

Greetings, ISBE Members,

It is March, and the weather is beginning to warm on some days. I am so excited and tired of the cold. You may be like me and looking forward to spring. Our state is currently handling quite a large amount of rainfall and causing flooding in many areas. Add the strong winds to the equation, and things are becoming a little interesting with the advent of spring.

During March we welcome spring, but many of us also like to enjoy St. Patrick's Day. We have fun with ideas and themes from St. Patrick's Day such as the "Luck of the Irish." With this thought in mind, I began attempting to find business education ideas related to Ireland and St. Patrick's Day.

2019 NBEA CONVENTION

We hope you are making plans to attend the NBEA convention. It will be held at the Chicago Marriott Downtown Magnificent Mile in Chicago, Illinois. Dates are April 16-20, 2019. Registration is open. Your SBEA Board hopes to see you there. In fact, many of our members are presenting sessions during NBEA and at the divisional meetings. You are sure to learn many exciting new tips and gain ideas for classroom instruction. Take this opportunity to attend if you have not attended an NBEA Convention before. There is a first-time attendee reception just for you!



ISBE FUNCTIONS DURING 2019 NBEA CONVENTION

During the NBEA Convention in Chicago, ISBE will be providing several opportunities for the membership. There will be the business meeting on Thursday evening and a chance for anyone interested in leadership in ISBE to learn more about the organization and leadership opportunities. We have several members providing sessions on international business. Please take a moment to review the opportunities available to you and put these on your calendar to attend.

Wednesday, April 17

ISBE Session: 9:00 a.m. – 9:55 a.m.

ISBE Leadership Development

Presenters: Michelle Taylor, ISBE President and Hector Lopez, ISBE Director to NBEA

Location: DuPage (3rd Floor)

ISBE Session: 10:00 a.m. – 10:55 a.m.

A Case Study Exploration of Internships in Undergraduate Business Education

Presenter: Kawana W. Johnson, Florida State University

Location: DuPage (3rd Floor)

ISBE Session: 2:00 p.m. – 2:55 p.m.

Global Trade as One Aspect of International Business

Presenter: Ruth DePieri, East Los Angeles College

Location: DuPage (3rd Floor)

Thursday, April 18

ISBE Session: 9:00 a.m. – 9:55 a.m.

Teaching Business in Japan, Canada, and the USA

Presenter: Karen O'Connor, Cerro Coso Community College

Location: DuPage (3rd Floor)

ISBE Session: 10:00 a.m. – 10:55 a.m.

So You Want to Go to the ISBE-SIEC Conference!

Presenter: Roietta Fulgham, Sierra College

Location: DuPage (3rd Floor)

ISBE Session: 2:00 p.m. – 2:55 p.m.

Teaching International Students

Presenter: Robert Blair, Middle Tennessee State University

Location: DuPage (3rd Floor)

ISBE Business Meeting

5:15 p.m. – 6:30 p.m.

Location: Los Angeles/Miami (5th Floor)

ISBE Session Information

A Case Study Exploration of Internships in Undergraduate Business Education

During this session, the presenter will share findings from a case study that described, analyzed, and drew conclusions about internships in undergraduate business education at an AACSB accredited business school at a Research 1 institution located in the United States. By identifying the role, challenges, benefits, and intended outcomes of internships in undergraduate business education, the researcher gained a better understanding of how one form of experiential learning, internships, can impact the curriculum, the professional preparation of the students, and the relationships that are created through internship program development. Session participants will not only benefit from hearing the results of this study, but also have an opportunity to discuss the role, challenges, and benefits they see within internship programs at their own institutions. By combining research with best practices, participants will leave with tangible ideas to implement and/or improve existing internship initiatives. The nation is facing a “skills imperative” that threatens the U.S. economy and our ability to see competitive growth (Partnership for 21st Century Skills, 2010, p. 9). Therefore, business schools must understand how to use internships and other forms of experiential learning to cultivate the skills, competencies, and values to produce the next generation of leaders (AACSB, 2016). Graduating a large volume of students is simply not enough to meet the demands of a changing workforce (Kavas, 2013).

