

AACSB International – 2019 Global Accreditation Conference
September 15-17, 2019
San Antonio, TX

Conference Chair: Linda Hadley, Dean, D. Abbott Turner College of Business, Columbus State University
Theme: Embracing Agility for Quality

Sessions are open to all attendees; however, these symbols can be used to identify sessions that may be of interest to you and your institution.



Special interest topics



Considering accreditation or in the initial accreditation stage



Experienced in the accreditation process

8:30 a.m. – 6:00 p.m. [Continuous Improvement Review Seminar](#)

Sunday, September 15

8:00 a.m.–6:00 p.m. Conference Check-In and Information

Please note: breakfast and lunch will not be provided on Sunday, September 15

8:30 a.m.–10:30 a.m. Digital Transformation Affinity Group Meeting

8:30 a.m.–11:30 a.m. Membership and Accreditation Information Session

Speakers:

- **Rachel Dixon-Zudar**, Manager, Accreditation Services, AACSB International
- **Jane Lawler**, Senior Manager, Accreditation Services, AACSB International
- **Javier Maymi**, Manager Membership Latin America and the Caribbean, AACSB International
- **Jeanine Romano**, Director, Business Education Data, Benchmarking, and Analysis, AACSB International

9:00 a.m.–11:00 a.m. New Deans Learning Community Affinity Group Meeting

11:00 a.m.–1:00 p.m. Entrepreneurship Programs Affinity Group Meeting

11:00 a.m.–1:00 p.m. Mentor Training

AACSB's mentor training covers important topics related to mentoring a school, including the role of the mentor, preparing for a mentor visit, and working with a school in the development of the initial self-evaluation report (iSER). After this training, mentors will be able to expertly support schools seeking initial accreditation.

Please note:

- [Preregistration](#) for this training is required.

- All attendees must be eligible to mentor and complete the online pre-work prior to attending.

Facilitators:

- **Jacob Chacko**, Dean, Clayton State University
- **Ihsan Zakri**, Manager Accreditation Services, AACSB International

11:00 a.m.–3:30 p.m. Accreditation & Membership Booth

This is an opportunity to ask AACSB staff general accreditation or membership questions you may have.

11:30 a.m.–12:30 p.m. Technology in Business Roundtable Affinity Group Meeting

1:30 p.m.–3:30 p.m. Peer Review Team Training

AACSB’s peer review team (PRT) training covers important topics related to both initial and CIR PRT visits, including preparing for a visit, conducting a visit, and writing a PRT report. After this training, PRT members will have the necessary competencies to participate in a PRT visit.

Please note:

- [Preregistration](#) for this training is required.
- All attendees must be eligible to serve on a PRT and complete the online pre-work prior to attending.

Facilitators:

- **Marine Condetto**, Manager, Accreditation Services, AACSB International
- **Tanuja Singh**, Dean, St. Mary’s University, Greehey School of Business

2:00 p.m.–3:00 p.m. Responsible Management Education Affinity Group Meeting

2:00 p.m.–4:00 p.m. Latin America and the Caribbean Regional Group Meeting

3:30 p.m.–4:30 p.m. Bonus Session: Accounting Accreditation 

Whether you are considering accounting accreditation or already have it, this is a great session to learn more about the recent updates implemented in 2018. This is also a great opportunity to get the answers to questions you may have.

Speakers:

- **Maria Baltar**, Assistant Vice President, Accreditation Operations and Implementation, AACSB International
- **Yvonne Hinson**, Senior Director, Academic in Residence, American Institute of Certified Public Accountants, Academic and Career Development

3:30 p.m.–4:45 p.m. Small Schools Network Affinity Group Meeting

4:45 p.m.–5:30 p.m. Bonus Session: myAccreditation 

Come see how the myAccreditation system will assist you as an organization and AACSB volunteer! The system contains dashboards of items and their due date, organization information (contact information, scope, comparison groups), and most of all, clear expectations of those item(s)

required for accreditation submission. A one-stop portal for your accreditation document submission, review, and retention of documents. Let us show you how myAccreditation will be an asset to you

Speakers:

- **Brenda Knebel**, Manager Data Solutions, AACSB International
- **Maria Baltar**, Assistant Vice President, Accreditation Operations and Implementation, AACSB International

5:30 p.m. – 6:30 p.m. Accreditation & Membership Booth

This is an opportunity to ask AACSB staff general accreditation or membership questions you may have

5:30 p.m.–6:30 p.m. Welcome Reception

Reconnect with old friends, make new ones, and network with the exhibitors. Relax and enjoy the company of your colleagues before the conference gets underway.

