



Professional Opportunities Advertising 2010-2011

ACBSP accepts advertising in the Association's quarterly newsletter, *ACBSP Update*, and in the weekly bulletin, *Business Education Week (BEW)*. Both are circulated electronically to more than 8,000 decision-makers including faculty, college presidents, chief academic officers, and heads of business units at colleges and universities in 44 different countries. While the emphasis is on openings for business faculty and academic administrators in business units, other administrative positions within the institution may be submitted.

Advertising is accepted from both ACBSP members and non-members. While the most frequent use is professional opportunity advertising, ads are occasionally placed promoting a call for papers at a national conference, international exchange opportunity, or advertising of specific interest to the ACBSP global community. ACBSP reserves the right to determine whether the content presented for any ad is appropriate and acceptable.

In addition to placement in *ACBSP Update* and/or *BEW*, ACBSP places the professional advertising on the home page of our website, *ACBSP Gateway*. To view current listings, please visit www.acbsp.org. The ad is placed on the home page at the time the ad is confirmed, even if this is prior to the publication date, and remains on the website for at least two months, unless a request is made for removal prior to that time.

ACBSP Update is distributed quarterly as an Adobe Acrobat Document (.pdf) to all members, via e-mail message. You may view the most recent issue by going to www.acbsp.org. The link can be found on the home page. You can also request a .pdf of the most recent issue at info@acbsp.org. An example of an ad from a previous issue of *ACBSP Update* is included with this information kit.

The cost for a full-page ad in *ACBSP Update* is \$150 for members and \$250 for non-members. You may include more than one advertised position on this one page, space permitting. Additional ads in the same issue may be placed for one-half of the above noted rate, such that two full-page ads for two positions from one member institution would be \$225. *ACBSP Update* dates of publication and ad deadlines are shown below:

<u>Issue</u>	<u>Publication Month</u>	<u>Ad Deadline</u>
Summer	July 2010	July 16, 2010
Fall	October 2010	October 15, 2010
Winter	January 2011	Januray 14, 2011
Spring	April 2011	April 18, 2011

Business Education Week is distributed weekly, except during the summer and certain holiday seasons. An Adobe Document (.pdf) is sent on Friday morning via e-mail message. Ad space is limited. **The cost for an ad in one issue of *BEW* is \$250 for members and \$350 for non-members.** Ads must be received by Wednesday of the week in which you would like the ad(s) to appear. To determine availability of ad space in *BEW*, contact info@acbsp.org. A previous issue of *BEW* with an example of an ad is included in this kit.

To Submit an Ad or Make a Payment: An Ad for *ACBSP Update* and/or *BEW* should be sent as a Microsoft Word document via e-mail to info@acbsp.org. A high resolution .jpg of your logo should also be attached. ACBSP can send an invoice or will accept payment by Visa, MasterCard, or American Express.

Professional Opportunity



Sample Ad in
ACBSP Update →

2010-2011 Faculty Positions College of Business

Bowie State University invites applications for full-time, tenure-track faculty positions for the 2010-2011 academic year. All appointments will be at the rank of assistant professor, unless otherwise indicated. Each position starts in mid-August 2010. Bowie State University, a member of the University System of Maryland (USM), is a regional, comprehensive, and historically black university with an enrollment of more than 5200. The University offers an array of baccalaureate, masters degree programs and doctorates in education and computer science. Located between Washington, D.C. and Baltimore, Maryland, the University includes a diverse faculty and student population.

Qualifications:

Excellent teaching and communication skills, and a commitment to research involving undergraduate and graduate students. A terminal degree in the teaching discipline is required for all positions listed, unless otherwise stated.

College of Business:

Applications for positions in the following disciplines are desired:

- Marketing
- Public Administration
- Economics
- Management
- Accounting
- Finance

Salary Range:

Bowie State University offers a competitive salary and provides an excellent benefits package.

Application Process:

Applicants should submit **two** copies of their resume/vitae (including salary history), [BSU faculty employment application](#), letter of interest, a statement of teaching philosophy, an unofficial transcript and three employment references to:

Office of Human Resources
Bowie State University
14000 Jericho Park Road
Bowie, Maryland 20715
www.bowiestate.edu

Screening of applicants will continue until positions are filled.

Bowie State University is an Affirmative Action/Equal Opportunity Employer.



