

Association of Collegiate
Business Schools and
Programs
11520 West 119th Street
Overland Park, KS 66213
USA
913-339-9356

ACBSP

UPDATE

WINTER 2010

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Addressing the Challenges of Today's Global Business Education Environment

by: *Lisa L. Lysne, South-Western | Cengage Learning*

Students entering today's economy must be prepared to assess risks, make decisions and address challenges in new ways. This shift has come from the nearly endless emerging technologies, an expanding global economy and fiercely competitive markets. This dynamic landscape requires educators to shift course more frequently—integrating the latest business and education strategies and vying for student attention to ensure they have the skills and competencies necessary to succeed.



South-Western understands the challenges that you face. That's why we are a long-standing supporter and valued partner of ACBSP. South-Western, a part of Cengage Learning, shares ACBSP's vision for creating excellence within business education. As your trusted partner and a leader in business education for more than 100 years, South-Western aims to transform the educational experience—helping business programs achieve better outcomes through solutions that match your needs and deliver relevant, engaging content with flexibility, reliability, and efficiency.

Engagement. Outcomes. Choice.

What does this mean for you? It means you have access to a broad spectrum of innovative teaching and learning solutions

across the undergraduate and MBA business curriculum. In fact, South-Western is the largest business education publisher in the world and a leader in almost all business disciplines. We also are part of Cengage Learning, known for highly-customized learning solutions for colleges, universities, instructors, students, libraries, government agencies, corporations and professionals around the world.

Our dedication and experience means that we understand how changes in education and business have had a direct impact on your curriculum. South-Western's solutions combine content, technology and training to enable you to transform the learning experience. Today's technology-savvy students already understand the convenience and ease that technology brings. Our goal is to enable you to use technology to connect content with experience so students understand the true value. It's about engaging students, addressing their learning styles and helping them to be more productive, and helping you tie it all to learning outcomes in order to better measure student success.

Learn More

For more information about some of the exciting new business classroom solutions from South-Western such as **4LTR Press**, **Course360**, **CengageNOW** and **Aplia** online homework, and **The Global Economic Watch**, visit www.cengage.com/southwestern.



Janice Stoudemire

“One of the most important aspects of being your President is to ensure that the mission and vision of ACBSP remain in focus, that strategies consistent with that mission and vision are deployed...”

—Janice Stoudemire
ACBSP President

Message from the President

Happy New Year! Feliz Año Nuevo! Bonne année! Gutes Neues Jahr! Buon Capo d'Anno! S Novym! La Multi Ani Godom! No matter how you say it, the message is the same; the New Year is the time of new beginnings. The start of 2010 offers us the opportunity to give thanks for past successes and achievements and encourages us to accept new challenges in the coming year.

One of the most important aspects of being your President is to ensure that the mission and vision of ACBSP remain in focus, that strategies consistent with that mission and vision are deployed, and that investment and operational priorities to bring the vision into reality are established. In doing so, I am proud to fully support two important initiatives underway to help build ACBSP's future: rebranding and the Developing Global Business Leaders campaign.

The rebranding focuses on an initiative begun in 2007 to heighten the visibility of ACBSP with a proposed new name, logo, tag line and statements used in ACBSP materials. We have actively solicited member input by including a special “Be a Player” session at the region meetings, as well as posting the material on the Web site. All feedback will be included in the results presented to the Board of Directors and Council of Regional Presidents during their meetings in February. It will be the Board of Directors' responsibility to make the final recommendation concerning the rebranding initiative. Any aspect of the recommendation requiring membership vote will be presented at the annual business meeting, held during the 2010 ACBSP Annual Conference in June.

Speaking of the annual conference, if you can only go to one conference this year, make sure it is the 2010 ACBSP Annual Conference, “Recognizing Excellence in Business Education,” June 25-28 in Los Angeles. Don't forget to register for the pre-conference assessment workshop: “Closing the Loop” from 8 a.m. until Noon on Friday morning. Information about registration for the conference and pre-conference is available on the [2010 ACBSP Annual Conference](#) home page.

This is an exciting year for ACBSP, as we embark on our campaign to further our vision and help secure the future of ACBSP. Our Developing Global Business Leaders campaign addresses the need to fully fund certain ACBSP programs and services as well as assist in paying for the new office space.

Our first steps included conducting a Campaign Readiness Assessment, forming a Case Statement Taskforce and a Planning Committee, appointing co-chairs, as well as soliciting input from our members. However, the success of any campaign rests in the support of its members and I look forward to sharing progress toward that success in future communiqués and an important announcement in the coming weeks.

During 2010 each of you will have the opportunity to play an important role in the future of ACBSP through your support of this campaign; no contribution (whether time, talents, or funds) is too small and of course no contribution is too large! For those who are interested, a list of naming opportunities will be made available in the near future. Since ACBSP is all about excellence, we have set a benchmark of full participation by the membership to achieve our goals. After all, I can't think of a better way to demonstrate what ACBSP stands for than being able to say that all of our members support this campaign. So when you receive information about how you can “Be a Player” and help make a difference in the continued success of ACBSP, please take a moment to respond.

As always, if you have any questions or concerns, please contact me at: stoudemirej@midlandstech.edu. Thank you for your continued support of ACBSP and I wish a prosperous 2010 for all.

Janice Stoudemire, CPA, ABA, ATA
ACBSP President

Report from the Executive Director

Welcome to an exciting year for ACBSP. During my comments to the membership at the Annual Conference in June my focus was on a series of two-word descriptions that highlight current and future activities. One of those was: “capital campaign.” ACBSP is beginning an initiative to raise funds for important program needs and to highlight our new permanent headquarters, which is condominium office space in Overland Park.

An important step in that process occurred during the past several months as we used our regional meetings to present the proposed case for the campaign and to receive feedback from ACBSP members. A copy of the [PowerPoint and questionnaire used at Region 6](#) is available as a download, as an example.