Monday, September 16

7:15 a.m.–5:30 p.m. Conference Check-In and Information

7:15 a.m.–8:45 a.m. Continental Breakfast and Networking, *Sponsored by Kogod School of Business, American University*

7:15 a.m.–12:30 p.m. Exhibitor Showcase Open

7:30 a.m.–8:30 a.m. Bonus Sessions

Initial Accreditation Q&A 

Get your accreditation questions answered by an AACSB staff member and volunteer in this informative question and answer session

Speakers:

- **Maria Baltar**, Assistant Vice President, Accreditation Operations and Implementation, AACSB International
- **Tom Begley**, Dean, Rensselaer Polytechnic Institute, The Lally School of Management

Continuous Improvement Review Accreditation Q&A 

Get your accreditation questions answered by an AACSB staff member and volunteer in this informative question and answer session

Speakers:








- **Betty Jo Licata**, Dean, Youngstown State University, The Warren P. Williamson, Jr. College of Business Administration
- **Suzanne Mintz**, Assistant Vice President, Accreditation Strategy and Policy, AACSB International







8:45 a.m.–10:00 a.m. Plenary I: Lead Like a Scientist: Why Experiments are the Key to Unleashing Human Potential

Have you ever questioned how best to motivate your staff, colleagues, or community partners? If you have a hunch, you have a hypothesis. Join Charlotte Blank, chief behavioral officer of Maritz, to learn surprising new insights from behavioral science, and how field experiments are the key to understanding what really works, in the modern workplace. You don't need a degree in psychology to lead like a scientist – you just have to be open to experimentation.

Speaker:

- **Charlotte Blank**, Chief Behavioral Officer, Maritz

<i>Sponsored by Wharton Research Data Services (WRDS)</i>			
10:00 a.m.–10:30 a.m. Refreshment Break and Networking , <i>Sponsored by Peregrine Global Services</i>			
10:05 a.m.–10:20 a.m. Data Direct Kiosk Join this informal session to learn more about Data Direct’s capabilities and member benefits			
10:30 a.m.–12:30 p.m. Accreditation & Membership Booth This is an opportunity to ask AACSB staff general accreditation or membership questions you may have.			
10:30 a.m.–11:15 a.m. Conversations of 8 Conversations of 8 offers a professional development opportunity in the form of a very small discussion group. Participants have the freedom to choose from a variety of subjects by joining a table with an assigned topic of interest. Each table has a predetermined topic that is open for group discussion.			
11:30 a.m.–12:30 p.m. Concurrent Sessions			
<i>In the Classroom</i>	<i>Beyond the Classroom</i>	<i>Strategy</i>	<i>Best Practices</i>
(A1) Exploring AoL  A critical component of AoL is building sustainable processes. In this session, learn how two institutions approach learning assurance from a comprehensive quality assurance perspective. The presenters will show how to leverage existing quality assurance processes (student’s course evaluations, program committee meetings, assessment plans, faculty trainings, etc.) and data (pass rates, (digital) exam results, rubrics) to develop a comprehensive, continuous improvement AoL process. The session will also provide examples of tools used for data collection, analysis, and loop closing	(A2) Standard 15    Feeling challenged by faculty qualifications criteria? Join this session for an open discussion on methods to improve your faculty qualification ratios. Speakers: <ul style="list-style-type: none"> • Kathleen Getz, Dean, Loyola University Maryland • Devrim Yaman, Associate Dean, Western Michigan University 	(A3) Eligibility Criteria  This session will explore the eligibility criteria and the preparation for the initial accreditation process to make sure that the school is providing the Initial Accreditation Committee (IAC) with the required information to help them make a decision. Presenters from around the world - United States, Russia and Lebanon - will provide a global understanding and best practices to assist in the development of the eligibility application for business accreditation. In alignment with AACSB’s Eligibility Procedures and Accreditation Standards for Business Accreditation, the presenters will cover the eligibility criteria in the two main categories of Core Values and Guiding Principles. Speakers:	(A4) Myths and Misconceptions   The AACSB accreditation standards are intentionally non-prescriptive, recognizing diversity across institutions. The principles-based standards are meant to encourage advancement and achievement of a school’s self-defined mission. However, principles-based standards do not mean “anything goes”! In fact, these standards place the onus on the school to clearly articulate its mission and how it meets the standards in a coherent and thoughtful manner. Join this interactive session to discuss what review teams and committees are looking for and what they are not, address common myths, and clear








