



[HTTP://WWW.SIEC-ISBE.ORG](http://www.siec-isbe.org)

Volume 2, No. 2

December 2007

President's Message

Peg Saragina, International President

Hopefully this greeting finds you in good health and eager to gain new and innovative experiences this year. In my last message, I told you that the SIEC Executive Committee created a Conference Planning Committee this year to help us find a location and organize our 2008 conference. The CPC members are to be commended for securing a conference site at the Waterford Institute of Technology in Waterford, Ireland. This will be the first time SIEC will host a conference in Ireland. We will have an opportunity to make new friends, perhaps some new partnerships, and, who knows, maybe a new chapter in the future. So, please begin making your plans to be with us in Ireland in July.

Besides our international conferences, I would encourage us to find ways in which to add value to our membership throughout the year. Certainly, these e-newsletters are a start, but I believe there are other things we can do. Our younger students are used to downloading music, videos, games, etc., to their ipods, phones, and other similar devices. Educators in the United States are learning how to create podcasts of their lectures and other information for their students. Businesses are using blogs and creating short videos for the Web to market their products, train their employees, and get feedback. If any of you are working with any new and innovative technologies, I would

encourage you to write an article for a future e-newsletter or provide a presentation at our next conference and share what you are doing and how. We can also have example(s) of your project/product placed on the Web in a members-only area as another way of sharing with our members. Send me an email if you would like to discuss some of these possibilities.

Remember, you are all welcome to attend the NBEA convention in San Antonio, Texas, in March. I would love to see you there.

My best wishes to you for 2008,
 Peg Saragina
 SIEC International President



Peg Saragina at the 2007 Nordic Conference Lunch at På Råda Sätteri Mönlycke, Sweden

President George W. Bush ate here.

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Editor's Message

Tamra Davis, US VP to SIEC and the Newsletter Editor

Thank you everyone for your enthusiastic participation and submission of articles for this newsletter. I had such an overwhelming response from SIEC members, that I have several articles for the next issue.

I can really use pictures from our members. Please send me photographs (with names included) that show our SIEC friends from around the world. Pictures can be sent to fxdl2k2@cox.net. Again, help me make this newsletter a valuable tool for our members by participating through your submissions.

SOCIETE INTERNATIONALE POUR L'ENSEIGNEMENT

Tech Talk

This is a new section of the newsletter that I hope you find useful. Please feel free to send me items for this section at any time! Thank you. Items can be sent to fxdl2k2@cox.net.

Check out this handy link submitted by Peg Saragina: <http://www.yousendit.com>

Anyone can have a free subscription to the basic account which allows you to upload files up to 100 MB and email a link so your colleague can download the file from the Web. For the free account, you can leave the files on the server for 7 days. They have an add-on feature that can be installed in Outlook so that when large attachments are sent, the receiver can be redirected to this Website and the receiver gets your email with a link to download the file from the Web.

***IF YOU ARE
LOOKING FOR
ASSISTANCE OR A
PROJECT
PARTNER, YOU
CAN POST A
MESSAGE TO THE
LISTSERV.
ALMOST 500
MEMBERS WILL
SEE YOUR
MESSAGE!***



Belarusian Trade and Economics University of Consumer Cooperatives

An International Spring Forum that is dedicated to the 5th Anniversary of the Center of Business Education of BTEU will be held 22-25 April 2008.

The aims of the Forum include:

1. To let the public learn about the innovative forms and methods in business education
2. To study the positive experience abroad
3. To discuss the working experience in the sphere of governance staff training
4. To develop partnership relations between education and business institutions
5. To discuss the participation in the joint (network) projects.

To submit an article for the forum or for additional details, please contact Tatiana Zubritskaya or Irina Trusevich at trusevich@mail.ru for details. Their website is: <http://www.SIFE.BTEU.BY> The deadline for article submission is 20 January 2008.



A beautiful view from the rooftop of the Hotel Academia.