Kawana Johnson has over 10 years of experience in higher education with an emphasis in career services. Her career includes 7 years working in experiential learning at the Florida State University Career Center and almost 8 years in the FSU College of Business serving in multiple roles including Director of Professional Development and Employer Relations and Director of Student Engagement. She currently holds a teaching faculty designation and serves as the Director of Internships and Career

Services in the FSU College of Business where she oversees the daily operations of the internship office and serves as the instructor of record for the online internship courses. She completed her PhD in Curriculum and Instruction with an emphasis in Career and Workforce Education and has focused her research interests on internships in undergraduate education.

Global Trade as One Aspect of International Business

As we prepare our students for jobs in today's competitive global workplace, we must consider the importance of including global trade. Courses in global trade can enhance a job applicant's employment prospects not only by providing a world view outlook of business, but also by showing how one's business and technology skills can be applied in various industries.

This session will provide an overview of some of the following topics of Global Trade courses, which are the global business environment, international relations and diplomacy, international trade regulatory organizations, international trade agreements, importing and exporting, logistics, and the international business work culture.

Ruth DePieri is an adjunct professor of international business at East Los Angeles College. She was the 2015-2016 International Society for Business Education (ISBE) President. She was also the 2015-2016 U.S. Representative to La Societe International pour l' Enseignement Commercial (SIEC-ISBE), Professional Development Committee www.siec-isbe.org. In 2015-2016, Ruth served on the California Business Education Association (CBEA) State Board of Directors as Southern Section Representative.

More sessions will be spotlight next month. Make plans to attend the leadership development seminar. As has been mentioned in previous mailings, we are looking for individuals who are interested in serving as a leader for the chapter. Please consider this as you make your arrangements to attend the conference in Chicago.

Teaching Business in Japan, Canada, and USA

Karen would like to share personal experiences, drawn from teaching Business Office Technology in three countries: Japan, Canada, and the USA, over a span of 35 years. Interesting stories, similarities, and notable differences will be shared. This presentation will reveal what it is like and lessons learned teaching for twenty years in two foreign countries before ever teaching in the country of her own citizenship, the USA.

Cultural differences for the teaching environment and variations in the teacher/student role will be shared, as well as the varying role of the professor in the educational institution. Hear how these experiences helped to spur the creation of common curriculum for Business Office Technology in California and a very active relationship with the California and Western Business Education Associations.

Karen O'Connor MEd
Faculty Chair Business and Information Technology
Faculty Business Office Technology
Cerro Coso Community College
www.cerrocoso.edu

California Business Education Association Past President 2017-18

www.cbeaonline.org

President-elect Western Business Education Association 2018

So You Want to Go to the ISBE-SIEC Conference!

Roietta will provide information on what to expect at an ISBE-SIEC Conference. Are you interested in attending the next conference in 2019 to Kefalonia, Greece? Maybe you want to make a presentation. Join this session to find out about international presentations, cultural experiences and food, tours, visits to businesses and schools, and networking with members of active countries.

Roietta Fulgham

Adjunct Professor at Sierra College

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(916) 835-2325

2015-18 Western Business Education Association Director to NBEA Board of Directors

2014 NBEA Postsecondary Teacher of the Year in Business Education

2014-15 President International Society for Business Education

2011-12 President Western Business Education Association

2009-10 President California Business Education Association

Regional Association Meetings

Mountain Plains Business Education Association

Embassy Suites

Denver Tech Center North

7525 East Hampden Avenue

Denver Colorado 80231

June 17 – 19, 2019

<http://www.mpbea.org/conferences.htm>

Southern Business Education Association

The Plaza Resort and Spa

600 North Atlantic Avenue

Daytona Beach, Florida 32118

386-255-4471

October 23 – 26, 2019

<http://www.sbea.us/>

North Central Business Education Association

Board and Membership Meetings will be held during the 2019 NBEA Convention.

<https://www.ncbea.com/>

Western Business Education Association

Torrance Marriott Redondo Beach

3635 Fashion Way

Torrance, California 90503

(310) 316-3636

February 14 – 17, 2020

<http://www.wbea.info/>

ISBE Conference

Dr. Lila Waldman, the General Secretary for SIEC/ISBE, requested the following information be shared with everyone. The 2019 International Society for Business Education (ISBE) conference will be July 28 to August 3 at Argostoli, Kefalonia, Greece. Kefalonia is the largest island of the Ionian Sea.

Registration is \$695 which includes most meals. Rooms at four hotels have been reserved for the conference; a \$250 deposit will reserve a room. A service fee will be included for online payments. Registration and hotel deposit fees increase after June 1.