One of the most valued parts of the meetings was a “Q&A” period that followed the presentation. Several themes emerged. Here are some of the questions with a response:

Question: Do you expect our business school to make a contribution? We are already struggling in this economic environment with budget cuts and reduced contributions from our donors.

Answer: Every member institution will be asked to make a contribution. We are a membership organization and it is negligent not to ask. The campaign provides us not only the opportunity to ask for funds but to outline some of the vision the leadership of ACBSP has for the future, and we want to share that with you. We understand some may not be able to make a contribution but we know others will.

Question: How much will be asked of individuals and member schools?

Answer: While we will provide a suggested amount, the important part of our message is that each individual and member school should give an amount they deem appropriate for their circumstances and other commitments. We also will seek innovative opportunities for schools to be involved through the use of in-kind contributions. For example, we are currently seeking a member to assist with the design of our initial case statement.

Question: When will the campaign begin and when will it end?

Answer: The campaign is already underway with our outreach to members at regional meetings. The short answer is that it will end in late 2010. However, to encourage large pledges and to reflect the reality of the current fiscal times, we are suggesting pledges can be made over a five-year period. The results of the campaign will be evident to members for the next 10 years and beyond.

Question: Isn't it unethical for an accrediting body to ask that accredited members or those in pursuit of accreditation make a donation of this type? This will have an undue influence on awarding accreditation.

Answer: No, it would be unethical if ACBSP permitted that to occur. Further, it would damage our ability to maintain our recognition with CHEA since a requirement is that the accreditation decisions not be influenced by the activities of the member. The sole decision for accreditation rests with the Board of Commissioners. The Board has a commitment to preserving the integrity of the decision-making process and our CHEA recognition.

Q&A...continued on page 14.



Douglas Viehland

“ACBSP is beginning an initiative to raise funds for important program needs and to highlight our new permanent headquarters, which is condominium office space in Overland Park.”

—Douglas Viehland
Executive Director
ACBSP



Charles Beem

“The achievement of this milestone offers great potential for growth and the opportunity to continue to improve the services ACBSP provides to its members.”

—Charles Beem
Chairman
Associate Degree
Board of
Commissioners
ACBSP

Report From the Associate Degree Board of Commissioners

Greetings from the Associate Degree Board of Commissioners

It is with great pleasure that I personally wish all of our members the very best in health and happiness in 2010 as we begin the new decade. As we look back at the many successes achieved by ACBSP in 2009, the one that represents a monumental step into the future is the establishment of the new headquarters. The achievement of this milestone offers great potential for growth and the opportunity to continue to improve the services ACBSP provides to its members. The future for ACBSP has never been brighter as we celebrate the growth achieved by the organization, because of its dedication to excellence.

In November, the Associate Degree Board of Commissioners met in Kansas City where several new commissioners joined teams to review the Initial Accreditation Report, Reaffirmation Reports, and Quality Assurance Reports. As noted by several members to me, the spirit of cooperation and enthusiasm at our meetings was tremendous. During our meeting the commissioners discussed the opportunities available to help members continue to improve.

Finally, I hope that our members are making plans to attend the 2010 ACBSP Annual Conference – with the theme “Recognizing Excellence in Business Education” in Los Angeles this coming June.

Please feel free to contact me directly with any questions or feedback. I can be reached by phone, 215-968-8237, or e-mail: beemc@bucks.edu.

Have a great Spring Term

Respectfully yours

Charles W. Beem
Chairman, Associate Degree Board of Commissioners, ACBSP

Report From the Baccalaureate/Graduate Degree Board of Commissioners

This is a very exciting time for ACBSP as we launch our Developing Global Business Leaders campaign and build our future. The campaign supports our mission and guiding principles for “establishing, promoting, and recognizing educational practices that contribute to the continuous improvement of business education.” Let us rally together to make our campaign the most successful it can be!

Speaking of continuous improvement in business education, our *ACBSP Standards & Criteria* best describes the vital role of the Board of Commissioners: “The Board of Commissioners is elected by the members of the Baccalaureate/ Graduate Degree Commission and has the responsibility for administering all accreditation activities for the Baccalaureate/Graduate degree-granting institutions, including the development and interpretation of the standards, and making final decisions pertaining to accreditation.”

With these responsibilities in mind, the Baccalaureate/Graduate Commission Nominating Committee is working toward a slate of nominees for your consideration at our annual meeting. The slate of nominees comes from the membership response of those who are interested in serving on the commission. We appreciate your interest and response on this very important voting decision.

We look forward to continued membership involvement in the many exciting discussions, initiatives, and opportunities for service. If you have questions or feedback, kindly contact me directly at parucker@peirce.edu or at 215.670.9282.

Pat Rucker, Chairman, Baccalaureate/Graduate Degree Board of Commissioners, ACBSP



Pat Rucker

“The Baccalaureate/Graduate Commission Nominating Committee is working toward a slate of nominees for your consideration at our annual meeting.”

—Pat Rucker
Chairman
Baccalaureate/Graduate
Degree Board of
Commissioners
ACBSP

Did You Know?

In 1988, of the 2,400 institutions with business schools and programs, only 260 were accredited – an accreditation administered by only one organization. ACBSP was created to serve the business accreditation needs of those remaining 2,140 institutions with an accreditation philosophy more attuned to their missions - centered on student-oriented teaching excellence as opposed to a heavy emphasis on research. Today, ACBSP has more than 664 member institutions worldwide, 499 of which have achieved accreditation of their business programs.



Live From L.A.

Make Plans Now to Attend the 2010 ACBSP Annual Conference



ACBSP welcomes 2010 with great anticipation. This promises to be one of the busiest years in ACBSP history, but also one of the most memorable. Your ACBSP staff and conference planning committee are as energetic as the conference destination itself — [L.A. Live](#).