Business Education Week

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B-Schools All A-Twitter Over Social Media. “With interest in social media growing, B-schools are adding courses to teach students what it means for business.” This was the subheading of an article published July 26 in the online edition of Bloomberg *Businessweek*. “...A growing list of business schools...are adding courses on social media to their MBA curricula, addressing the corporate demand for social-network-savvy employees....At least six [business schools] have added courses in the past year that allow students to learn about Internet marketing and social media strategy, according to course syllabi and faculty associated with the classes.”

“Business schools in the last three years have seen a drop in graduate placement rates—to an average of 84 percent in 2009 among Bloomberg *Businessweek’s* top 30 full-time MBA programs, from 96 percent in 2007. Social media classes are one way of preparing students for careers in a promising field, says John Gallagher, associate professor of information systems at Boston College’s Carroll School of Management, where ‘Social Media & Web 2.0 for Managers’ is being offered in the fall. ‘In the realm of technology it’s possible for us to teach our students a tool that their bosses don’t have, and they can provide that added value from day one,’ Gallagher says. ‘Social media skills are the ones that can set them apart. Those are the skills that employers are looking for.’”

Lessons in the Art of Giving. “Most aspiring MBAs go to business school to learn how to make a great deal of money. But these days, business schools are also teaching students how to give it away.” In an article published July 18 on FT.com, author Rebecca Knight writes: “A growing number of business programmes are introducing courses focused on ‘practising philanthropy,’ with the aim of teaching MBA students how to have a strategic edge in their giving by conducting site visits, organizing social and operational charitable contributions.” “...The combination of college and university management and service learning programs at business schools in the US...involve students as grant recipients, developing teamwork, empathy, and sound decision-making,” says Maggie Grove, a consultant at Campus Compact....But most importantly the classes dispel the notion that ‘to be a philanthropist you have to be a person of great wealth,’ she says. “These courses

are broadening the definition of philanthropy and helping people perceive themselves as active and engaged citizens.”

Hybrid M.B.A.s Offer Flexible Option. An article published July 1 in the online edition of *The Wall Street Journal* reports: “M.B.A. programs that mix online instruction with limited on-campus time are becoming a popular option for prospective business school students who want to attend brand-name schools without giving up their jobs, relocating or trekking to campus for classes several nights a week. These hybrid programs are also a boon to schools, particularly as the schools look to boost revenue at a time when the recession has left endowments flagging and alumni donations are hard to come by. The programs are also less expensive for schools to run partly because students in the programs use fewer campus services and resources.... Hybrid M.B.A.s offered at a number of well-known schools cost students roughly as much as a traditional full-time program and uses the same professors as the full-time M.B.A program. These programs even include group project work—a hallmark of many M.B.A. programs—which is done virtually via conference call or Skype.”

“There are, however, notable differences between hybrids and traditional campus M.B.A. programs. For one, hybrid programs often have less stringent admission standards...though there are some exceptions. These programs also tend to cut out elective courses, which can be valuable to career-changers. And students who want to take advantage of the school’s offerings find they have less access to faculty or campus resources, like career services, because they’re not regularly on campus.”

How To Make Business Schools Teach Green. In an article published July 16 on forbes.com, Giselle Weybrecht, author of *The Sustainable MBA: The Manager’s Guide to Green Business* asks “How do we make sure that acceptance of the need for a sustainable approach to business doesn’t die out but instead becomes the accepted norm of the future? A recent joint survey by the United Nations and the consultancy Accenture found that 72% of chief executive officers believe education must be key in making this happen....It’s still fair to say that sustainability remains on the fringes rather than at the core of most serious business education. And the reason seems not to be a lack of enthusiasm for the subject among deans and other academics but the way programs are assessed and accredited.”



Mansfield University of Pennsylvania is seeking applications for the position of **Program Director - Organizational Leadership**. Organizational Leadership is an interdisciplinary on-line program, administratively housed within the Department of Psychology. The Director will work on campus to oversee, develop and promote the Master of Arts degree in Organizational Leadership offered in a distance learning format, collaborate with colleagues in offering an array of interdisciplinary courses and teach courses in organizational leadership. Review of applications will begin Aug. 25, 2010. Applications will be accepted until the position is filled. **AA/EOE**. Download the full page ad at: <http://www.acbsp.org/download.php?sid=1708>. Visit <http://mansfield.edu/hr/employment-opportunities/> for a complete list of employment opportunities at Mansfield University.