

# AACSB International – International Conference and Annual Meeting

April 26-28, 2020 - Colorado Convention Center - Denver, Colorado, USA

Conference Chair: John A. Elliott, Interim Provost, University of Connecticut

Theme: Elevating Our Perspectives

All conference sessions and times are subject to change - check back regularly for the latest schedule.

<b>SUNDAY, April 26</b>	
8:30 a.m. – 6:30 p.m.	<b>ICAM Check-In and Information</b>
9:00 a.m.– 4:00 p.m.	<b>Affinity Group Meetings</b>  Join various Affinity Group meetings for a pre-conference learning and networking opportunity. More details coming soon.
4:15 p.m. – 5:30 p.m.	<b>AACSB Accreditation Standards: Proposed Changes</b>  This session will give you an opportunity to ask questions and learn of proposed changes to the AACSB Business Accreditation Standards before tomorrow's vote. <ul style="list-style-type: none"> <li>• <b>Nancy A. Bagranoff</b>, Professor, Robins School of Business, University of Richmond</li> <li>• <b>Stephanie Bryant</b>, Executive Vice President and Chief Accreditation Officer, AACSB International</li> <li>• <b>Geoff Perry</b>, Deputy Vice-Chancellor, Business School, Auckland University of Technology</li> </ul>
5:30 p.m. – 6:30 p.m.	<b>Welcome Reception / Experience Hall Grand Opening</b>  Reconnect with old friends and make new ones at this informal Denver theme reception.  <i>Sponsored by Joseph M. Bryan School of Business and Economics, University of North Carolina at Greensboro</i>
<b>MONDAY, April 27</b>	
8:00 a.m.– 6:00 p.m.	<b>ICAM Check-In &amp; Information</b>
8:00a.m. – 9:00 a.m.	<b>Continental Breakfast and Networking</b>
9:00 a.m. – 9:15 a.m.	<b>Morning Welcome and Announcements</b>
9:15 a.m. – 10:30 a.m.	<b>Plenary I: How Strategy Really Works</b> <ul style="list-style-type: none"> <li>• <b>Roger Martin</b>, Thinkers50 #1 management thinker in the world; Professor Emeritus at the Rotman School of Management at University of Toronto where he served as Dean (1998-2013), Academic Director of the Michael Lee-Chin Family Institute for Corporate Citizenship (2004-2019) and Director of the Martin Prosperity Institute (2013-2019).</li> </ul>

	<i>Sponsored by Leavey School of Business, Santa Clara University</i>				
<b>10:30 a.m. – 11:15 a.m.</b>	<b>Refreshment Break and Networking</b>				
<b>11:15 a.m. – 12:15 p.m.</b>	<b>CONCURRENT SESSIONS</b>				
	<b>accreditation</b>	<b>collaborations</b>	<b>impact</b>	<b>transformation</b>	<b>curriculum</b>
	<p><b>(A1) AACSB Accreditation Standards: Faculty Development and Qualifications</b></p> <p>This session will focus on the need for aligning criteria for faculty qualifications and engagement with mission, programs, and impact.</p> <ul style="list-style-type: none"> <li>• <b>Irineu Giansesi</b>, Dean of Academic Affairs, Insper Instituto de Ensino e Pesquisa</li> <li>• <b>Susan Lehrman</b>, Dean, Rohrer, College of Business, Rowan University</li> </ul>	<p><b>(A2) Collaborating with Industry</b></p> <p>Learn how business schools and business practice collaborate on mutually beneficial projects, co-create new knowledge, and positively impact our communities.</p> <ul style="list-style-type: none"> <li>• <b>Gary Colbert</b>, Dean, Univ. of Colorado Denver Business School</li> <li>• <b>Mary Jane Rogers</b>, Director, JP Morgan</li> </ul>	<p><b>(A3) Building a More Diverse and Inclusive Business School</b></p> <p>How does more diversity create more value for your school? In this session presenters will discuss demonstrating impact of diversity on institutions.</p> <ul style="list-style-type: none"> <li>• <b>Moderator: Andrew Jack</b>, Global Education Editor, Financial Times</li> </ul> <p><b>Presenters:</b></p> <ul style="list-style-type: none"> <li>• <b>Binnu Palta Hill</b>, Assistant Dean for Diversity and Inclusion, Wisconsin School of Business, University of Wisconsin-Madison</li> <li>• <b>Ian O. Williamson</b>, Pro Vice-Chancellor and Dean, Victoria Business School</li> </ul>	<p><b>(A4) Companies are Obsessed with Lifelong Learning, so Where Do Business Schools Fit In?</b></p> <p>Many companies view lifelong learning as a bulwark against employee turnover and looming disruption by more-nimble competitors. Companies believe that if employees continually expand their own human capital, they will be happier, more productive, more innovative, and more likely to stay. This mindset creates a ripe environment for business schools to step in and shape how business is done in the 21st century. So what, exactly, are companies looking for, and how can business schools respond? We will ask for your perspectives and share our own.</p> <ul style="list-style-type: none"> <li>• <b>Mike Malefakis</b>, Associate Vice Dean, Wharton Executive Education, Univ. of Pennsylvania</li> </ul>	<p><b>(A5) Incorporating Humanities into Business Curriculum</b></p> <p>Humanities teach creative thinking skills, reasoning, problem solving, and asking questions. Hear examples of schools incorporating literature, philosophy, and the arts in business curriculum.</p> <ul style="list-style-type: none"> <li>• <b>Eric Litton</b>, Assistant Professor of Business, Coker University</li> <li>• <b>Leonard Waverman</b>, Dean, DeGroot School of Business, McMaster University</li> </ul>