<p>Speakers:</p> <ul style="list-style-type: none"> • Ginger Killian, Associate Dean, MBA Director, University Central Missouri • Nienke Renting, Assistant Professor Innovation, Management & Strategy & Officer International Accreditations, University of Groningen 		<ul style="list-style-type: none"> • Nathalie Bouldoukian, Director of Quality Assurance Office, Holy Spirit University of Kaslik • Svetlana Kovalenko, Deputy Director, Innovations and Consulting, Graduate School of Economics and Management, Ural Federal University • Moez Limayem, Dean, University of South Florida, Muma College of Business 	<p>any misconceptions about AACSB's standards and processes.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Joseph Doucet, Dean, University of Alberta, Alberta School of Business • Amy Memon, Manager Accreditation Services, AACSB International
<p>12:30 p.m.–1:30 p.m. Networking Luncheon, <i>Sponsored by Bryan School of Business and Economics, University of North Carolina Greensboro</i></p>			
<p>1:30 p.m.–4:30 p.m. Accreditation & Membership Booth</p>			
<p>This is an opportunity to ask AACSB staff general accreditation or membership questions you may have.</p>			
<p>1:30 p.m.–5:30 p.m. Exhibitor Showcase Open</p>			
<p>1:45 p.m.–2:45 p.m. Concurrent Sessions</p>			
<p>(B1) Alternative Instructional Models & Implications for Accreditation </p> <p>In an era of globalized and transformative digital disruption, it is unsurprising that alternatives to traditional business school instructional models are increasingly widespread. These alternative approaches include both synchronous and asynchronous online and blended delivery, work integrated learning, distributed learning, and multi-campus operations sometimes spanning several countries. Yet the AACSB accreditation</p>	<p>(B2) A Framework for Encouraging Greater Business, Societal, and Business School Community Impact   </p> <p>Presenters will share their experiences and insights relating to their schools' impact strategies, explaining how their business schools have a positive impact on business, society, and the global business school community. An updated, mission-driven structure and an impact portfolio measurement system in the context of your school will be illustrated, along with experiences covering governance, strategy formation, and development. An institutional</p>	<p>(B3) Alternative Revenue Streams </p> <p>Due to shifts in external forces (e.g., low enrollments, low ability to pay, declining state support), business schools are being challenged to serve their fundamental missions. Many schools are looking to new funding models, alternative revenue streams, and creative programs to ensure continuity in business education. This session will discuss macro forces that have increased the need to diversify revenue streams, provide examples of alternative</p>	<p>(B4) Smoothing the Process for Achieving AACSB Accreditation: From Soup to Nuts </p> <p>This session will focus on the role of and the communication between the volunteer(s), mentor/PRT, and the host institution. We will discuss the preparation of the host institution in every step of the way and how they should communicate and interact with the mentor and then with PRT in a most effective way. Every case is different and every culture is different. What is not different is the goal: Achieving a successful outcome whether it is initial accreditation or re-accreditation. This session should</p>