Advanced International Business Institute (AIBI)

The AIBI is a unique faculty development program for internationally experienced teachers and administrators at community colleges and equivalent educational institutions. Teachers/administrators from schools outside the United States have been accepted to participate in the past. The AIBI is hosted by Michigan State University's Center for International Business Education and Research (MSU-CIBER). The institute will be held 2-5 June 2008. Cost is \$600 which includes tuition, materials, lodging, and all food except one dinner. Enrollment is limited to 25 participants and is competitive. Application deadline is 1 March 2008. Apply online at <http://ciber.msu.edu/events/AIBI>.

Leadership and Management

At the 2005 Annual Conference of SIEC-ISBE in Boston, I led a seminar on "Leadership NOT Management": a title chosen to fuel discussion. In reality, there is clearly a need to talk of "Leadership AND Management" as both functions are fundamental to the efficient and effective operations of all types and forms of organisations.

The line can be drawn between the two in a complicated – a matter of much research – or relatively simple fashion. The latter seems to be more appealing, particularly to the world of business, and it can be summed up in a Warren Bennis phrase that has much to commend it – "The manager does things right; the leader does the right thing." It is a means of distinguishing between the operational and the strategic.

Apart from the many Bennis publications (including "On Becoming a Leader" – Addison-Wesley, 1989) that are worthy of reflection, where are the other reference sources of note? A personal selection would include the following:

Jim Collins' "Good to Great" (Random House, 2001) and the complementary slim volume, "Good to Great and the Social Sectors" (Random House, 2006) cover a lot of ground yet remain eminently readable.

The seminal work from Tom Peters and Robert H Waterman Jr, "In Search of Excellence" (Harper and Row, 1982) is seen as somewhat flawed 25 years on but it is – and will probably always remain – the biggest seller in the broad field.

From my side of the Atlantic, comes Charles Handy (described by some as "Britain's only world class business guru") with "Understanding Organisations" (Penguin, 1976) often portrayed as a potential starting point.

Far more recent is "Small Giants" from Bo Burlingham (Penguin, 2005) which deals with leadership and management issues from more of an entrepreneurial and private sector perspective.

From such a short listing, some big names are missing – Welch, Covey and Drucker, to name but three – so it would be interesting to hear from colleagues of their Top 5 recommendations. I will provide an update in the next Leadership AND Management column. My e-mail address is danny.clough@colchester.ac.uk and I look forward to hearing from you.

Submitted by:

Danny Clough
Principal & Chief Executive
Colchester Institute
England



Mona Engberg of Denmark and
Peg Saragina of USA in Vienna

***"PLAN TO
CONNECT WITH
YOUR COLLEGUES
AT THE 2008 SIEC
CONFERENCE IN
WATERFORD,
IRELAND!"***

The Problems of Control of Students' Knowledge

The control of knowledge in the didactical literature is considered as the necessary part of the process of teaching.

The control of knowledge is the compulsory component of any educational system. Nevertheless there are some arguments about the sense of the conception of the control of knowledge and its technologies. Educational specialists are discussing such questions as: What is the sense of pedagogical control? Is it done for the students' interests or is it a way to rule the process of education?

The traditional system of control is oriented towards the fixing of knowledge and ability to reproduce it when the teacher asks. So the teacher tests only a small part of all knowledge. Moreover such way of control leads to the subjectivity in the evaluation of students' knowledge.

Some scientists who researched the problem of the evaluation of the quality of students' knowledge note that kinds and methods of control, which are used in the educational establishments, have serious shortcomings such as biased judgments, informational single meaning, and one-sided evaluation. They are sure that subjectivity and the difficulty in the presentation of the results are the main problems that say about the imperfection of the system of control. Such a way they think that the major task in order to get over the shortcomings of control is to determine the aims of education and to work out the materials for impartial control.

Literature:

Arhangelsky, S. The lectures about scientific organization of educational process in high school /S. Arhangelsky. – M.: High school, 1991. – 327 p.

Babansky, U. Intensification of the process of education / U. Babansky. – M.: Pedagogies, 1987. – 96 p.

Bespalko, V. Monitoring of the quality of education – a way to govern the education / B.Bespalko // World of education. – 1996. - №3. – pp.9-15.