				<ul style="list-style-type: none"> <li>• <b>Molly Nagler</b>, CLO &amp; Head, PepsiCo</li> </ul>	
12:15 p.m. – 1:30 p.m.	<b>Beta Gamma Sigma International Honoree Luncheon</b>				
1:45 p.m. – 2:45 p.m.	<b>CONCURRENT SESSIONS</b>				
	<b>accreditation</b>	<b>collaborations</b>	<b>impact</b>	<b>transformation</b>	<b>curriculum</b>
	<p><b>(B1) Assessing the AoL</b></p> <p>This session explores methods and tools for assessing AoL system and discusses potential opportunities associated with the engagement of different stakeholders in the assessment process.</p> <ul style="list-style-type: none"> <li>• <b>Venkat Yanamandram</b>, Director, Assurance of Learning, Sydney Business School, Univ. of Wollongong</li> </ul>	<p><b>(B2) Coding and App Development in Business Education</b></p> <p>This session will discuss a collaboration between Apple and a cohort of business schools, which has focused on the role of coding and app development in business education - and specifically, the development of curriculum to teach undergraduate students about the technical and business aspects of the app economy. The app economy is at the intersection of several mega trends, from big data to machine learning, which are transforming business models across industries. Learn how Apple is working with business schools to prepare students for careers in this rapidly evolving space.</p> <ul style="list-style-type: none"> <li>• <b>Haya Ajjan</b>, Associate Professor of Management and Director of the Elon Center for Organizational Analytics, Martha and</li> </ul>	<p><b>(B3) Fostering Social Impact</b></p> <p>Hear examples of schools responding to changes affecting societies around the world— from global disruptions like climate change, water shortages, to political conflicts.</p> <ul style="list-style-type: none"> <li>• <b>Sandra Luxton</b>, Associate Dean, Swinburne Univ. of Technology</li> <li>• <b>Bendik Meling Samuelsen</b>, Provost of Academic Programmes, BI Norwegian Business School</li> </ul>	<p><b>(B4) Experimenting with Technology</b></p> <p>Presenters will share examples of schools experimenting with latest technologies and discuss the impact of virtual reality, artificial intelligence, and blockchain on higher education.</p> <ul style="list-style-type: none"> <li>• <b>Sandeep Krishnamurthy</b>, Dean, School of Business, University of Washington, Bothell</li> </ul>	<p><b>(B5) Rethinking Business Curriculum: Learning from the Trailblazers</b></p> <p>Hear from schools that strengthened the link between what we teach in our classrooms and the core competencies, skills, and mindsets that employers expect from future business school graduates.</p> <ul style="list-style-type: none"> <li>• <b>Johan Roos</b>, Chief Academic Officer, Hult International Business School</li> <li>• <b>Matt Sigelman</b>, CEO Burning Glass Technologies</li> </ul>

		<p>Spencer Love School of Business, Elon University</p> <ul style="list-style-type: none"> <li>• <b>Andrew Currah</b>, Education Development Executive, Apple, Inc.</li> <li>• <b>Jake Hansen</b>, Market Segment Executive, Apple, Inc.</li> </ul>			
<b>2:45 p.m. – 3:30 p.m.</b>	<p><b>Refreshment Break and Networking</b></p> <p><i>Sponsored by Rutgers Business School, Rutgers University</i></p>				
<b>3:00 p.m. – 4:00 p.m.</b>	<p><b>LEARNING PEAK (in Experience Hall)</b></p> <p>Picnic tables for informal networking or topics for discussion at each table</p>				
	<p><b>Accreditation Booth</b></p> <p>This is an opportunity to ask AACSB staff general accreditation questions you may have.</p>	<p><b>AACSB Membership and Accreditation Information Session</b></p> <p>Current projects, research, and best practices that AACSB offers to educational institutions and business partners, as well as the accreditation process and timeline.</p>	<p><b>myAccreditation Sessions</b></p> <p>Learn more about how this system will ease your accreditation process and the burden of reporting.</p>	<p><b>DataDirect Sessions</b></p> <p>Learn strategies to benchmark your school's trends against your peers and competitors.</p>	
	<p><b>Innovations That Inspire</b></p> <p>Representatives from schools highlighted by the 2020 Innovations That Inspire challenge will be available to discuss their featured innovations supporting entrepreneurship, intrapreneurship, and innovation.</p>	<p><b>Brain Breaks (or Chair Yoga)</b></p> <p>Short activities that help retain information, focus, and get reenergized.</p>	<p><b>Campfire Chats</b></p> <p>Short sessions in a laid-back atmosphere of campfire-like storytelling. Sessions are facilitated and content is created by attendees.</p>	<p><b>Speakers' Corner</b></p> <p>Visit the Speakers' Corner for exclusive time with conference presenters. This is a great opportunity to talk with speakers about their session and ask questions.</p>	
<b>4:15 p.m. – 5:15 p.m.</b>	<p><b>AACSB Officers' Remarks and Annual Business Meeting</b></p>				

