

**Welcome to the  
spring issue of  
IACBE NewsBriefs.**

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**Spotlight on....**

**2015 IACBE Annual Conference and  
Assembly Meeting**



**Conference Dates**

14-17 April • 2015

**Conference Theme**

Trends and Challenges in Business Education

**Conference Hotel**

Hyatt Regency Baltimore • On the Inner Harbor  
Baltimore, Maryland • USA

**Early-Bird Registration Deadline**

13 March • 2015

**Featured ACAM Sessions**

**Plenary Session**

The IACBE's New Expectations and Requirements for Quality Assurance, Outcomes Assessment, and Reporting

**IACBE Faculty Development in International Business  
China Study Tour Roundtable**

This roundtable introduces the IACBE's new professional development opportunity for faculty and administrators from IACBE member institutions – the Faculty Development in International Business (FDIB)-China Field Study Tour. The roundtable will feature presentations by the participants of the 2015 tour who will share their experiences with attendees.

**Accounting Accreditation Roundtable**

This roundtable session will provide conference participants with an opportunity to meet with members of the IACBE accounting accreditation task force and to discuss the next steps in implementing a pilot program for the special accreditation of accounting programs.

**Meet-the-Commissioners Roundtable**

This roundtable session provides ACAM participants with the opportunity to meet the IACBE Board of Commissioners and to ask questions regarding the Assembly's accreditation process, self-studies, outcomes assessment plans, policies and procedures, or other aspects of the IACBE's process of quality assurance.

**Trends and Challenges in Business Education Roundtable**

Participants will discuss the further development of the TCBE initiative and will determine the most appropriate communications platforms for networking, discussion, and the distribution and sharing of information.

**Doctoral Program Roundtable**

ACAM participants whose institutions currently offer, or are considering offering, doctoral programs in business are invited to attend this special roundtable session to discuss various issues relating to doctoral programs.

**Concurrent Sessions**

The concurrent sessions at the 2015 ACAM will feature presentations dealing with the conference theme and various other topics relating to best practices and excellence in business education.

## Special Plenary Session

### The IACBE's New Expectations and Requirements for Quality Assurance, Outcomes Assessment, and Reporting

This plenary session introduces the IACBE's new expectations and requirements for measuring and advancing academic quality; for assessing student learning in business programs and the operational effectiveness of academic business units; and for developing acceptable outcomes assessment plans. In addition, the IACBE's new framework and processes for interim reporting will be presented.



## Accreditation Workshops



### Preparing an Effective Self-Study and Site Visit Preparation

During this workshop, each of the IACBE's Accreditation Principles are introduced and the ways in which to document compliance with them in the self-study are explained. In addition, the key points in preparing a complete and accurate self-study document are identified, and common pitfalls to avoid are pointed out. The logistics involved with preparing for an efficient site visit are also covered.

### Developing a Comprehensive Outcomes Assessment Plan

This workshop focuses on how to design a comprehensive outcomes assessment plan that meets IACBE expectations for assessing student learning in your business programs and the operational effectiveness of your academic business unit. The workshop discusses the purposes of outcomes assessment; identifies measurement instruments that can be used to assess intended student learning outcomes and intended operational outcomes; and explains the use of outcomes assessment in advancing academic quality in your business programs. In addition, the IACBE's new assessment plan template and a comprehensive example of a completed plan will be presented.

### Site-Visit Peer Reviewer Training

A successful accreditation review process depends on a careful, thorough, and objective site visit conducted by a team of well-trained peer reviewers. As the IACBE continues to grow both domestically and worldwide, a corps of competent, knowledgeable site-visit evaluators becomes increasingly essential. Workshop participants will learn how to evaluate self-studies effectively and how to conduct productive and efficient site visits. At the end of the day, you will have completed the requirements necessary to be assigned to a site-visit team.

### Site-Visit Team Chair Training

This workshop will focus on the responsibilities associated with chairing an accreditation site-visit team. The workshop is intended only for those who have completed a site-visit peer reviewer training session and have been a member of a site-visit team. Participation in this workshop is by invitation only.

## Fourth Annual Student Case-Study Competition



The Fourth Annual Student Case-Study Competition is open to students from all IACBE-member institutions, and will provide students with an opportunity to showcase their abilities to analyze and present a case focusing on business ethics.

**Registration Deadline:** March 27

**Teams:** Teams are to include 2-4 members. Each team must be accompanied by a faculty advisor. The competition is limited to a maximum of eight teams.

**Winners:** A first-, second-, and third-place team will be selected based on the combined scores from four rounds of presentations.

For more information, please visit the IACBE website at: [Annual Student Case-Study Competition](#).

