

## ACBSP Call for Applications Student Showcase

### ACBSP Region 6 Conference Southwest Council of Business Schools & Programs October 21 - 23, 2015 East Central University - Ada, Oklahoma *Creating New Knowledge in the Classroom*

*Creating New Knowledge in the Classroom* is the theme of the 2016 Conference of the Accreditation Council for Business Schools and Programs (ACBSP) to be held in Atlanta, Georgia, June 17-20. This is also the theme for our regional meeting, which is being hosted by East Central University on October 21 - 23 in Ada, Oklahoma.

The ACBSP Student Showcase began in 2012 in Region 3 and has been expanded to include all ACBSP Regions. Students are invited to submit an application to give a presentation based on the conference theme at their regional conference. One student presentation from each participating region will be selected to represent their school's region.

All regional representatives will be directed to submit all their presentation materials to ACBSP Member Services Manager Carmen Hayes ([chayes@acbsp.org](mailto:chayes@acbsp.org)) by January 31<sup>st</sup>, 2016. The Annual Conference Committee will then review the submissions and choose one presentation to be given at the ACBSP Student Showcase at the Annual Conference. All submissions will be evaluated using a standardized rubric. The presentation is traditionally scheduled on Sunday afternoon which in Atlanta would be on June 19.

To submit an application for consideration for our upcoming regional conference:

- Submissions must be received **no later than September 21, 2015 (5:00 pm Central Time)** using the Application for Student Showcase included here. Further instructions for submission are included on the form.
- All applications will be reviewed by persons responsible for organizing the conference of our region and applications showing the most value will be selected for presentation at the regional conference.
- The Student Showcase presentation at the regional conference must be 40 minutes in length with 5 minutes of introductions. Please allow about 5-10 minutes for questions and discussion, giving a total of 30-35 minutes for presentation of content.
- Students must be enrolled at an ACBSP Region 6 member institution in the business school for their presentation to be considered. Students in associate degree, baccalaureate and graduate programs are all encouraged to submit applications.
- You will receive notification concerning your submission by October 1, 2015.
- If you have any questions, please call or email Dr. Pat Fountain, at [pfountain@ecok.edu](mailto:pfountain@ecok.edu) or 580-559-5270.

**The theme is *Creating New Knowledge in the Classroom***

Many educational institutions continue to transfer traditional theories and concepts that may not be as relevant or have negative influences in the real world (Ghoshal, 2005). As we move into the global landscape, the process of continuous improvement towards educational excellence can also initiate the creation of new knowledge. This focus takes real world experiences from our students and integrates them in our academic rigor where new theories and concepts can be created. From there, faculty can begin to develop these theories that align with the current and future needs of the business environment. As one path for greater innovation, the theme calls for a synthesis of experiences and knowledge within the classroom while providing integration and creation of new knowledge. Let's find the new theory that'll change the world within a simple knowledge creation process.

Ghoshal, S. (2005). Bad Management Theories Are Destroying Good Management Practices. Academy of management learning and education, 4(1), 75-91.  
<http://www.corporation2050.org/documents/Resources/Ghoshal.pdf>

### **Selection for Participation in the ACBSP 2015 Student Showcase**

A rubric (See Attachment A) is used to evaluate all presentations. If your presentation is selected as the best from Region 6, your presentation will be submitted for consideration by the ACBSP Annual Conference Committee. The Committee will select one regional student presentation to be featured at the ACBSP Student Showcase, to be held at the 2016 Annual Conference. Region 6 will award the following prizes for the Student Showcase.

#### First Prize:

- 1) \$500 award for travel expenses assistance to Atlanta for the National Conference.\*
- 2) \$100 cash award
- 3) Headphones

#### Second Prize:

- 1) \$75 cash award
- 2) Headphones
- 3) Cell Phone Charger Bank

#### Third Prize:

- 1) \$50 cash award
- 2) Cell Phone Charger Bank

\*if selected to present at the 2016 Annual Conference and student attends conference

The ACBSP 2016 Conference will be held from June 17-20, 2016, in Atlanta, Georgia. If selected to present at the conference, Region 6 will pay \$500 toward the student's travel expenses to Atlanta. ACBSP will provide lodging for two nights for one student or two students sharing one room and all meals while onsite. No registration fee for the Conference will be charged. For more information on the ACBSP 2016 Conference, please check the ACBSP Web site, [www.acbsp.org](http://www.acbsp.org) after October 1, 2015 or call the ACBSP office, 913-339-9356.

### **For More Information**

This activity is being coordinated by the person listed on the Application for Student Showcase presentation on the next page. As a member of the committee organizing the

regional meeting, this person will receive all documents and provide notice for selection or rejection of the application. On occasion this person may be required to consult with other members of the committee or the ACBSP office before a response can be provided.

The staff at the ACBSP office can provide additional information on the ACBSP Conference and the regional meetings. Please contact Carmen Hayes at 913-339-9356 or [chayes@acbsp.org](mailto:chayes@acbsp.org).