Hotel Reservations: The [JW Marriott Hotel Los Angeles at](#)

[L.A. Live](#), opens on February 15, will serve as the focal point of this popular downtown entertainment district. It will also be ACBSP Annual Conference headquarters, June 25-28. Make your hotel reservations online or by phone now to take advantage of the group rate of \$199 single/double per night (2 per room), plus tax. An additional \$20 per person will apply for a third or fourth person in the room. Marriott is extending the ACBSP group rate to the three days prior to and following the conference, based on hotel availability. **To receive the group rate, reservations must be made by May 17.**

A **Pre-Conference Workshop**, called *Closing the Loop*, is offered on Friday. This four-hour session will address outcomes assessment - from the creation of an assessment plan to deployment, to collection and analysis, to implementation of an improvement plan, and review of the cycle where the loop is closed. The workshop cost is only

\$40 for anyone also attending the Annual Conference.

SIFE is confirmed as Platinum Sponsor of the Friday Opening Luncheon. [Chuck Wall](#) is the keynote speaker. Wall overcame blindness to earn a Ph.D. from UCLA in the combined fields of management and educational administration. He has received international acclaim for creating the "[Random Acts of Kindness](#)" movement.



Project Management Institute (PMI) is confirmed as Gold Sponsor of the Keynote Luncheon on Saturday. The speaker will share current trends in the field of project management and some predictions for the future. "[PMI](#) has been an exhibitor for many years and wanted to increase their level of involvement with ACBSP by becoming a sponsor," said Doug Viehland.



Educational Testing Service (ETS) returns as Gold Sponsor for the Salute to Regions Luncheon on Sunday, when the International Teaching Excellence Award is presented and all ACBSP regions are recognized.

Sponsors include: [Bloomberg BusinessWeek](#), [Cengage Learning](#), and [Peregrine Academics](#).



Listening. Learning. Leading.®

Visit the [2010 Conference](#) landing page on [ACBSP Gateway](#) for more information.

Conference registration is now open!

Online registration for the 2010 ACBSP Annual Conference opened on Jan. 5, making it very easy to secure your spot at what is sure to be the can't-miss conference of the year. "We worked with e-vent again this year and incorporated new options for you to customize your registration," said Candace Jackson, ACBSP conference and meetings manager. "If you have special dietary needs, for instance, you will be able to mark that on the registration form this year."

Early Registration — by May 17

Register by May 17 to get the best value: \$480 (member full registration)/\$430 (member two-day). The non-member rate is \$630 (full)/\$580 (two-day).

The full conference registration fee includes all meal functions: three luncheons, welcome reception, accreditation banquet and awards breakfast. Registration is open to any educational institution or corporate member. Optional events are available, such as a Pre-Conference Workshop, as well as Guest Meal Tickets for a spouse or invited guest. Click [Online Registration](#) to get started, or contact Candace Jackson: conference@acbsp.org or the ACBSP Web site [Gateway](#), for more information.

Anyone unable to use this online procedure can access registration forms at [ACBSP Conference Registration and Optional Events](#).

Applications Are Now Being Accepted for the 2010 Teaching Excellence Award

Are you the next Teaching Excellence Award recipient? ACBSP established this award for associate degree granting institutions in 1995 and for baccalaureate/graduate degree granting institutions in 2002, to recognize the significance of the classroom teacher who exemplifies excellence in his or her work. The deadline to submit applications for the 2010 ACBSP Teaching Excellence Award is Friday, February 26.

Each year, ACBSP honors two recipients from each of our nine regions: one representing teaching excellence at the baccalaureate/graduate degree level and one representing excellence at the associate degree level. The regional recipients will be recognized at the ACBSP

Annual Conference in Los Angeles. Each will receive a plaque and \$100. Two international recipients will be chosen from that group of honorees and will receive \$500 each.

ACBSP is the only specialized accrediting body for business schools that presents an award recognizing excellence in teaching.

The Teaching Excellence Award committee and the Commission has established five criteria for the selection



ACBSP Galardón a la Excelencia en la Enseñanza
Formulario de Aplicación

La versión electrónica del siguiente formulario debe ser enviada para que una persona se convierta en candidato al Galardón a la Excelencia en la Enseñanza. Esta solicitud se encuentra disponible en el formato de Microsoft Word en www.acbsp.org/ibmexdual.php?tab=410 o enviando una solicitud a excellence@acbsp.org.

Este formulario de aplicación y toda la documentación de soporte debe ser enviada a excellence@acbsp.org el más tardar el 26 de febrero de 2010. Toda documentación será de propiedad de la ACBSP. Las decisiones de los comités regional e internacional son definitivas.

Nombre: _____ Título: _____
Teléfono: () _____ FAX: () _____ Correo electrónico: _____

Nombre de la Institución: _____
Región de ACBSP: _____ La institución es: _____ Título de Programa: _____
Título de Programa: _____
Dirección: _____
Ciudad: _____ Estado/Provincia: _____ Código Postal: _____

Supervisor de División o Departamento
Nombre: _____ Título: _____
Teléfono: () _____ FAX: () _____ Correo electrónico: _____
Dirección: _____
Ciudad: _____ Estado/Provincia: _____ Código Postal: _____

Persona que envía la nominación del aplicante:
Nombre: _____ Título: _____
Teléfono: () _____ FAX: () _____ Email: _____
Dirección: _____
Ciudad: _____ Estado/Provincia: _____ Código Postal: _____

International Teaching Excellence Award recipients for 2009: (top) Alfred Fabian, professor/faculty of business administration at Ivy Tech Community College, Gary, Ind.; and Dr. Haseeb Jamee Ahmed, associate professor of banking and finance at Johnson C. Smith University, Hickory, NC accept their awards from ACBSP President 2008-09 Jack Egan.

of recipients, both at the regional and international levels. Self-nominations are encouraged.

Access the Teaching Excellence Award guidelines and an application in [English](#) or [Spanish](#) (featured in the graphic above). Application materials should be submitted to Melinda Dorning at excellence@acbsp.org by February 26. Feel free to call Melinda with any questions at 913-339-9356.

Conference Exhibitor and Sponsor Opportunities Are Still Available

Exhibitor and sponsor opportunities are still available for the 2010 ACBSP Annual Conference — “Recognizing Excellence in Business Education.”