## Annual Awards of Excellence

### John L. Green Award for Excellence in Business Education

The John L. Green Award for Excellence in Business Education honors individuals who have made significant contributions that advance the cause of academic quality in business education in a manner consistent with the IACBE's "Characteristics of Excellence in Business Education."

### Frank V. Mastrianna Education Leader of the Year Award

The Frank V. Mastrianna Education Leader of the Year Award honors individuals who are exemplary higher education leaders and who have made significant contributions to an institution of higher education or a higher education organization.

### Excellence in Teaching Award

The Excellence in Teaching Award recognizes an exemplary teacher/professor who has used his or her expertise to make meaningful and significant contributions to student learning in a way that advances academic quality in business education.

## Take Me Out to the Ballgame

On Wednesday evening, the IACBE is offering an optional opportunity to attend a Baltimore Orioles baseball game. Make plans now to join friends and colleagues at Camden Yards to watch the Baltimore Orioles play the New York Yankees. The beautiful baseball-only facility in downtown Baltimore is state-of-the-art, yet unique, and is traditional and intimate in design. The one-time railroad center is only 12 minutes by foot from Baltimore's Inner Harbor and the conference hotel.



**Peregrine Academic Services  
Users Group Meeting**



Please plan to join Peregrine Academic Services for a special Users Group Meeting

to be held in conjunction with our 2015 IACBE Annual Conference and Assembly Meeting. The Users Group Meeting will be your opportunity to provide input regarding Peregrine's reports, client administration site, new service development, new topic development, and service delivery. As your thought-partner in higher education, Peregrine Academic Services is anxious to obtain your valuable insights and ideas for its continuous improvement efforts.

Peregrine's Users Group Meeting is free and open to all conference participants. The meeting will take place on Tuesday, April 14th from 9:00 a.m. until 4:00 p.m. The meeting will be held at the Bubba Gump Shrimp Company restaurant (301 Light Street) directly across the street from the conference hotel and will include a hosted lunch for all participants. The meeting will be ongoing, so you can plan to join at any time.

**Conference Hotel  
Hyatt Regency Baltimore • On the Inner Harbor**



The Hyatt Regency Baltimore is a AAA Four Diamond hotel on Baltimore's picturesque Inner Harbor. This urban contemporary hotel offers a luxury gateway to "Charm City." Meet with friends and colleagues in the remarkable

Pisces lounge, a luxury venue that overlooks the Inner Harbor. Catch an Orioles' game at Camden Yards, visit museums and historical sites, or explore the wonders of the Inner Harbor. The hotel gives you access to all that the vibrant Inner Harbor has to offer, whether you are meeting friends, attending a conference, or exploring the city. Discover what happens when charm meets personalized service at the Hyatt Regency Baltimore.

**The Inner Harbor  
Baltimore, Maryland • USA**



**2015 IACBE Annual Conference and  
Assembly Meeting  
Agenda-at-a-Glance**

**Tuesday • April 14**

- Board of Commissioners Meeting**..... 9:00 am–5:00 pm
- Peregrine Academic Services  
Users Group Meeting** ..... 9:00 am–4:00 pm
- Conference Registration** ..... 2:00 pm–5:00 pm
- Welcome Reception** ..... 6:00 pm–7:00 pm  
(Co-Hosted by the IACBE  
and Peregrine Academic Services)
- Networking Social** ..... 8:00 pm–10:00 pm  
(Sponsored by Grantham University)

**Wednesday • April 15**

- Breakfast** ..... 7:30 am–8:30 am
- Conference Registration** ..... 8:00 am–4:00 pm
- Plenary Session**..... 8:30 am–10:00 am  
The IACBE's New Expectations and  
Requirements for Quality Assurance,  
Outcomes, Assessment, and Reporting
- FDIB China Study Tour Roundtable** ..... 10:20 am–11:00 am
- Concurrent Sessions** ..... 10:20 am–4:50 pm
- Student Case-Study Competition**..... 10:30 am–5:00 pm
- Accounting Accreditation Roundtable**..... 11:10 am–11:50 am
- Recognition Luncheon**..... 12:00 pm–1:30 pm
- Board of Directors Meeting**..... 1:30 pm–4:30 pm
- Regional Assembly Officers Meeting**..... 4:30 pm–5:30 pm
- Prospective Member Roundtable** ..... 4:30 pm–5:30 pm
- Optional Baltimore Orioles  
Baseball Game**..... Evening