<p>standards originated in a very different time, when the term “instructional model” meant a face-to-face class taught by a professor of record. This session will explore the challenge of upholding rigorous accreditation standards, while pursuing innovation in instructional delivery.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Nigel de Bussy, Pro Vice-Chancellor, Curtin University • César Guadalupe, Professor and Director, Learning Quality and Accreditation, Universidad del Pacífico 	<p>incentive system for encouraging engagement and a measurement system inclusive of all business school participants will prompt discussions for this session.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Song Chen, Deputy Dean, Tongji University • Mary Meixell, Associate Dean and Professor, Management, School of Business, Quinnipiac University 	<p>revenue streams, share challenges in developing successful programs (including institutional infrastructure needs), and provide examples of successes and failures in building alternative revenue streams for business schools. Presenters will allow time to share experiences and discuss issues facing the evolving business education landscape.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Jorge Haddock, President of the University of Puerto Rico • Barbara Rau, Dean, University of Wisconsin Oshkosh 	<p>help institutions to have effective communication with their mentor/PRT and smooth visit leading to a successful outcome</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Tom Begley, Dean, Rensselaer Polytechnic Institute, The Lally School of Management • Maling Ebrahimpour, Dean, University of Rhode Island
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2:45 p.m.–3:15 p.m. Refreshment Break and Networking, *Sponsored by the College of Business and Innovation, University of Toledo*

2:50 p.m.–3:10 p.m. Data Direct Kiosk
Join this informal session to learn more about Data Direct’s capabilities and member benefits

3:15 p.m.–4:15 p.m. Concurrent Sessions

<p>(C1) Mixed Marriages: Internal and External Collaboration in Berkley and Milan </p> <p>Explore how these two institutions advance their missions and strengthen the student experience through creative partnerships, from concurrent degree options to company sponsored projects.</p>	<p>(C2) Encouraging High quality Intellectual Contributions </p> <p>  Developing guidelines for Intellectual Contributions that meet your mission may be the easy part. Encouraging some faculty to contribute to and preferably exceed the minimum requirements is often a challenge. Some faculty become less productive over time and need a</p>	<p>(C3) Creating a Culture of Continuous Improvement </p> <p>Speakers will discuss how creating a culture of continuous improvement will ensure a School to have a smooth preparation and AACSB visit whether the School is in the initial or maintenance accreditation stage. This session highlights that sustainable culture requires a well-thought process that goes beyond obtaining or maintaining accreditation</p>	<p>(C4) If Only I Had Known That... Learning Best Practices from Peers  </p> <p>Engage in a facilitated discussion on common challenges business school leaders face in today’s competitive environment. Use a “crowd sourcing of ideas” approach to learning best practices to answer common (and unique) challenges as experienced by participants in</p>
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<p>Speakers:</p> <ul style="list-style-type: none"> • Ann E. Harrison, Dean, University of California, Berkeley, Haas School of Business • Mauro Mancini, Associate Professor, Politecnico di Milano School of Management 	<p>kick start to get re-engaged. Two Schools give tips on engaging faculty to ensure they achieve relevant and continuing intellectual contributions that offer engagement, innovation and impact.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Joe Hair, Director, PhD Program, Cleverdon Chair of Business, Mitchell College of Business, University of South Alabama • Stephanie Morgan, Professor, University of Kent, Kent Business School 	<p>and focuses on the impact the School creates on society. Therefore, the School can capitalize on the work done to obtain or maintain accreditation and use it as a leverage to the strategic development of the School.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Isabelle Fagnot, Associate Dean, Quality & Accreditation, KEDGE Business School • Sara Marin-Zapata, International Accreditation Analyst, Universidad EAFIT, School of Management and School of Economics and Finance 	<p>their respective institutions. The session will be highly interactive, focusing on key themes as identified by participants. Deliverables will include tangible strategies participants can employ in their own environment.</p> <p>Facilitator:</p> <ul style="list-style-type: none"> • Tanuja Singh, St. Mary's University, Greehey School of Business
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4:30 p.m.–5:30 p.m. Plenary II: Reimagining Accreditation
 After months of collecting your feedback on the reimagination of the business accreditation standards, we are ready to share and discuss the first exposure draft. Join us for a lively discussion on what is to come.

Speakers:

- **Nancy A. Bagranoff**, Former Dean and Professor, Accounting, University of Richmond, Robins School of Business
- **Geoff Perry**, Deputy Vice-Chancellor, Business School, Auckland University of Technology
- **Stephanie Bryant**, Executive Vice President and Chief Accreditation Officer, AACSB International

Tuesday, September 17

8:00 a.m.–1:00 p.m. Conference Check-In and Information

8:00 a.m.–9:30 a.m. Continental Breakfast and Networking

8:00 a.m.–11:00 a.m. Exhibitor Showcase Open

8:15 a.m.–9:15 a.m. Bonus Session: Exposure Draft Follow-Up
 Have follow-up questions? Want insight on how to prepare for upcoming accreditation changes? Join this session for additional discussion on what's next for the accreditation standards.

