

#### Message from the President:

Greetings from the IACBE! Welcome to the first in a series of occasional NewsBriefs from IACBE World Headquarters. The purpose of these briefs is to keep our members updated on what's going on with the IACBE and our member schools. We hope that you find these NewsBriefs informative and helpful.

As always, all of us here at the IACBE are committed to serving you and to partnering with you in preparing today's business students for tomorrow's workplace.

My Best Regards,  
Dennis Gash

#### Changes to IACBE Reporting Requirements

##### New Format for Annual Reports

In order to ensure transparency in the reporting of changes within the academic business unit and of the results of the implementation of the outcomes assessment plan, the form for the annual report has been updated. The new forms are available at [www.iacbe.org/membership-annual-reports.asp](http://www.iacbe.org/membership-annual-reports.asp). Please remember: Annual reports are due by November 1.

##### Assessment Plan Updates

In 2012, in order to remain compliant with CHEA disclosure requirements, the IACBE revised the requirements for outcomes assessment plans so as to include assessment of intended student learning outcomes and the identification of assessment measures and performance targets for all majors, concentrations, specializations, emphases, options, and tracks comprising any portion of a business program. If your outcomes assessment plan that is on-file with the IACBE does not include this assessment information, you must submit an updated plan along with your annual report. Additional information and the template for the new required format are available at [www.iacbe.org/oa-documents.asp](http://www.iacbe.org/oa-documents.asp).



**Save the Date!**

**2015 ACAM**

**April 14-17 | 2015**

**Baltimore, Maryland**

#### Welcome to IACBE's New European Staff Member



We are most pleased to welcome Mr. Paul Mallette as the IACBE's Director of European Operations and International Development.

Paul is a 25-year veteran of higher education, and over that time he has held both teaching and administrative positions in the U.S. and Europe. Paul has served on numerous boards for both academic and humanitarian organizations, including service as a public member of the IACBE Board of Directors. He has been active in quality assurance in higher education for more than 15 years. Prior to his current appointment with the IACBE, Paul was also the General Director of the Europa Quality Agency for Higher Education (EQAHE), an accreditation agency for member institutions of the Fédération Européenne Des Écoles (FEDE). Paul is based in Paris, France.

Paul can be reached at [pmallette@iacbe.org](mailto:pmallette@iacbe.org).

#### IACBE China Field Study Tour



The IACBE is pleased to announce an exciting new initiative that provides our member schools with significant new professional development opportunities. The IACBE is partnering with the Center for International Business Education and Research

(CIBER) at the University of Colorado-Denver to co-host an annual Faculty Development in International Business (FDIB) field study tour of China.

The 2015 FDIB program, "*The Opportunities and Challenges Facing China*," will be conducted on January 5-15, 2015 in Shanghai, Suzhou, Hangzhou, Kunming, and Yichang (Three Gorges Dam). We invite you and other colleagues to participate.

For details, please visit our website at: [www.iacbe.org/si-fdib-china.asp](http://www.iacbe.org/si-fdib-china.asp).

## Recent Accreditations

The Board of Commissioners of the IACBE is pleased to announce that the academic business units in the following colleges, universities, and other higher education institutions have recently earned first-time accreditation or reaffirmation of accreditation:

California Maritime Academy (CA, USA), FHR School of Business (Suriname), Fitchburg State University (MA, USA), Franklin Pierce University (NH, USA), Herzing University (WI, USA), Marian University-Wisconsin (WI, USA), Saint Joseph's College (IN, USA), Saint Peter's University (NJ, USA), and Wentworth Institute of Technology (MA, USA).

**Congratulations to Everyone!**

## Goals, Outcomes, and Objectives: What Are the Differences?

Have you ever struggled with what these terms mean or with where to start? Do goals lead to outcomes, or vice versa? Should I write objectives, then outcomes?

For the purpose of developing an effective outcomes assessment plan for advancing quality in business education, the differences between these terms need to be clarified.

The *Assessment Pyramid* below illustrates the general hierarchical relationships among mission, goals, outcomes, and objectives:



The widening and downward flow from the institutional mission in the pyramidal structure indicates that:

- The mission of the academic business unit flows from the institutional mission and should be consistent with and contribute to the institutional mission.
- The broad-based goals flow from the mission of the academic business unit with multiple goals associated with the business unit's mission and each goal relating to some aspect of the mission.
- Intended outcomes flow from the broad-based goals with multiple intended outcomes associated with each goal.
- Performance objectives flow from the intended outcomes with multiple objectives associated with each outcome.

For more information, please visit: [www.iacbe.org/oa-goals-outcomes-objectives.asp](http://www.iacbe.org/oa-goals-outcomes-objectives.asp).

## Regional Assembly Conferences

- Region 1:** New England | October 9-10 | Elms College | Chicopee, MA (USA)
- Region 2:** Middle States | November 6-7 | Mount Saint Mary College | Newburgh, NY (USA)
- Region 3:** Southern | November 13-14 | Saint Leo University | Atlanta, GA (USA)
- Region 4:** Great Lakes | October 5-7 | Robert Morris University | Chicago, IL (USA)
- Region 5:** North Central | September 17-19 | Grantham University | Lenexa, KS (USA)
- Region 6:** South Central | October 30-31 | Concordia University | Dallas, TX (USA)
- Region 7 and 8:** Northwest and Western | October 16-17 | Coeur d'Alene, ID (USA)
- Region 9:** European | October 23-25 | Geneva Business School | Barcelona, Spain
- Region 10:** Asian | December 15-17 | Indus Business Academy | Bangalore, India
- Region 11:** Latin American | September 24-26 | Courtyard Panama | Panama City, Panama

For more information, please visit the IACBE website at: [www.iacbe.org/regional-assembly-conferences.asp](http://www.iacbe.org/regional-assembly-conferences.asp).



## Fall 2014 Calendar



October 1	Application and Fee due for 2016 Site Visits (2014-15 Self-Study Year)
October 13	Columbus Day – IACBE Offices Closed
November 1	Annual Reports Due
November 11	Veterans Day – IACBE Offices Closed
November 27-30	Thanksgiving – IACBE Offices Closed
December 3-5	Board of Commissioners Meeting
December 8	Register for 2015 Annual Conference and Assembly Meeting
December 15	Deadline for 2015 Membership Dues
December 24-January 2, 2015	Holidays/New Year – IACBE Offices Closed