	Officers of AACSB International will provide reports to the membership with Thomas R. Robinson, President and CEO, updating members on the organization's strategic change agenda; John A. Elliott presenting the Chair's Annual Address; and board vice chair-chair elect Linda U. Hadley sharing the vision for business education. Official representatives from the AACSB Accreditation Council or appointed designees will be asked to vote on the proposed business accreditation standards.			
5:30 p.m. – 6:30p.m.	<b>Evening Reception</b> <i>Hyatt Regency Denver – ICAM's Headquarter Hotel</i>  Network with colleagues and enjoy the full ICAM experience. Get a preview of ICAM 2021 in Chicago, Illinois, USA (April 18-20).  <i>Sponsored by College of Business Administration, American University of the Middle East</i>			
<b>TUESDAY, April 28</b>				
8:00 a.m. – 1:30p.m.	<b>ICAM Check-In &amp; Information</b>			
8:00 a.m.– 9:30 a.m.	<b>Continental Breakfast and Networking</b>			
8:30 a.m. – 9:30 a.m.	<b>Bonus Session: Upcoming Initial Accreditation Visit Q&amp;A</b>  If you have an upcoming Initial Accreditation visit in the next two years, this session is for you! We invite you to bring questions related to the initial accreditation process, and we will discuss the psychology of a visit, managing a visit, and what to do when the unexpected happens. <ul style="list-style-type: none"> <li>• <b>Maria Baltar</b>, Assistant VP, Accreditation Operations and Implementation, AACSB International</li> <li>• <b>Thomas M. Begley</b>, Professor of Management, Lally School of Management, Rensselaer Polytechnic Institute</li> </ul>		<b>Bonus Session: Upcoming CIR Accreditation Visit Q&amp;A</b>  If you have an upcoming CIR visit in the next two years, this session is for you! We invite you to bring questions related to the continuous improvement review, and we will discuss the psychology of a visit, managing a visit, and what to do when the unexpected happens. <ul style="list-style-type: none"> <li>• <b>Betty Jo Licata</b>, Dean, Williamson College of Business Administration, Youngstown State University</li> <li>• <b>Suzanne Mintz</b>, Assistant VP, Accreditation Strategy and Policy, AACSB International</li> </ul>	
9:45 a.m. – 11:00 a.m.	<b>Plenary II</b>			
11:00 a.m. – 11:30 a.m.	<b>Refreshment Break and Networking</b>			
11:30 a.m.– 12:30 p.m.	<b>CONCURRENT SESSIONS</b>			
	<b>accreditation</b>	<b>impact</b>	<b>transformation</b>	<b>curriculum</b>
	<b>(C1) AACSB Business Accreditation Standards: Changes and Transition</b>	<b>(C2) Leading with Impact: Strategic Planning</b>  Presenters will discuss implications of strategically	<b>(C3) Plenary II Follow Up</b>  Dive deeper into discussions based on Plenary II presentation.	<b>(C4) Infusing Required Professional Development Courses into the Undergraduate Curriculum</b>

	<p>In this session, presenters will answer any questions related to the accreditation standards changes and explain the transition to the 2020 Standards, and deadlines.</p> <ul style="list-style-type: none"> <li>• <b>Charles Iacovou</b>, Sisel Distinguished Dean, the Kirby Chair in Business Excellence and Professor of Management, Wake Forest University</li> <li>• <b>Suzanne Mintz</b>, Assistant Vice President, Accreditation Strategy and Policy, AACSB International</li> </ul>	<p>planning and managing resources, as well as share how to gain university and college-wide support for the school's mission.</p> <ul style="list-style-type: none"> <li>• <b>Nicole Jenkins</b>, Executive Associate Dean, Gatton College of Business and Economics, University of Kentucky</li> </ul>		<p>Hear from schools that have developed innovating curricular programs that engage industry professionals as instructors to kickstart students' personal and professional development and to prepare them to compete for, and succeed in, the best jobs. In this session, presenters will discuss methods for structuring and scaling a required, four-year, professional development program, and offer ideas for how to create a tailored professional development program based on your school's needs.</p> <ul style="list-style-type: none"> <li>• <b>Marianne W. Lewis</b>, Dean and Professor of Management, Carl H. Lindner College of Business, University of Cincinnati</li> <li>• <b>Tyler Wiersma</b>, Bryan School of Business and Economics, The University of North Carolina Greensboro</li> </ul>
12:30 p.m. – 1:30 p.m.	Networking Luncheon			
PROGRAM CONCLUDES				