Degree Board of Commissioners
Michelle Byrd, M.B.A.
Gaston College

Chair, Accreditation Governance Board
Betsy Davis, M.A.
Florida State College

Associate Degree Board of Commissioners

Chair
Michelle Byrd, M.B.A.
Gaston College

Commissioner
Gary Grau, Ed. D.
Northeast State Community College

Baccalaureate/Graduate Degree Board of Commissioners
Ray Eldridge, D.B.A.
Lipscomb University

Accreditation Governance Board

Chair
Betsy Davis, M.A.
Florida State College

Janice Stoudemire, M.S.
Palmetto Consulting Services

Michelle Byrd, M.B.A.
Gaston College

Anthony Negbenebor, Ph.D.
Gardner-Webb University
Region 3 Committee Membership (Amended)

<table>
<thead>
<tr>
<th>Region</th>
<th>Chair/Co-Chair/Member</th>
<th>Institution/University</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual Conference</td>
<td>Dr. Dewayne Thompson Co-chair</td>
<td>Lee University</td>
</tr>
<tr>
<td>Articulation</td>
<td>Dr. Anthony Negbenebor Member</td>
<td>Gardner-Webb University</td>
</tr>
<tr>
<td>Business Industry Relations</td>
<td>Professor Marcy Manning Member</td>
<td>Wallace State Community College</td>
</tr>
<tr>
<td>By-laws</td>
<td>Dr. Akash Dania Member</td>
<td>Alcorn State University</td>
</tr>
<tr>
<td>Digital Media Communications</td>
<td>Lawrence Byerly Member</td>
<td>Thomas More College</td>
</tr>
<tr>
<td>Global Business Education</td>
<td>Justin Bateh Member</td>
<td>Florida State College</td>
</tr>
<tr>
<td>Marketing</td>
<td>Janel Bell-Haynes Member</td>
<td>Alabama State University</td>
</tr>
<tr>
<td>Member Relations</td>
<td>Dr. Mickey Metcalf Member</td>
<td>Gardner-Webb University</td>
</tr>
<tr>
<td>Scholar-Practitioner Publications</td>
<td>Dr. A. Dale King Vice-Chair</td>
<td>Lenoir-Rhyne University</td>
</tr>
<tr>
<td>Strategic Planning</td>
<td>Professor Michelle Byrd Member</td>
<td>Gaston College</td>
</tr>
<tr>
<td>By-laws</td>
<td>Dr. Michael Lopez Vice-Chair</td>
<td>Hillsborough Community College</td>
</tr>
</tbody>
</table>
Region 3 Institutions Being Honored for ACBSP Accreditation

at the ACBSP Annual Conference

Initial Accreditation

Associate Degree-Granting Institutions

Craven Community College, NC
Owensboro Community & Technical College, KY
Wallace Community College Selma, AL

Baccalaureate/Graduate Degree-Granting Institutions

Fisk University, TN
Keiser University, FL
Southeastern University, FL

Reaffirmation of Accreditation

Associate Degree-Granting Institutions

Jones County Junior College, MS
Roane State Community College, TN

Baccalaureate/Graduate Degree-Granting Institutions

Albany State University, GA
Embry-Riddle Aeronautical University, FL
Freed-Hardeman University, TN

Separate Accounting Accreditation

Southeastern University, FL
ACBSP Region 3 Presidents

1993-1994
William Stewart
University of North Alabama, AL

1994-1995
Anita Hefner
Greeneville Technical College, SC

1995-1996
George W. Boulware
David Lipscomb University, TN

1996-1997
Dale Dean
Athens Area Technical Institute, GA

1997-1998
Aubrey Drewry
Birmingham-Southern College, AL

1998-1999
Bruce Nagle
Florida State College at Jacksonville, FL

1999-2000
Michael Butler
University of North Alabama, AL

2000-2001
Tony Davis
Trident Technical College, SC

2001-2002
J. Wayne King
Lenoir-Rhyne University, NC

2002-2003
John Espey
Volunteer State Community College, TN

2003-2004
Adair Gilbert
Troy State University-Dothan, AL

2004-2005
Linda Alford
Reid State Technical College, AL

2005-2006
Wilburn Lane
Lambuth University, TN

2006-2007
Jean Danner
Orangeburg-Calhoun Technical College, SC

2007-2008
Anthony Negbenebor
Gardner-Webb University, NC

2008-2009
Karen Stevenson
Nashville State Community College, TN

2009-2010
Paul Stumb
Cumberland University, TN

2010-2011
Betsy Davis
Florida State College at Jacksonville, FL

2011-2012
Dewayne Thompson
Lee University, TN

2012-2013
Michelle Byrd
Gaston College, NC

2013-2014
Curressia Brown
Mississippi Valley State University, MS

2014-2015
A. Dale King
Lenoir-Rhyne University, NC

2015-2016
Edie Dillé
York Technical College, SC

ACBSP Region 3 Chair
2015/2016 ACBSP Region 3 Conference Sponsors

LIBERTY UNIVERSITY
SCHOOL of BUSINESS
DOCTOR OF BUSINESS ADMINISTRATION

434-592-7321, LUDBA@liberty.edu
http://www.liberty.edu/academics/business/

The School of Business at Liberty University serves over 23,000 students. A focus on commitment, service, and learning is a joint effort between faculty, students, and the God they serve. The Doctor of Business Administration program emphasizes academic, professional, and practical competence, within a Biblical worldview. The cohort style, three-year program is designed to maximize practical and real-world applications in both course work and the applied doctoral research project. The D.B.A. is a 60-credit-hour program with seven available cognates. While the program is primarily online format, there are three required residencies where students attend class on the Liberty University campus in Lynchburg, Virginia. The School of Business provides a unique opportunity for students to develop their faith as they learn to apply Christian principles in the workplace.

Many thanks to Horry-Georgetown Technical College for providing the space for the preconference workshops!