Submitted by:

Larisa Kaznachevskaya, Kaznachevskaya@tut.by
Belarusian Trade and Economic University of Consumer Cooperatives,
Gomel, Belarus

SIEC Friends (Herborn Simonsen of Norway and Eileen Broughton of Scotland) at the closing banquet of the Austrian Conference 2007



***“PICTURES ARE
FOR SHARING,
TO SHARE,
PLEASE
CONTACT THE
NEWSLETTER
EDITOR,
TAMRA DAVIS,
VIA E-MAIL
[FXDL2K2@COX.
NET”](mailto:FXDL2K2@COX.NET)***

The Development of Economy in the Soviet Period

At the end of 1980-s and at the beginning of 1990-s a global reorganization of the economy of the countries of the former USSR began. The transition from an administrative commanding system of government to a market system required to change the whole structure of the national economies of the former socialist countries. During the soviet period a communist party played leading role in the economy. The economical system of the USSR had such main principles as one-sided government, planned economy, state property. Some scientists determine five different evolutionary stages of the soviet economy.

The 1st stage: 1900-1914 – mainly market economy.

The 2nd stage: 1914-1920 – commanding economy of war time.

The 3rd stage: 1921-1928 – mixed economy of the New Economical Policy (NEP).

The 4th stage: 1929-1988 – commanding economy of the peaceful time (in 1939-1945 – war time).

The 5th stage: since 1988 – the formation of mixed economy.

Modern period of the development of the former socialist countries and the Republic of Belarus is characterized by the further development of market relations and the formation of competition. Many enterprises have changed the former stereotypes of economy and management. The problem of formation and support of competitive advantages is very important now. The increase of managers' interest to the questions of strategic management is caused by the competitive struggle for customers and seller's market in the most industries of economy. That's why the formation of competitive strategy for Belarusian enterprises today is a tool that helps to preserve their competitiveness for a long time.

Literature

Latov, Y.V. Soviet Economy / Y.V. Latov // Encyclopedia Krugosvet [Electronic resource]. – Mode of access: <http://www.krugosvet.ru/articles/124/1012405/1012405a3.htm>

Submitted by:

Natalya Yatsevich,
Belarusian Trade and Economic University of
Consumer Cooperatives,
Gomel, Belarus
natyatsevich@yandex.ru



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***TO SUBMIT AN
ARTICLE OR
PHOTOGRAPH
FOR THE
NEWSLETTER,
JUST SEND TO
TAMRA DAVIS
AT
FXDL2K2@COX.NET***

Quick Quiz for an International Business Class

Some of the things you notice when you walk into my office are the numerous empty food, drink, and medication boxes and cans sitting on the shelves. No, I'm not a packrat—the empty containers are used in my international business class when we discuss different ways a company can go global.

On the day the items are used, I always get to the classroom early enough to have the product containers laid out on the tables before the students arrive. Of course, when they walk into the room, their curiosity is peaked by what they see. After a short lecture on the numerous ways a company can get into the international market, I have them pick a product, examine it and try to determine what makes the manufacturer a global entity. It's really amazing how much can be determined by examining labels. Usually, the students can determine if the product was imported, exported, or if the company actually has a presence in and produced the product in another country.

The question about whether the product was produced in another country for consumption or was exported to that country is usually pretty easy. However, there are some products that are produced in this country, sold in this country, but are owned by foreign entities. That one sometimes throws the students because they tend to think in terms of US companies in other countries. Also, since they recognize some of the labels, they think of them as being American companies.

Students also tend to have problems understanding the licensing issue. One of the products they examine is produced in the US by a US company under a license issued by a German company. When they see the label on this particular product, it seems to give them a clearer picture of what is meant by licensing.

This exercise can be done individually or in teams. The discussion can get very lively. I like to walk around and talk with the individuals or teams as they try to find the answers. One additional plus to this exercise is the fact that students also see how some products are changed to meet the tastes of people in other countries. At the end of this exercise, each individual or group reports their findings to the class. All in all, it is a fun exercise and the students get very involved in it.