This is a valuable opportunity to reach attendees at an international conference. A complete list of sponsors and exhibitors with their company logos will be featured in the April issue of *ACBSP Update*.

A [prospectus](#) is available for download. For more information, contact Douglas Viehland by e-mail at dviehland@acbsp.org or by phone at 913-339-9356.

2010 ACBSP ANNUAL CONFERENCE



Exhibitor & Sponsor Opportunities

Association of Collegiate Business Schools and Programs

2010 Annual Conference

“Recognizing Excellence in Business Education”

JW Marriott Hotel Los Angeles at L.A. Live

June 25-28, 2010

ACBSP • 2010 • LOS ANGELES

Call for Presentations

2010 Annual Conference
Association of Collegiate Business Schools and Programs
June 25-28
JW Marriott Hotel
Los Angeles, California at L.A. Live

The ACBSP Annual Conference Committee invites proposals for presentations during the 2010 ACBSP Annual Conference. The presentations should focus on the themes of recognizing excellence in business education, recognizing excellence in teaching, global business education, and the accreditation process.

Presentations that are interactive and/or otherwise innovative in format and presentation are encouraged. We are seeking experiential learning presentations such as experiential exercises, hands-on applications, and in-class exercises.

There is a separate Call for Papers as ACBSP prepares for the inaugural issue of the *Annual Edition of the Association of Collegiate Business Schools and Programs*. The deadline for submittal of responses to the Call for Papers was January 15, and the receipt has been acknowledged by Annette Craven. Authors who wish to make a presentation at the Annual Conference are not assured of making a presentation just by submittal of a response to the Call for Papers. They must submit the documentation as requested in this Call for Presentations.

DESCRIPTION OF SESSIONS

New this year all concurrent sessions are 60 minutes. Another change is that all presenters will now be referred to as authors. This is not to imply they are authors of a paper associated with the presentation but did author or co-author the presentation.

Two accreditation tracks will be offered by the Board of Commissioners regarding review of accreditation standards and criteria, one for associate degree institutions and one for baccalaureate/graduate degree institutions. They are not included in this Call for Presentations. A track on the accreditation process is available as described below. The four tracks open for submission of presentations are as follows:

- 1. Recognizing Excellence in Teaching:** These sessions are intended to reinforce the concept that we are colleges and universities focused on teaching. Presentations should demonstrate links between theory and practice as well as performance and assessment.
- 2. Recognizing Excellence in Business Education:** The selected theme for the 2010 ACBSP Annual Conference places an emphasis on the value of ACBSP membership and benefits of accreditation. ACBSP is seeking presentations from accredited member schools that address recognition of excellence in business education.
- 3. Global Business Education:** A limited number of sessions have been set aside on Saturday for presentations on topics of how business education is conducted globally. This includes special opportunities for topics related to study abroad programs, joint programs with other institutions, and presentations by members from outside the United States describing the delivery of business education in their respective country.
- 4. Accreditation Processes:** These sessions are intended to focus on the actual processes associated with initial accreditation and reaffirmation of accreditation as well as maintaining accreditation. Presentations should demonstrate links between the institution's experiences and the ACBSP accreditation processes. Potential topics include involving the faculty in the preparation of the self-study or reports, lessons learned during the process, and obtaining the support of the administration when pursuing and obtaining accreditation. Selection of inclusion of the presentation in the conference and the papers in the proceedings will be by a designated committee from the two Boards of Commissioners.

Call For Presentations

SUBMITTAL OF PROPOSED PRESENTATION

A one-page form is used to submit a response to this Call for Presentations. The form is located on the last page of this document. The form is also available for download as a separate Word document at: <http://www.acbsp.org/download.php?sid=1019>. It may be submitted by mail, fax, or e-mail. All submittals will be acknowledged by e-mail within five working days. If you do not receive an acknowledgement of your submittal, please contact Candace Jackson at cjackson@acbsp.org or call (913)339-9356. For personal assistance in submitting presentations, please contact: cjackson@acbsp.org

TIMETABLE AND DETAILS FOR SUBMITTAL

- Deadline for submission of the Description of Proposed Presentation is January 29.
- Notification of acceptance or non-acceptance will be no later than March 5. This will be done via e-mail to you from: cjackson@acbsp.org. We may offer changes that must be made such as changes in the title or description as proposed, the length of the presentation, or the educational track.
- If accepted, each author must submit biographical information of not more than 70 words, and any papers associated with the presentation by March 26.
- A form indicating audio-visual needs is required prior to April 30. An LCD projector, cart and screen for projector, and one wireless microphone will be provided. Special audio-visual needs including use of CD-ROM and sound broadcast from a projector can be requested. Internet connections are generally not available given the expense, but can be requested.
- Two conference calls with all conference authors will be conducted on Tuesday, May 4, and Friday, May 7. Both calls will begin at 2 p.m. CST. The purpose of these conference calls is to respond to your questions to ensure the best possible presentation. Each author is anticipated to participate in only one of these calls but may participate in both. Two calls are offered to ensure that schedule conflicts do not prohibit participation. Instructions on how to call in will be available later.
- Back by popular demand, handouts will not be distributed at the conference. Handouts are placed on the ACBSP Web site for download prior to the conference. Print stations will again be available this year during the conference. Handouts must be submitted by May 21. Electronic files must be submitted as a Word document (.doc) or PowerPoint presentation (.ppt). PDF files will not be accepted. However, if you would prefer it not be available for download, we will attempt to honor this request. The handouts do become part of the proceedings of the conference and are published on the Web site following the conference. If a handout is not submitted by May 21, to ensure its inclusion in the proceedings, the author will be responsible for providing 50 copies of the handout for distribution on-site during the session and will provide a copy of the presentation to ACBSP immediately following the conference.