**Thursday • April 16**

- Regional Assembly Breakfast Meetings** ..... 7:30 am–8:30 am
- Conference Registration** ..... 8:00 am–4:00 pm
- Student Case-Study Competition**..... 8:00 am–5:00 pm
- General Meeting of the Assembly** ..... 8:30 am–10:00 am
- Board of Directors Meeting**..... 10:20 am–11:50 am
- Concurrent Sessions** ..... 10:20 am–4:50 pm
- Awards Luncheon** ..... 12:00 pm–1:30 pm
- Board of Commissioners Meeting**..... 1:30 pm–3:30 pm
- Meet-the-Commissioners Roundtable** ..... 3:30 pm–5:00 pm
- Pre-Banquet Reception** ..... 6:00 pm–7:00 pm
- Accreditation Banquet** ..... 7:00 pm–9:00 pm

**Friday • April 17**

- Breakfast** ..... 7:30 am–8:30 am
- Workshop Registration** ..... 8:00 am–10:00 am
- Trends and Challenges  
in Business Education Roundtable**..... 8:30 am–9:10 am
- Doctoral Program Roundtable**..... 9:20 am–10:00 am
- Conference Adjourns** ..... 10:00 am
- Accreditation Workshops** ..... 8:30 am–4:30 pm

**Make Plans Now!**

**2016 IACBE Annual Conference and Assembly Meeting**

**The Peabody Hotel  
Memphis, Tennessee • USA**

**5-8 April • 2016**



In the heart of “Blues City,” you’ll find The Peabody Memphis, a magnificent Forbes Four-Star, AAA Four-Diamond historic hotel in Downtown Memphis.

The Peabody’s convenient downtown location is just blocks away from Memphis attractions like Beale Street,

the Memphis Rock ‘N’ Soul Museum, Gibson Guitar Factory, Fed-Ex Forum, National Civil Rights Museum, Sun Studio, Orpheum Theatre, and the Memphis Cook Convention Center.



The Peabody itself is also one of Memphis’ most popular attractions. The luxury hotel is a member of the Historic Hotels of America – the official program of the National Trust for Historic Preservation. In

addition, the Peabody Ducks, which live on the hotel rooftop, march to and from the Grand Lobby daily at 11 a.m. and 5 p.m. in a time-honored tradition dating back to 1933.

Legendary, charming, elegant, and grand are adjectives that perfectly describe this luxury Downtown Memphis hotel. Whether visiting for business or leisure, the hotel’s Southern hospitality is sure to exceed your expectations.

**2015 IACBE Summer Institute**

**15-17 July • 2015**

**Lenexa, Kansas • USA**



The IACBE will be sponsoring and hosting our annual Summer Institute on July 15-17, 2015. The three-day-long institute offers multiple workshop sessions on various aspects of the IACBE’s accreditation, outcomes assessment, and self-

study processes, and advancing academic quality in business units and programs.

For additional details about our summer Institute, please visit our website at: [2015 IACBE Summer Institute](http://www.iacbe.org/2015-IACBE-Summer-Institute).

**IACBE President Delivers Commencement Address in India**



During his visit to India in December 2014, Mr. Dennis Gash, President of the IACBE, was invited to be Chief Guest and to deliver the commencement address at the post-graduate commencement ceremonies of the ICBM School of Business Excellence in Hyderabad, India.

In his address to the graduates, Mr. Gash spoke on the following themes:

- Innovation, Creativity, and the Entrepreneurial Spirit
- Ethical and Socially-Responsible Behavior
- The Importance of Life-Long Learning

**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:

**Alaska Pacific University** (AK, USA), **American University in Dubai** (United Arab Emirates), **Cazenovia College** (NY, USA), **Concordia University-Wisconsin** (WI, USA), **Defiance College** (OH, USA), **Humboldt State University** (CA, USA), **Kardan University** (Afghanistan), **Keystone College** (PA, USA), **Massachusetts Maritime Academy** (MA, USA), **Medaille College** (NY, USA), **Ohio Valley University** (WV, USA), **Oklahoma Wesleyan University** (OK, USA), **SBS Swiss Business School** (Switzerland), **Shepherd University** (WV, USA), **Universidad Interamericana de Puerto Rico-San Germán** (Puerto Rico), **University of Maine at Fort Kent** (ME, USA), **University of Maryland University College** (MD, USA)

**Congratulations to Everyone!**



**Spring 2015 IACBE Calendar**



March 13	Deadline for Early-Bird Registration for Annual Conference and Assembly Meeting
March 27	Deadline for Registration for Student Case-Study Competition
April 14-17	Annual Conference and Assembly Meeting (IACBE Offices Closed April 13-20)
May 25	Memorial Day (IACBE Offices Closed)
July 3	Independence Day (Observed) (IACBE Offices Closed)
July 15-17	IACBE Summer Institute
July 21-23	Board of Commissioners Meeting