



# Professional Opportunities Advertising 2017

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ACBSP accepts advertising in the Association's quarterly newsletter, *ACBSP Update*, and in the weekly bulletin, *Business Education Week*. Both are circulated electronically to more than 13,000 decision-makers including faculty, college presidents, chief academic officers, and heads of business units at colleges and universities in 60 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 nonmembers. 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 *Business Education Week*, ACBSP places the professional advertising in the Career Center of our website. To view current listings, please visit [www.acbsp.org](http://www.acbsp.org). The ad is placed in the Career Center at the time the ad is confirmed, even if this is prior to the publication date, and remains on the website for 90 days, 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 email message. You may view the most recent issue as a Flipbook under the publications tab at [www.acbsp.org](http://www.acbsp.org), or request a .pdf of the most recent issue at [info@acbsp.org](mailto: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 (8.5"x11") in *ACBSP Update* is \$300 for members and \$400 for nonmembers.**

You may include more than one advertised position on this one page, space permitting. After paying full price for the first ad, subsequent insertions in the same issue are 10% off. *ACBSP Update* dates of publication and ad deadlines are shown below:

<u>Issue</u>	<u>Publication Month</u>	<u>Ad Deadline</u>
Winter	January 2017	January 26, 2017
Spring	April 2017	April 20, 2017
Summer	July 2017	July 20, 2017
Fall	October 2017	October 26, 2017

**Business Education Week** is distributed each Friday morning, except during the summer and certain holiday seasons. Ad space is limited. **The cost for an ad in one issue of *Business Education Week* is \$300 for members and \$400 for nonmembers.** 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 *Business Education Week*, contact [info@acbsp.org](mailto:info@acbsp.org). A previous issue with an example of an ad is included in this kit.

**Online-only Ads for Academic Job Postings** are also an option. The ad(s) remain in the Career Center for 90 days, and are included in a monthly Job Board email sent to more than 13,000 individual ACBSP members. (Titles listed in the first paragraph of this document.) **The cost is \$325 for members and \$425 for nonmembers.**

**To Submit an Ad or Make a Payment:** An ad for *ACBSP Update* and/or *Business Education Week* and/or online-only, should be sent as a Microsoft Word document via email to [info@acbsp.org](mailto: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.



## Assistant Professor, Hospitality Management

Northwood University seeks a dynamic individual with strong interpersonal skills and a strong record of teaching at the undergraduate level to begin teaching in the Fall 2016 semester at the Midland, MI campus. The candidate will be hired with the rank of assistant professor, and will also serve as the chair of the Hospitality Management Department. The university offers the Bachelor of Business Administration (BBA) in Hospitality Management.

The candidate will be expected to teach a variety of undergraduate courses in Hospitality Management. Additional responsibilities and expectations will include departmental activities, and may include participation in on-going curriculum planning and review; research and scholarly activities; professional/instructional development; university committee activities; recruitment and retention activities; and other related duties as assigned.

More information about Northwood University's mission and outcomes can be found at:  
<http://www.northwood.edu/about/>.

### Required Qualifications:

- Master's degree in Hospitality Management from a regionally accredited institution
- Experience in the hospitality industry
- Experience teaching undergraduate courses
- Well-developed oral and written communication skills in a variety of delivery methods
- Ability to interact effectively with a wide and diverse range of students, colleagues, and industry professionals

### Preferred Qualifications:

- Earned Doctorate in Hospitality Management or closely related field from accredited institution

### Salary and benefits:

Assigned rank will be Assistant Professor. Salary commensurate with qualifications and experience. Competitive benefits package available including health, dental, life insurance, and retirement benefits; liberal leave plan; flex benefit plan; and tuition benefits for employee and family.

### Deadline:

Application review will begin immediately.

### Application procedure:

Apply online at <http://www.northwood.edu/human-resources/>. Please attach a letter of application, curriculum vitae, a minimum of three references, and unofficial official college transcripts at time of application.

*Note: An offer of employment extended to a candidate is contingent upon the University receiving official college transcripts by which to verify the candidate's academic credentials and a successful criminal background check.*

Sample Ad in  
ACBSP Update



# Business Education Week

A LEADING SPECIALIZED ACCREDITATION ASSOCIATION FOR BUSINESS EDUCATION

November 4, 2016

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## Employers Seek Hires With Soft Abilities Like Attitude, Teamwork.