REGISTRATION FOR THE CONFERENCE

- Submitting a presentation implies that all authors listed in the program book and on the Web site proceedings will register for the conference. Authors not presenting can be recognized in the brief or detailed description (see submittal in response to Call for Presentations) and in the content of the presentation. Each accepted presentation entitles one author to a discount of 50% off one regular or advance conference registration.
- Presentations will be accepted from ACBSP member institutions and non-members. Preference may be given to authors from member institutions. The advance member registration fee is \$480 and the two-day registration fee is \$430. Non-member registration is \$150 more per person. Advance registration ends on May 17, with regular registrations approximately \$100 higher.
- If the presentation is accepted, the main contact will be asked to fill out a special registration form to register for the conference in order to receive the 50% discount. The registration form is available for download on the Web site. More information on how to register and where to download the Author Registration form will be given to you once you have been notified your presentation has been accepted. Individuals responding to this request for presentations are asked not to submit their registration until after they have been notified of their acceptance as an author.

Submittal in Response to Call for Presentations ACBSP 2010 Annual Conference

Title: _____ Pages in this submittal one two

Track: _____ All Sessions are 60 minutes in length.

Presentation Description for Conference Guide (up to 40 words):

Description: This is the a full description of what is being proposed for the session including detailed description of 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: _____ E-mail: _____

Are there any co-authors? If yes, please provide name, title and affiliation. The co-authors will be listed as presenters at the conference if registered and attending. If not registered and attending, they may be listed in the presentation. They may also be included in the brief description for the conference guide or the detailed description within the allotted word count.

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

Please submit this complete form prior to January 29 to:

Candace Jackson

11520 W. 119th Street Overland Park, KS 66213

Phone: 913-339-9356 Fax: 913-339-6226

cjackson@acbsp.org

You may submit up to one additional page as required to fully complete this form. All submittals will be acknowledged via e-mail to the main contact within five working days of receipt. If you do not receive this acknowledgement, please contact Candace Jackson at the phone above or at: cjackson@acbsp.org.



EMBRY-RIDDLE

Aeronautical University

WORLDWIDE

Embry-Riddle Aeronautical University Worldwide Enters Candidacy for ACBSP Accreditation

ACBSP recently awarded Embry-Riddle Aeronautical University Worldwide a certificate of candidacy for accreditation. Embry-Riddle Worldwide is pursuing ACBSP accreditation for each of its more than 170 learning centers throughout the United States, Canada, Europe, and the Middle East, along with Worldwide Online -- a Web-based distance learning program. The Embry-Riddle campus in Daytona Beach is accredited by ACBSP and the campus in Prescott, Arizona is a candidate for accreditation.

“We are delighted to welcome Embry-Riddle Worldwide as candidates for ACBSP accreditation,” said Executive Director Douglas Viehland, who presented the Certificate of Candidacy during a Worldwide faculty assembly in October. “The fact that Embry-Riddle is pursuing ACBSP accreditation shows their commitment to providing the highest quality business education for their students.”

Through a combination of online courses and a network of campuses, Embry-Riddle Worldwide annually delivers instruction to over 26,000 students, with nearly 90,000 class registrations.

Since 1995, more than 25,000 military personnel have earned degrees from Embry-Riddle Worldwide. Embry-Riddle Worldwide students choose online or on-site classes based on their unique requirements. Classroom students can select online courses and deployed military students can shift from classroom to 100% online course delivery. With Worldwide’s new EagleVision technology, students at different geographical locations can receive instruction at the same time.

For more information about Embry-Riddle Worldwide, visit: www.worldwide.erau.edu.



Douglas Viehland, ACBSP executive director, presents a certificate of candidacy for ACBSP accreditation to: Dr. John Watret, associate vice president and chief academic officer (left), and Martin Smith, executive vice president — Embry-Riddle Aeronautical University Worldwide Campus.

“Our emphasis is on adults continuing their education while balancing the demands of careers and/or military service with their educational pursuits.”

— Martin Smith
Executive Vice President
Embry-Riddle Aeronautical University
Worldwide Campus



New Textbook Rental Option Helps Students Stay on Budget

by: Lisa Herling, Cengage Learning

Many business school students trying to get by on a tight budget are searching for smart ways to save on textbooks. At the same time, instructors are being asked to do more with less, and are constantly under pressure to meet their students' needs with fewer resources. They are challenged to engage a new breed of students with different learning styles, preferences and budgets. Students want lower-cost learning options, but instructors cannot afford to sacrifice quality when it comes to the teaching and learning tools they use. Although students have long known to troll the Web for deals on their required texts, many students find that the best way to save money is with textbook rentals.

multiple products. These options allow instructors to feel comfortable offering their students lower-cost learning materials without sacrificing quality.

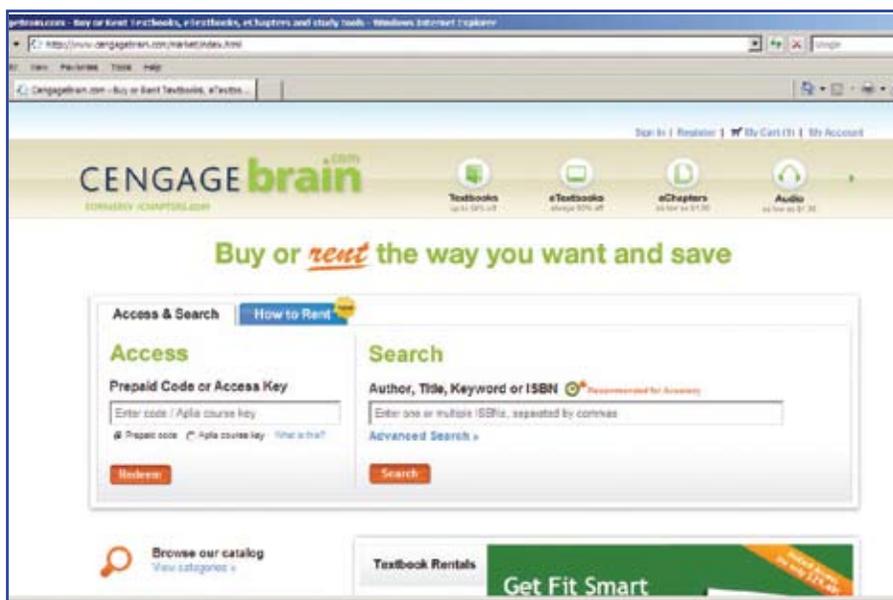
Students who choose to rent will have immediate access to the first chapter of the book in ebook format while a hard copy of the text is shipped. Various rental term lengths are available. Students can choose to rent titles for 60, 90 or 130 days, and if needed, they can extend the term for a fee. Once the rental term is complete, students can either choose to print a return label from the Web site and ship the textbook back, or purchase the title outright.

