



2nd International TDP Workshop

Educating for A Globalized World:
Transatlantic Alliances and Joint Programs in Business & Economics Education
Between and among the US, Canada and Germany

Tampa, Florida, April 20-22, 2007

John H. Sykes College of Business, Room # 131 / Information Theater
615 W North B Street, Tampa

Co-Sponsored by
The John H. Sykes College of Business at The University of Tampa
and Project EDGE (US Department of Education, Title VIB)

Friday, April 20	
3 p.m.	Registration: John H. Sykes College of Business The University of Tampa Room# 131 / Information Theater
3:15 p.m. - 4:00 p.m.	Welcome by Joseph McCann John H. Sykes College of Business, University of Tampa Opening Remarks by Eva Alexandra Countess Kendeffy Consul General of the Federal Republic of Germany, Miami Introduction of Program and Participants: Ursula Lehmkuhl John-F.-Kennedy Institute, Freie Universität Berlin

<p>4:00 p.m. - 6:15 p.m.</p>	<p><i>Presentation of Results of Study on Joint/Double Degree Programs</i> Britta Baron, University of Alberta</p> <p>followed by a podium discussion:</p> <p style="text-align: center;"><i>“Much Ado About Nothing?” The Sexappeal of Transatlantic Alliances in Business Education”</i></p> <p>Chair: Ursula Lehmkuhl, Freie Universität Berlin</p> <p>Eva Maria Höller-Cladders, Robert Bosch GmbH Dan LeClair, AACSB International Frank Frankfort, U.S. Department of Education Ulrich Grothus, German Academic Exchange Service DAAD Peter Brews, Kenan-Flagler Business School, UNC Chapel Hill Michael Schiffhauer, Enterprise Florida</p>
<p>7:00 p.m. - 9:00 p.m.</p>	<p>Dinner Plant Hall / Grand Salon (lobby floor) University of Tampa main building</p>
<p>Saturday, April 21 John H. Sykes College of Business, Room# 131</p>	
<p>9:00 a.m. - 10:30 a.m.</p>	<p>Panel 1 The Key: Trust and Quality</p> <p>Chair: Reinhold Roth, Bremen University of Applied Sciences</p> <p><i>Target Group Orientation and Academic Added Value as Guidelines for Quality Assurance</i> Christi Degen, University of Cologne</p> <p><i>Sustainability in Business Education Partnerships</i> Linda Gerber, McCombs School of Business, University of Texas at Austin</p> <p><i>Strategies and Results in Managing Transatlantic Double Degree Programs</i> Jon Lane Smith, East Tennessee State University / Transatlantic Business School Alliance</p>
<p>10:30 a.m.</p>	<p>Coffee break</p>

<p>11:00 a.m. - 1:00 p.m.</p>	<p>Panel 2 The Nucleus: Curriculum Integration</p> <p>Chair: Hemant Rustogi, University of Tampa</p> <hr/> <p><i>University of Potsdam and University of Wisconsin at Milwaukee Joint Study Program: Experience, Problems, and Future Perspectives</i> Hans-Georg Petersen, University of Potsdam</p> <p><i>Chapman Graduate School of Business Dual Degree MBA Program with Handelshochschule Leipzig (HHL)</i> Joyce Elam, Florida International University</p> <p><i>ESB Reutlingen - Dual Degree Programs since 1979</i> Ditmar Hilpert, European School of Business Reutlingen</p>
<p>1:00 p.m. - 2:00 p.m.</p>	<p>Lunch Plant Hall / Grand Salon (lobby floor) University of Tampa main building</p>
<p>2:00 p.m. - 3:30 p.m.</p>	<p>Panel 3 Mind the Gap: Financing and Funding of Transatlantic Programs</p> <p>Chair: Britta Baron, University of Alberta</p> <hr/> <p><i>Balancing Costs and Benefits – the SUNY Dual Diploma Programs</i> Linda Veraska, State University of New York</p> <p><i>DAAD Funding Programs for Transatlantic Cooperation</i> Christiane Schmeken, DAAD Bonn</p> <p><i>EU/US ATLANTIS Funding Program for Transatlantic Curriculum Cooperation</i> Diego Sammaritano, EU Commission</p>
<p>3:30 p.m.</p>	<p>Coffee break</p>
<p>4:00 p.m. - 5:30 p.m.</p>	<p>Panel 4 Signed and Sealed: Accreditation</p> <p>Chair: Angela James, Queens’ School of Business, Queen’s University</p> <hr/> <p><i>AACSB Accreditation Procedures for Joint/ Dual Degree Programs</i> Lucienne Mochel, AACSB International</p> <p><i>FIBAA Accreditation Regulations for Dual Degree Programs</i> Bianka Lichtenberger, FIBAA</p>

7:00 p.m. - 9:00 p.m.	Dinner Lady Tampa Bay Yacht <u>Location:</u> Sheraton Riverwalk Hotel Yacht Dock <u>Departure:</u> 7:15 pm
Sunday, April 22 John H. Sykes College of Business, Room# 131	
9:00 a.m. - 11:00 a.m.	<p>Panel 5 It's the Students Stupid! Recruitment and Marketing of Joint Programs</p> <p>Chair: Rebecca Porterfield, University of North Carolina at Wilmington</p> <p><i>Student Recruitment for Trilateral MBA Programs</i> Carol Fimmen, College of Business and Technology, Western Illinois University</p> <p><i>Challenges and Opportunities in Student Recruitment for Transatlantic Joint and Double Degree Programs</i> Ulrich Schüle, Consortium for International Double Degrees CIDD & Mainz University of Applied Sciences</p> <p><i>Brand Management Strategies for the Marketing of Educational Programs</i> Tonio Palmer, Lauder Institute / Wharton School, University of Pennsylvania</p>
11:00 a.m.	Coffee break
11:30 a.m. - 12:30 a.m.	<p>Panel 6 Wrap-up Panel and Conclusions</p> <p>Chair: Ulrich Grothus, DAAD New York</p> <p>Rapporteurs: Rebecca Porterfield, University of North Carolina at Wilmington Angela James, Queen's University Doris Kircher University of Rhode Island Lene Rehder, University of Aarhus Oliver Schnusenberg, University of North Florida</p>
12:30 p.m. - 1:30 p.m.	Lunch Plant Hall / Grand Salon (lobby floor) University of Tampa main building
	<p>End of Workshop</p> <p>All presentations will be available online at www.tdp-project.de</p>