Where did I get the containers? Many came from my own purchases; however, they have been given to me by fellow professors, international students, and former students. Whenever an overseas trip is planned, I ask them to please bring back empty containers for my class.

Submitted by:

Ann Eubanks
Associate Professor
University of Mary Hardin-Baylor
Texas, USA



Call for Workshops, Seminars and Presentations For the 2008 SIEC/ISBE International Conference

The international Pedagogical Committee is now accepting proposals for workshops, seminars, and presentations for the 2008 international conference. The theme for this conference will be Global Changes - Local Challenges. Subthemes for the conference include:

- Economic Issues (Outsourcing, Winners & Losers, Competition)
- Innovative Teaching Strategies (Distance Learning, E-Learning)
- Quality Issues
- Government Involvement
- International Exchanges
- Cultural Differences
- Communication Issues
- Intellectual Power
- Environmental Issues
- Cooperation with International Businesses

A Workshop is a 90-minute, interactive session which must follow the conference theme. It consists of a 20-30 minute introduction or overview, followed by discussion and/or activities which involve the participants.

A Seminar is a 60-minute session which must follow the conference theme. The session will include a presentation and discussion among participants. Visual aids are expected.

A Presentation is a 60-minute session which does not need to follow the conference theme. The session will include a presentation (about 40 minutes) and question-and-answer period for participants. Visual aids are expected. A round table discussion may be developed for this type of session.

Proposals for workshops, seminars, or presentations should be **submitted to your country's Pedagogical Committee member** or to Hans-Peter Schoch, Chair of the Pedagogical Committee <hpschoch@tele2.ch> by **January 15, 2008**. Please use the Workshop/Seminar/Presentation Submission Form found at www.siec-isbe.org. If you need more information, please contact your PedCom member.

Please note, that all presenters must be members of SIEC in order to present at the conference. If the presenter's home country has a SIEC-ISBE chapter, he/she must join that national chapter. If the presenter is from a country without a national chapter, the membership information is available at www.siec-isbe.org. The presenter must register for and should attend the entire conference.

Notification of decision will be made by **February 15, 2008**.

**MAKE YOUR
PLANS TO
ATTEND THE
2008 SIEC
CONFERENCE
IN
WATERFORD,
IRELAND.
DETAILS CAN
BE FOUND
ON OUR
WEBSITE!**

SOCIETE INTERNATIONALE POUR L'ENSEIGNEMENT

In Tribute to Mr. Odd Magne Sundli

Mr. Sundli has been employed at Wang Business College since 1971 until the time of his passing. He taught Economics, Cost accounting and Mathematics.

He has been a member of SIEC/ISBE since 1971, and he participated at the international conferences since 1971 and his last being in Boston two years ago. At several conferences he held workshops in "curriculae and the teaching of economics at upper secondary and junior college level". He was a sought after censor/evaluator of national exams in math and economics. He also participated at several NBEA conferences.

Year after year he was rated the best math and economics teacher at Wang business college.

With his passing, we have not only lost a talented teacher, an inspirational person, a fun-loving person, but Dorothy Dent has also lost a dancing partner at NBEA and ISBE dances.

Submitted by:

Ingar Lae



Austrian music from Helmut Hamminger from Austria. Colette Malcorp, from Brussels, Belgium enjoys the beautiful sounds.



SIEC Members in a collaboration session at the Ice Hotel in Liseberg, Sweden's greatest amusement park. Photo is of SIEC members from Denmark, Sweden, Finland, and U.S. The 2008 Nordic Conference will be held November 7-9 in Lillehammer, Norway, site of the 1994 Olympics.