Coming in July 2010, an even more comprehensive roll-out of titles will be available for rent on the Web site. For more information, please visit www.CengageBrain.com or call 1-866-994-2427.

CENGAGE brain.com
FORMERLY ICHAPTERS.com

A new Web site – www.CengageBrain.com – provides a variety of formats and price points to help students save, including the option to rent the books they need. Developed by Cengage Learning, one of the world's leading publishers of print and digital educational materials for the academic, professional and library markets, CengageBrain.com offers more than 1,200 textbooks for rent at up to 70 percent off the retail price.

Cengage Learning is the first and only higher education publisher to offer a print textbook rental option directly to students. Additionally, CengageBrain.com is the only single destination offering more than 15,000 print textbooks, textbook rentals, eTextbooks, eChapters, audio books, and print, digital and audio study tools. Students will find a broad range of online homework and study tools on CengageBrain.com, as well as a selection of free content and discounts for purchasing



Cengage Learning is a valued partner of ACBSP and a sponsor of the conference proceedings at the 2010 ACBSP Annual Conference, June 25-28 in Los Angeles.

4LTR Press Offers Value, Choice for Today's Students

by: Robin Lucas, Cengage Learning

Today's students tackle mounting and diverse challenges on their way to a degree. They hold multiple jobs and study late into the night; they cram for tests between family and work obligations; they maintain active lifestyles and they stretch their student loans to their limits. And in today's economy, the need for students to successfully earn a degree on a tight budget is increasingly more important.

In March, 2007, with the launch of MKTG and 4LTR Press, Cengage Learning started a new conversation about these learners. MKTG's innovative approach to principles of marketing delivered all the key content that faculty expect in a textbook (learning outcomes, theories, definitions, and key terms) in a new format driven by the student. MKTG also included an access card to online quizzing, flash cards and additional digital tools built around today's learners.

This "student-tested, faculty-approved" approach to principles of marketing resonated so strongly with marketing faculty that Cengage Learning applied the formula to courses across all discipline areas. In a survey conducted in summer, 2009, 73% of 4LTR Press faculty users said they saw improved student engagement or better grades in their classrooms from the previous year and textbook. And an emphatic 98% of these respondents said that they would recommend 4LTR Press to a colleague.

4LTR Press' student research showed another consistent recommendation – to address the rising costs of higher education. At one-third to half the cost of traditional

textbooks, 4LTR Press has saved students approximately \$50,000,000 with its new, value-based pricing model. More than 500,000 college students have benefited from these solutions, not only from the visually engaging print layouts and the robust digital tools, but also the brand's new business model.

Fueled by this success, the 4LTR Press portfolio continues to grow – nearly 50 4LTR Press solutions will be available by 2010 for classes. While all 4LTR solutions share the hallmarks of the brand – accessible, visually engaging print and digital tools built for students of every learning style – each has characteristics unique to its specific course.

In just under three years, more than 1,400 higher education institutions have adopted a 4LTR Press title; 40% use multiple titles and some schools have adopted as many as nine. But not ones to stop with early success, 4LTR Press continues to ask students and instructors for their input. That continuous feedback shared by students and faculty forms the future of the brand. The mix of print and digital tools will evolve as tomorrow's learners evolve.

"This is much more about the process than it is the product," says Robin Lucas, Brand Executive Marketing Manager for 4LTR Press. "Our ongoing outreach to students on a daily basis ensures that we stay close to the student and develop formats that fit their lives."



ACBSP members get a behind-the-scenes look at the U.S. financial infrastructure

GUIDE TO CLEARANCE AND SETTLEMENT — AN INTRODUCTION TO DTCC

The Depository Trust & Clearing Corporation sent a copy of their recent book: *Guide to Clearance and Settlement — an Introduction to DTCC* to ACBSP champions in November. The book is designed to be a primer, in "plain English," on the clearance and settlement infrastructure in the U.S.

"You may not be aware of the critical role DTCC plays in the financial markets," Managing Director Stuart Z. Goldstein wrote in a letter that accompanied the mailing. "Last year DTCC settled \$1.88 quadrillion in securities transactions, across multiple asset classes — and with an expanding customer base that is truly global."

Goldstein said the *Guide* aims to describe DTCC's clearance, settlement and risk mitigation services in a way that is accessible, readable and user-friendly. "We believe its contents will broaden awareness and knowledge of the increasingly critical role infrastructure companies like DTCC are playing in reducing cost and mitigating risk in financial services, how linking trading parties is providing more choice to investors in financial products and, most importantly, how we are safeguarding the integrity of the system," he said.

Read more about the *Guide* at www.dtcc.com. It will soon be available for purchase on amazon.com.

HONOR SOCIETY NEWS

Delta Mu Delta experiences significant growth in 2009

In the past 12 months, a DMD charter has been installed on the campuses of the University of Phoenix, Webster University, Medgar Evers College, Governors State University, Harris Stowe State University, Greensboro College, and Pennsylvania College of Technology — for a total of 31 co-chapters. This was certainly a banner period for us.

In addition to this physical growth, our exclusive online community is growing at the rate of 100% per year, indicating a welcome reception of this new member benefit. It includes both networking (including a seamless interface to Facebook) and job opportunities, as employers indicate they wish to reach specifically into our community of members for potential candidates.