Lesson Ideas

The Banking and Payments Federation Ireland has several cases for business education posted on its website. As stated on the website, the case studies are written to illustrate key learning ideas using real world examples and criteria. There were five cases available for download. The website also has information for economic indicators and exam question and answer.

<https://businesseducation.ie/case-studies/>

One business case I looked at more closely included the idea of innovation. In today's world, businesses and employees need to be innovative. Businesses need ways to grow itself. Employees need to know how to stay current and relevant with their skills and abilities. This case focused on three key ideas:

1. Impact of Technology on Business
2. Digital Innovation in the Banking Sector
3. Measuring Customer Satisfaction

A detailed explanation of innovation and who adopts new technology is provided. There is a graph to aid students with understanding the numbers who adopt at the various stages and how this adoption process affects market share. This information was followed with dialogue for data protection and regulation. The study ends with a discussion of the impact of innovation on the future practice in banking. Activities are provided for classroom use at the end of the downloadable PDF.

<https://businesseducation.ie/wp-content/uploads/2017/03/digital-innovation-ulster-bank.pdf>

Many of us have an easy time incorporating business ideas and concepts into our lessons when it is the holiday season or, as I said in February, Valentine's Day. However, March comes and many of us become focused on tax season. We must pay those taxes before focusing on Spring and St. Patrick's Day.



Did you know there is a difference in a Shamrock and a four-leaf clover? Shamrocks are not four-leaf clovers. They are white and have three leaves. The four-leaf clover is green and considered lucky. So, be sure to use the correct terminology and picture when you prepare lessons to share with your students for March and engage them to talk business. We want them to have the "luck of the Irish."

Ideas for business instruction could be to have students consider the use of social media. A post could be made telling customers how lucky the business feels to have them as patrons and possibly provide an incentive to visit the store. Then, students could look at where the customer visiting lives. A demographic study could be created to determine effectiveness by locale.

Another idea involves Happy Hour and marketing. This is a real cute idea and will help students learn about different clientele. A time could be offered for special promotions on products of value to a group who visits the store at during set hours. An example could be 50% off for Baby Boomers purchasing on St Patrick's Day during 5–6 p.m. Introduce the concept of millennials, Gen Y, Gen X, Baby Boomers, or other buying group. The products offered at a discount should be something that a person in that target group would truly want and not be something the company wishes to remove from inventory.

<https://www.business2community.com/marketing/st-patricks-day-marketing-ideas-for-small-business-0133935>

St. Patrick's Day is a day when people wear green. It is considered lucky. However, from a business perspective, we think of green as money. As a business owner, we want all the green dollars that we can get flowing into our business so that the bottom line has a healthy profit reflected. Discuss discounts and markups. Encourage students to calculate profit margins. Finally, help them consider ways a business can be environmentally friendly and "go green." Below are some links to free resources for teaching discounts, markups, profit margins, and more.

Profit and Loss Statement Lesson

<https://www.moneyinstructor.com/wsp/profitloss.asp>

Marketing Mix Lesson 5: Promotions (Based on NBEA Standards)

http://kwhs.wharton.upenn.edu/lesson_plans/promotions/

Determine Potential Customers

<https://www.uen.org/lessonplan/view/27583>



Markup and Make Money

<http://www.cpalms.org/Public/PreviewResourceLesson/Preview/48553>

Markup Calculator and Formula

<https://corporatefinanceinstitute.com/resources/templates/excel-modeling/markup-calculator-formula/>

Join Today



Please share with your friends and colleagues about ISBE. For any additional \$35 over the NBEA dues, a person can join the US Chapter. There is an online form that can be easily completed. Please share the following link with your peers to invite them to join.

<https://www.nbea.org/newsite/member/join.html>

When you learn the colleague or friend has joined, please let Roietta Fulgham know. She will be keeping list of the new members and who recruited them.

Roietta may be contacted by email at roietta.goodwin@gmail.com.

Conclusion

If you have ideas that you would like to have the board consider, please send a request to Dr. Michelle Taylor at michelle.taylor@rcu.msstate.edu. She will be happy to share with the board and have these ideas investigated. This is YOUR organization, and we want it to be the best possible to meet your professional needs.

Until next month,

Michelle

Michelle Taylor
2018-2019 ISBE President