Conference Sites

Waterford Institute of Technology

Cork Road
Waterford
www.wit.ie

Tower Hotel

The Mall
Waterford
www.towerhotelwaterford.com

Accommodation

Tower Hotel

The Mall
Waterford
www.towerhotelwaterford.com

Double: Eur 75.00 / Single: Eur 95.00

per person and night
including buffet-breakfast

WIT Campus Accommodation

Single: Eur 35.00

per person and night

Registration

Conference Fee before 1 May 2008

5 days: **Eur 575.00**

3 days: Monday, Tuesday, Wednesday: **Eur 445.00**

After 1 May 2007: resp. **Eur 675.00** and **Eur 545.00**

Accompanying Persons: **Eur 555.00**

including all events - bus transfers, meals,
excursions - according to programme

How to Register

Online, by personal post or by fax

For details see www.siec-isbe.org

Programme for Delegates

Sunday, 27 July 2008

Registration at the Tower Hotel
First time attendees' meeting
"Welcome Waterford Buffet"
- traditional Irish cuisine and entertainment

Monday, 28 July 2008

Opening ceremony
Keynote addresses
Network activities
Guided walking tour of the city
Mayoral reception at the City Hall
- hits from the Opera Festival

Tuesday, 29 July 2008

Assembly of delegates
Seminars, workshops, presentations
Visit to Waterford Crystal
Waterford Dine Around and
- pub crawl in old traditional Irish pubs

Wednesday, 30 July 2008

Visit to Blarney Castle
Company Visits
- National Chapters' Evening

Thursday, 31 July 2008

Seminars, workshops, presentations
Network activities
Gala dinner and dance

Friday, 1 Aug 2008

Keynote address
Seminars, workshops, presentations
Assembly of delegates
Closing ceremony
Spraoi Street Festival - www.spraoi.com

Programme for Accompanying Persons

Sunday, 27 July 2008

Registration at The Tower Hotel
"Welcome Waterford Buffet"
- traditional Irish cuisine and entertainment

Monday, 28 July 2008

Opening ceremony
Keynote addresses
Presentation of programme
Visit to Waterford Crystal
Guided walking tour of the city
Mayoral reception at the City Hall
- hits from the Opera Festival

Tuesday, 29 July 2008

Visit to Kilkenny Castle and
sightseeing in Kilkenny
Visit to Nicholas Moss Pottery in Bennett Bridge
Waterford Dine Around and
- pub crawl in old traditional Irish pubs

Wednesday, 30 July 2008

Visit to Blarney Castle
Shopping in Waterford city
- National Chapters' Evening

Thursday, 31 Aug 2008

Visit to Waterford Treasures at the Granary
Afternoon tea in Faithlegg House Hotel
Guided walk around the area
Gala dinner and dance

Friday, 1 Aug 2008

Visit to the Dunbrody Ship in New Ross
with lunch in Kennedy Gardens
Spraoi Street Festival - www.spraoi.com





A SOCIETY FOR EVERYONE CONCERNED WITH BUSINESS EDUCATION

6302 MINERAL POINT
ROAD, #100,
MADISON, WI 53705
USA

E-mail:
Secretary@siec-isbe.org

The 2008-2009 SIEC Executive Committee:

Front row: Fritz Peege—German Speaking Countries Vice President, Peg Saragina—International President, Hans-Peter Schoch—PedCom Chair.

Back row: Reingard Weillharter—NetCom Chair, Judy Olson-Sutton—General Secretary, Petra Bragadottir—Nordic Speaking Countries Vice President, Tamra Davis—US Vice President.



We are on the Web:

<http://www.siec-isbe.org>



SIEC Contact Information

International President:
Peg Saragina
msaragina@santarosa.edu

General Secretary:
Judy Olson-Sutton
Secretary@siec-isbe.org

SIEC e-Newsletter Editor:
Tamra Davis
fxdl2k2@cox.net

SIEC Webmaster:
Andreas Machatschek
webmaster@bhak1.salzburg.at

US VP to SIEC:
Tamra Davis
fxdl2k2@cox.net

Nordic Chapters VP to SIEC:
Petra Bragadottir
petra@fa.is

Germanic Speaking Chapters VP to SIEC:
Fritz Peege
fritz.peege@web.de

Chair of the Pedagogical Committee:
Hans-Peter Schoch
hpschoch@tele2.ch

Chair of the Network Committee:
Reingard Weillharter
aon.912034700@aon.at

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