The first two editions of our e-newsletter, *Vision*, were also released last year. The 12-page newsletter provides valuable information and links to 15-25 additional pages of online content, allowing more coverage of chapter activities. Click [here](#) to download the most recent issue.

Our approach is somewhat unique in that we make it simple to go online and print any or all of the supplementary material - it is separately indexed and offers a “print all” function.

We are currently planning both the 2011 Conference, which will have an emphasis on Faculty Advisers, and our

Centennial Conference in 2013, with an emphasis on students/members. Locations for both conferences will be announced at a later date.

Visit the DMD Web site for news, events and more information: www.deltamudelta.org.

— R.L. Sosnowski
Executive Director
Delta Mu Delta



“I look forward to the challenges of leading our honor society through the ever-changing environment that faces colleges, universities, and certainly our honor society.”

— Chuck Fazzi
President, DMD

Q&A...(continued from page 3)

Question: What about business corporations; shouldn't they be the main participants?

Answer: Business corporations represent one group that will be asked, and we encourage your support in assisting us with these contacts. Other groups include foundations, corporate members of ACBSP, regional councils, and affiliated honor societies.

Question: You say you want us to assist in identifying businesses, but those contacts will be donors or potential donors to our school, so why would we want to do this?

Answer: Please understand, this campaign is not about undermining your fundraising efforts. We do not anticipate receiving a list of your donors.

“This is not about taking away, but about adding value.”

—Doug Viehland
ACBSP Executive Director

Consider that you may have individuals or alumni or businesses that support your business school with contributions. It would be of value for you to approach them about your work with ACBSP and share with them our story and the value of accreditation as part of building donor goodwill. This contact may be interested in having a global presence by supporting business education on a larger scale. They would find it of value that you made them aware of this opportunity to have their name attached to teaching excellence as it exists on your campus and on a global scale through ACBSP. This is not about taking away, but about adding value.

Professional Opportunity



MBA Faculty and Program Coordinator

Mount Aloysius College is seeking candidates for a full-time faculty position with primary responsibilities in the newly developed Master of Business Administration (MBA) program. This position requires teaching in the graduate program, having some responsibility for teaching in the undergraduate curriculum, and serving as the MBA program coordinator. Candidates should have a background in professional accountancy and possess strengths in audit, fraud examination, and International Financial Reporting Standards, with the demonstrated ability to teach management courses other than accounting.

Applicants must have the ability to utilize various teaching methods and effectively incorporate the use of technology into the teaching/learning process. A willingness to serve on college committees, assist with Departmental initiatives, advise students, and participate in other College activities is required. Other requirements include: Certified Public Accountant licensure; Ph.D. in a business-related discipline, DBA, or appropriate doctorate; and a record of successful management. Previous teaching at the college level is preferred. This position reports to the Chairperson of the Department of Business and Information Technology.

Qualified candidates should submit their letter of application and resume in confidence to the Office of Human Resources at humanresources@mtaloy.edu. Hard copies may be forwarded to:

Mount Aloysius College
ATTN: Director of Human Resources
7373 Admiral Peary Highway
Cresson, PA 16630

*Mount Aloysius College is an Equal Opportunity Employer.
Founded in 1853 - Mount Aloysius is a private, Catholic, regionally accredited, comprehensive college.*

**In the tradition of the Sisters of Mercy
A Just and Caring Environment Where Hospitality and Compassionate Service Flourish**

Professional Opportunity



كليات التقنية العليا
HIGHER COLLEGES OF TECHNOLOGY

BUSINESS FACULTY

The Higher Colleges of Technology (HCT) is a system of 16 campuses in seven centers in the United Arab Emirates, one of the most progressive and modern countries in the Middle East. The language of instruction is English and programs are provided to a western standard of education. Our departments are filled with faculty who are adventurers and modern thinkers, who seek both stability and new horizons, who want to make a difference and are able to reward themselves in the process. It is an environment that both desires and produces excellence. HCT invites applications for Business Faculty.

Responsibilities

A primary responsibility will be teaching effectively in a practical learner-centered environment; preparing students in a range of Business Majors to contribute to the positive development of the country; adhering and assisting in the development of system-wide policies affecting the Higher Colleges of Technology; and actively participating in the academic and extra-curricular life of the College and the community.

Qualifications

A Master's Degree from an accredited institution in Management, Accounting Finance, Human Resources, Marketing, or a closely-related field. The qualified applicants must have; (1) at least 3 years of teaching –preferably at an adult, tertiary or post secondary level; (2) Three years of industry or industry-related experience; (3) Effective communication skills; (4) Cultural awareness and sensitivity.

Rewarding Compensation

The compensation package includes: tax-free, 12-month base salary, relocation/commencement assistance, unfurnished accommodation, tuition assistance for dependent children, 48 working days of paid annual vacation, annual air ticket to the country of origin for the employee and their eligible dependents, free comprehensive medical coverage for employees and their eligible dependents, a generous contract completion bonus and much more.

For a detailed job description and to apply, please visit <http://recruit.hct.ac.ae>. Review of candidates will begin immediately and continue until the position is filled. All inquiries and applications will be held in strict confidence.

Professional Opportunity



VANCOUVER ISLAND
UNIVERSITY

MANAGEMENT FACULTY

Vancouver Island University, an internationally known, dynamic university with a student population of about 18,000, invites applications for the following instructional positions within the Faculty of Management:

- **University-College Professor Human Resource Management, Competition No. 09-4074**
- **University-College Professor, International Business, Management, Operations Management, Competition No. 09-4075**
- **University-College Professor, Finance, Competition No. 09-4076**
- **University-College Professor, Accounting, Competition No. 09-4077**
- **University-College Professor, Recreation and Tourism Management, Competition No. 09-4078**

The successful candidates will be responsible for developing and preparing lessons as well as instructing, assessing and grading student achievement. Additional duties include participating in a wide range of activities outside the classroom such as student support; institutional, faculty and departmental committee meetings and other initiatives and scholarly activities in keeping with the successful candidates' discipline in and outside the institution. For more information on duties and qualifications, visit: www.viu.ca/HumanResources/postings. Please see the online VIU course calendar at the following web address for further information on our programs and courses: www.viu.ca/calendar/Business/index.asp.