Speakers:

- **Nancy A. Baganoff**, Former Dean and Professor, Accounting, University of Richmond, Robins School of Business
- **Geoff Perry**, Deputy Vice-Chancellor, Business School, Auckland University of Technology
- **Stephanie Bryant**, Executive Vice President and Chief Accreditation Officer, AACSB International

9:30 a.m.–10:30 a.m. Plenary III: Innovation is a Team Sport

Why do so many innovation efforts fail? Why do our best attempts at creative problem solving never seem to reach their full potential? The cause of both frustrations, it turns out, are actually the same. In this keynote, Burkus targets a common misconception about creativity and innovation efforts: that it has to do with changing how individuals think. Instead, research reveals that “lone creators” are historically rare and for most innovations, creativity is a team sport. By combining insights from social science research and practical takeaways from the most innovative companies and teams, Burkus outlines a prescription for any team or organization to work more creatively together, without silos, politics, or frustration.

Speaker:







- **David Burkus**, Author, Associate Professor, Oral Roberts University

10:30 a.m.–11:00 a.m. Refreshment Break and Networking, Sponsored by the Merrick School of Business, University of Baltimore

10:35 a.m.–10:55 a.m. Data Direct Kiosk

Join this informal session to learn more about Data Direct’s capabilities and member benefits

11:00 a.m.–12:00 p.m. Concurrent Sessions

<i>In the Classroom</i>	<i>Beyond the Classroom</i>	<i>Strategy</i>
<p>(D1) Innovative Curricula </p> <p>At the graduate level, learn how a deep review of the core curriculum led faculty at the Tuck School to make broad changes. These changes touch not just the curriculum, but also co-curricular learning and the career journey of their students. At the undergraduate level, a similar review by faculty at the Paul College led to major changes designed to extend the curriculum beyond the classroom as part of the new Business in Practice program that is similarly designed to enhance career opportunities for their students.</p>	<p>(D2) Data Management   </p> <p>Data Management in an academic organization is a subject for research and teaching; more recently an organizational issue. HEC Paris and ESSEC Business School, two French Business schools, share with you the way they tackle Data Management in regard to their long lasting history and challenging context.</p> <p>Speakers:</p> <ul style="list-style-type: none">• Carole Decamps, Data and Quality Director, HEC School of Management, Paris	<p>(D3) Mission Driven  </p> <p>How do you develop a relevant and sustainable mission that effectively guides the decision-making process, allowing you to remain inclusive of your college’s values and goals</p> <p>Speakers:</p> <ul style="list-style-type: none">• P.N. Saksena, Dean, Winthrop University, College of Business Administration

<p>Speakers:</p> <ul style="list-style-type: none"> • Neil Niman, Associate Dean, Academic Programs, University of New Hampshire, Peter T. Paul College of Business and Economics • Matthew J. Slaughter, Dean, Dartmouth College, Tuck School of Business at Dartmouth 	<ul style="list-style-type: none"> • Isabel Torcheux-Vijitkasem, Director, Accreditations and Continuous Improvement, ESSEC Business School 	
<p>12:00 p.m.–1:00 p.m. Networking Luncheon</p>		
<p>Program Concludes</p>		
<p>1:00 p.m.–5:00 p.m. The Essentials of Strategic Planning Workshop (space is limited - separate fee and registration required) Learn from experts in this interactive and hands-on workshop that will teach you how to create and develop a well-written plan and align with accreditation standards. Walk away knowing what is expected for an effective plan and the psychology to set yourself up for success.</p> <p>Facilitators:</p> <ul style="list-style-type: none"> • Stephanie Bryant, Executive Vice President and Chief Accreditation Officer, AACSB International • Tim Mescon, Executive Vice President and Chief Officer for Europe, Middle East, and Africa, AACSB International 		