



Accreditation Council for Business Schools & Programs, USA  
**Region 10 (South-Asia Council) Fall Conference**

*Theme: 'Transforming Students Success through Recruitment, Retention, and Re-entry'*

**Host: Shri Dharmasthala Manjunatheshwara Institute for Management Development  
(SDMIMD), Mysore**

## **Day 1**

The ACBSP Region 10 (South Asia Council) fall conference was off to a lively start on **15<sup>th</sup> of November 2017**.

The theme of the conference was **"Transforming students' success through recruitment, retention and re-entry"**

Dr. Rajesh Khajuria, Director-CKSVIM Vadodara, Chair-ACBSP Region 10, Dr. Tran Ngoc Taun, Vice Rector, FPTU, Vietnam, Secretary, ACBSP Region 10, Dr. Ramaswamy Nandagopal, Treasurer & Commissioner, ACBSP Region 10 and Dr. H. Gayathri, Deputy Director-SDMIMD graced the inaugural session. The Chairman of SDMIMD, Dr. D. Veerendra Heggade had sent a message wishing all success for the event and this was read out. Dr. Rajesh Khajuria also delivered the welcome address as the chair of Region 10. Dr Tran and Dr Ramaswamy Nandagopal also addressed the gathering and expressed their pleasure on being part of the conference.

### **Student and Faculty showcase presentation**

After the inaugural session there were track sessions held in which the students and the teachers from various B-schools presented on the subject **"Transforming students' success through recruitment, retention and re-entry"**, which was also the theme of the conference.

Post lunch there was a session titled **Best of Minds: Industry-Academia Partnership for Students' Success"**

Dr. Tran Ngoc Taun, Vice Rector, FPTU, Vietnam, Secretary, ACBSP Region 10 was the session chair, the session was also presided by Dr M.R Suresh, Prof-Marketing, SDMIMD and Mr Arjun Ranga, MD, Ranga Rao and Sons. The highlight of the session was the importance that was laid out on the Case study methodology of teaching where all the three speakers unanimously agreed on the effectiveness of Case study methodology of teaching.

The **Keynote session** was presided by Mr. Jeffrey Alderman, President / CEO, ACBSP, USA. Dr. Steve Parscale, Chief Accreditation Officer, ACBSP, USA. Dr. Rajesh Khajuria, Chair, ACBSP Region 10. Mr. R. Venkatanarayanan, President Rane Group and Dr. N R Parasuraman, Director, SDMIMD participated in the session. Welcoming the gathering, Dr. N R Parasuraman stressed the importance of accreditation and what it means to a B-schools strategic framework. Mr. Jeffrey Alderman and Dr Steve Parscale acknowledged the fact that this was one of the biggest regional conferences held and thanked all the delegates and the guests for participating. Mr. R. Venkatanarayanan delivered the special address and he spoke about the prevailing work culture.

The first day ended with a group photo session followed by a splendid cultural performance by Team Kalanubhav.

## Day 2

The second day started off with a session on **ACBSP Standards & Process Training and Online Reporting Portal Overview**. Mr. Jeffrey Alderman and Dr. Steve Parscale addressed the gathering on how one can become a member of ACBSP and what are the standards that they should follow in order to get accredited, they also explained the benefits of being a member of ACBSP and introduced the Online reporting portal review.

Later, **Thothathri Raman, Chairman, SEAA Trust (Peregrine Academic's Representative), New Delhi** addressed the gathering about the **Students learning outcome assessment**.

Dr Rajesh Khajuria addressed the gathering on **transnational journal of business by ACBSP** and requested the faculties of various B-schools to publish their papers in the journal.

Dr. Doug Gilbert, School of Business, University of Phoenix, USA addressed the gathering on the topic **"Going beyond Accreditation"**.

After the tea break, there was round table on **Business Education in Asia: Challenges and Opportunities**.

For the round table we had Dr J. Philip, President, Xavier Institute of Management & Entrepreneurship, Bangalore who was the session chair, Dr. K R S Murthy, Former Director Indian Institute of Management, Bangalore and Dr. Tran Ngo Tuan, Vice Rector, FPT University, Vietnam, Secretary, ACBSP Region 10. In the round table session all the speakers discussed the various facets of education particularly in Asia and also discussed the challenges they face.

The next session was titled **"Impact of Technology on Education & Pedagogy"**. To provide insights on this we had with us Dr. Nguyen Thi Anh Thu, Chancellor, SaigonTech, Ho Chi Minh City, Vietnam and Ms. Priya Sankar (Associate Vice President, Digital Payments, Kotak Mahindra Bank), Bangalore. Dr. Nguyen Thi Anh Thu shared her personal experiences that she encountered while introducing technology in her university and Ms. Priya Shankar shared the various trends in the digital payment industry.

The conference came to an end with the valedictory session where Dr R Jagadeesh, Dean-Academics, SDMIMD proposed the vote of thanks. Dr. Rajesh Khajuria, Dr. R. Nandagopal, Mr. Jeffrey Alderman and Dr. Steve Parscale participated in the sessions. Announcements were made as to the winners of the Faculty and student presentation competitions.

All delegates and dignitaries were high in praise of the conduct and arrangements in the 2-day conference.