In an article published Oct. 24 to arkansasbusiness.com, Kyle Massey writes: “‘Skills gap’ discussions often pivot on abilities or qualifications that employers find in short supply, but broader communication and human interaction traits are more likely to determine success or failure on the job, human resources experts say. ‘Companies ask behavioral questions, and the interview is key,’ said Tim Orellano, president of the Human Resources Team, a Little Rock-based consulting firm, who spent years as an HR executive. ‘An employment application basically tells employers what they want to know; a résumé tells them what the applicants want them to know. To find out about teamwork, dedication, flexibility or handling a rude customer, you have to ask questions that can’t be answered yes or no.’ Though soft skills aren’t often listed on resumes, a CareerBuilder survey found that 77 percent of employers find them just as important as hard skills, and 16 percent see them as more important. A 2015 survey of 750 business managers by Instructure, a software company, discovered that most prefer hiring people with strong interpersonal skills and training them in technical areas rather than vice versa. Eighty-five percent listed a strong work ethic as the most desirable attribute in job candidates.”

“The National Soft Skills Association lists some of the most highly sought-after people skills, including speaking and listening well, excelling on a team and managing conflicts, adapting in changing environments, and working diligently with a sense of self-reliance. LinkedIn evaluated valuable soft skills by analyzing attributes listed by its members who changed jobs between June 2014 and June 2015. The four most in-demand traits were communication, organization, teamwork and punctuality.”

## Bloomberg Terminal Offers Valuable Opportunities for Business Students.

In an article posted Oct. 26 to undriftwood, Jamie Lloyd writes: “For the past three years, University of New Orleans has hosted a Bloomberg Terminal as the only one in the state. The Bloomberg Terminal allows users to perform real-time data analysis. Here prospective students can interact with a machine that provides a wide range of business information, such as market trends, news, and computing data. The Bloomberg Terminal is a powerful tool that you can download information, get information [and] read graphs,” explained Duygu Zirek, assistant professor of finance at UNO.”

“Zirek has been a Bloomberg advocate for years, having been certified through the Bloomberg Terminal during her time as a

university student. Although the terminal is mainly used by Ph.D. students to download data, anyone can be certified. The terminal utilizes a different keyboard and two separate screens that can be split into four, which may seem intimidating to some students, however the certification process is largely self-taught, where users can learn the ropes of Bloomberg at their own pace. “To get certified by Bloomberg, it takes about six to eight hours,” Zirek explained. “You don’t have to do it all together—you can stop, come back, and start again. In my MBA class, I make it a requirement to be Bloomberg certified. For my undergrad students, I make it a bonus to be Bloomberg certified,” Zirek said. “Although it is not required, I tell them that the certification is very useful for industries, specifically.”

## International Council of Business Schools and Programs

(ACBSP-Region 8) invites you to attend its 2016 Fall Conference, Nov. 23-27, in Dubai. The theme is “Preparing Students for Career Success. The full agenda includes the Region 8 Innovator Challenge: A Real-World Case Study is being offered for student teams attending the conference, as well as the CESIM Global Business Simulation Challenge (free with full registration). [Online registration](#) and an [updated agenda](#) are available. The conference will take place at Dubai Women’s College. Hotels near the College are: Le Meridien, Al Bustan Rotana, and Millennium Hotels. Click [here](#) for venues and addresses.

## ACBSP Members in the News

DeVry Education Group Expands Its Student Commitments. In a press release dated Oct. 31, DeVry Education Group announced the adoption of an expanded set of student commitments, including specific measures to promote responsible recruitment and enrollment, successful student outcomes, and informed student choice. These commitments build upon strong existing practices and take DeVry Group institutions above and beyond standard higher education policies and practices.”

“DeVry Education Group is committed to finding solutions to the issues facing higher education,” said Lisa Wardell, president and CEO of DeVry Education Group. “Students deserve greater transparency to make informed choices about their education. We also aim to provide all stakeholders with greater visibility into our student services, outcomes and financial stewardship. These student commitments build upon a solid foundation and bring DeVry Group’s ‘Student Commitments’ can be accessed in full [here](#).”

*Send your news and announcements to [mdorning@acbbsp.org](mailto:mdorning@acbbsp.org) for [Members in the News](#), on the home page of [acbbsp.org](http://acbbsp.org).*

Sample Ad in  
**BEW**



**Webster University seeks an experienced, entrepreneurial and proven leader for the position of Dean of the George Herbert Walker School of Business and Technology.** The Dean, who reports directly to the Provost, Senior Vice President and Chief Operating Officer, is responsible for the academic and administrative leadership of the School, including teaching, research, personnel matters and budgets. The Dean will possess a terminal degree in a business or related field with an academic record commensurate with appointment as full professor within the Walker School. Nontraditional candidates who possess academic credentials, relevant experience, and understanding of higher education are encouraged to apply. Details about the leadership opportunities offered by this position and the nomination/application process may be

found at: <http://www.webster.edu/dean-search-business-and-technology>. Nominations and expressions of interest should be sent to: Nancy J. Hellerud, JD, Vice Provost, Office of the Provost, [websterdean@agbsearch.com](mailto:websterdean@agbsearch.com). Click [here](#) to view the full-page ad.