## ATTACHMENT A Student Showcase Judging Rubric



Student(s): \_\_\_\_\_  
 Institution: \_\_\_\_\_  
 Date: \_\_\_\_\_  
 Time: \_\_\_\_\_  
 Room: \_\_\_\_\_  
 Evaluator: \_\_\_\_\_

### ACBSP STUDENT SHOWCASE PRESENTATION RUBRIC

Criteria	Desired Outcome	Definitely Should Accept Rating = 7	Rating = 6-5	Accept if there is Space on the Program Rating = 4	Rating = 3-2	Definitely Should Not Accept Rating = 1
<b>PRIMARY DETERMINANTS OF EXCELLENCE</b>						
<b>Reflects the Conference Theme</b>	<i>The topic clearly falls within the scope of the conference theme.</i>	The topic is central or mainstream to the theme of the conference		The topic may be somewhat applicable to the theme of the conference but is not a mainstream concept related to the conference theme.		The topic, though it may be interesting, is not clearly or closely related to the theme of the conference.
<b>Interest to Membership</b>	<i>The topic is one that will both interest and motivate members to attend.</i>	The topic would be of great interest to the members and highly motivate them to attend.		The topic would be of moderate interest to the members and would motivate some members to attend.		The topic would have very limited interest to the members and would motivate few members to attend.
<b>Value Added</b>	<i>The topic is one that advances academic understanding, demonstrates creativity, and adds educational value to the conference.</i>	The presentation topic is very creative, advances academic understanding, and adds significant educational value to the conference and to the attendee's understanding of the concept.		The presentation topic is somewhat creative, advances academic understanding to a limited extent, and adds some educational value to the conference and to the attendee's understanding of the concept.		The presentation topic is not particularly creative, does not adequately advance academic understanding, and adds little educational value to the conference or to the attendees' understanding of the concept.

**SECONDARY DETERMINANTS OF EXCELLENCE**

Criteria	Desired Outcome	Definitely Should Accept Rating = 5	Rating = 4	Accept if there is Space on the Program Rating = 3	Rating = 2	Definitely Should Not Accept Rating = 1
<b>Communication and Organization Mechanics</b>	<i>The proposal/presentation is well written and well organized to clearly communicate key thoughts and ideas about the topic.</i>	The proposal/presentation was clearly written and easy to understand the key concepts, error free in terms of grammar and spelling, and organized in a logical flow of ideas.		The proposal/presentation was somewhat clearly communicated and understandable, contained some grammatical and spelling errors, and minor problems with logic and flow of ideas were in evidence.		The proposal lacked clarity and effective communication, grammatical and/or spelling errors were in evidence, and key ideas were not well organized and did not reflect a logical flow.
<b>General Presentation Quality</b>	<i>The topic was presented in a logical manner with ideas developed and supported by a rationale that provided an academic framework for discussion.</i>	The proposal/presentation included a clear and logical progression of ideas supported by meaningful rationale to provide a solid framework for academic discussion.		The proposal/presentation included ideas that were presented in a somewhat logical manner, with limited rationale provided to support further academic discussion.		The proposal/presentation included ideas that did not have a logical connection and which were not supported by a rationale or framework which promoted further academic discussion.
<b>Scholarship Quality</b>	<i>The proposal/presentation reflected a basis in sound scholarship and adequately referenced the subject literature, as appropriate.</i>	The proposal/presentation applied scholarly references from a literature review of ten or more appropriate citations.		The proposal/presentation applied scholarly references from a literature review of five to seven appropriate citations.		The proposal/presentation did not apply, or minimally applied, scholarly references from a literature review of two or less appropriate citations.
<b>This additional factor would be applied during the actual meeting presentation.</b>						
<b>Presentation Dynamics</b>	<i>The presentation was effectively communicated, with visuals and/or learning tools that were well done and useful. The audience was engaged and received appropriate responses to their comments/questions.</i>	The presentation was clearly communicated and conducted without overemphasis on text or notes, with clear and effective visuals and/or other learning tools. The audience was engaged and interested, and received very satisfying and appropriate responses to their questions and comments.		The presentation was communicated with regular reference to text or notes, some visuals and/or learning tools were unclear or ineffective, and the audience was moderately engaged and fairly satisfied with responses to their comments and questions.		The presentation relied heavily on a prepared text, the visuals were not clear or effective, the audience was not engaged, and responses to their questions/comments were inadequate and unsatisfying.

**Southwestern Council of Business Schools and Programs  
(ACBSP Region 6)  
Application for Student Showcase  
“Creating New Knowledge in the Classroom”**

**Title:**

**Presentation Description for Program Guide** (up to 40 words):

**Description:** This is the full description of what is being proposed for the session, including a written description of the presentation, the topic’s importance to attendees, use of handouts, and format of presentation. Please limit to no more than 200 words.

Submittal of the actual presentation is welcomed but not required.

**Main Contact:**

Name:	Title:	
Institution:		
Address:	City:	State/Zip:
Phone:	Email:	

**Student Presenter(s):**

Name:	Graduation Year:
Name:	Graduation Year:

Are there other reasons why you believe your presentation should be accepted (no more than 100 words)?

**Please submit, as an email attachment, this completed form by  
September 21, 2015 (5:00 pm Central Time) to [pfountain@ecok.edu](mailto:pfountain@ecok.edu)  
Your email subject line must show the following: ACBSP Region 6 Submission.  
You also need to leave a voice message notifying Dr. Fountain of your submission.**

Dr. Pat Fountain  
Director, Jim Gray Center of Student Excellence  
Boswell Endowed Professor of Business Administration  
East Central University  
[pfountain@ecok.edu](mailto:pfountain@ecok.edu)  
580-559-5270