VIU is a supportive campus community focused on innovative teaching methods, undergraduate research opportunities, and creating an exceptional learning experience for its students. Employing over 2,000 faculty and staff, VIU operates four campuses, with the main campus in Nanaimo, BC and regional campuses in Duncan, Powell River and Parksville.

These postings will remain open until 1pm, February 24, 2010. We encourage you to submit your application through the Online Applicant Portal. To apply, visit: www.viu.ca/HumanResources/postings.

If you are unable to apply online, we will accept applications via mail, fax, or personal delivery. You must submit a separate application for each competition, and your application(s) must identify the competition number and job title you are applying for.

**Human Resources Department, Vancouver Island University
Building 300, Room 209
900 Fifth Street
Nanaimo, BC V9R 5S5
Fax: 250 740-6469**

Professional Opportunity



Business & Information Systems General Business Management

Florida State College at Jacksonville, a large, public four-year institution located in the beautiful coastal area of northeast Florida, seeks highly creative full-time faculty to teach students face-to-face, online, and hybrid/blended courses. A student-centered, interactive environment with strong technology support helps students develop creative and critical thinking, enjoy the learning process, and become life-long learners.

The college provides in-depth faculty development programs designed to promote meaningful technology integration and research-based teaching and learning strategies. This has resulted in the extensive use of social networking and pedagogical tools such as mastery and cooperative learning. The college supports the Blackboard learning management system and provides a wide variety of online and proctored testing options. Faculty, staff, and administrators are engaged in continuous reflection and interventions to close the gap between students' entering knowledge, skills, and dispositions and those required for successful participation as global citizens.

If this teaching and learning environment appeals to you, welcome home. The areas in which faculty are currently sought are listed below.

Business & Information Systems General Business Management

Interested candidates must submit a Florida State College at Jacksonville online application and unofficial student copies of transcripts. Visit <http://Jobs.FSCJ.edu> to learn more and to complete the required online application for these positions.

Florida State College at Jacksonville does not discriminate on the basis of race, color, national origin, sex, religion, age or disability in employment or the provision of services and is an equal access/equal opportunity affirmative action college. Florida State College at Jacksonville is a member of the Florida State College System. Florida State College at Jacksonville is not affiliated with any other public or private university or College in Florida or elsewhere.

Florida State College at Jacksonville is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award the baccalaureate degree and the associate degree. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, or call (404) 679-4500 for questions about the accreditation of Florida State College at Jacksonville.

Professional Opportunity



NEBRASKA
WESLEYAN

Assistant Professor of Management and/or Marketing

Nebraska Wesleyan University, a private liberal arts university with 1550 students in the College of Liberal Arts & Sciences, located in Lincoln, Nebraska, seeks a tenure-track, assistant professor of Management and/or Marketing starting August 2010. Ph.D. preferred; teaching experience expected.

Teaching load is 12 hours each semester (four 3-credit sections; three preparations). Must be committed to a teaching-focused, student-centered, liberal arts education.

Please send letter of interest, curriculum vitae, statement of teaching philosophy, and names, addresses and e-mails of at least three professional references in Word format (.docx or .doc) to:

Dr. Courtney Baillie

ccb@nebrwesleyan.edu

Review of applications will begin February 5, 2010, and will continue until the position is filled. This is a nine month, tenure-track position, starting August, 2010.

Nebraska Wesleyan University is an equal opportunity employer and supports diversity among its staff and faculty.

Professional Opportunity



Dean — Ketner School of Business

Trine University, formerly Tri-State University, seeks a visionary, collaborative leader for the position of Dean of the Ketner School of Business. This is an exceptional opportunity for an experienced, energetic and committed leader to enhance the school's commitment to innovative approaches in business, education, and service. This individual is to begin duties on or about July 1, 2010. The dean is the chief academic and administrative officer of the school and reports to the Vice President for Academic Affairs and is a member of the Academic Council.

Responsibilities:

Primary responsibilities of the position include the implementation of a strategic vision for the school via intellectual and academic leadership, and providing administrative oversight of fiscal and personnel issues. This individual will also lead programmatic assessment and accreditation, focus on student recruitment, retention, and placement, and work with students, faculty, alumni, and business leaders within the community to enhance and build external relations and revenue streams.

Qualifications:

An earned doctorate in a discipline represented by the school is required. A minimum of three years of experienced higher education leadership with a record of administrative accomplishments at the department chair position or above is preferred with experienced fiscal and personnel management and strong organizational and interpersonal skills. Review and evaluation of applications will begin February 1, 2010; however, applications will be accepted until the role is filled.

The Ketner School of Business at Trine University:

The Ketner School of Business offers the Bachelor of Science in Business Administration (BSBA) degree, with majors in accounting, entrepreneurship, finance, golf management, hospitality & tourism management, marketing, management, and sport management. A Bachelor of Science degree, with a fitness and recreational programming major, and Associate degrees in accounting and business administration are also offered. The Ketner School of Business garnered ACBSP accreditation for BSBA programs in 2008.

Trine University, founded in 1884 as Tri-State College, is a private university offering associate, bachelor, and master degree programs on its main campus in Angola, Indiana and at learning centers in Fort Wayne, South Bend and Merrillville, Indiana. The mission of the University is to promote "intellectual and personal development, through professionally-focused learning opportunities, preparing graduates to succeed, lead, and serve." Trine University is proud of its normal college heritage and reputation for providing graduates who immediately contribute to employment positions in both the public and private sectors. Please send a letter of application, resume/vita, and list of three references to:

Ms. Cathy Faye
Director of Human Resources
Trine University
1 University Avenue
Angola, IN 46703-0307
or e-mail .pdf documents to fayec@trine.edu

Trine University is an Equal Opportunity Employer committed to employing a highly-qualified staff that reflects the diversity of our great nation.