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La Société Internationale pour l'Enseignement Commercial The International Society for Business Education

<http://siec-isbe.org>

June 2017

Volume 11, Number 4

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**President's Message**  
**Petra Bragadóttir, International President**

Dear SIEC-ISBE Friends

Now that the school year is coming to an end and my time as your International President also, this will be my last formal newsletter message. Your next message will be from the new International President elected in July in Puerto Rico. I want to begin by thanking all the members that I have met and expressing my gratitude for all the work members have done for our very special organization. It has been a pleasure to serve this organization, and I will always remember the kindness shown to me during my time as your president over the last four years.



Petra Bragadóttir

This is a time of change for me. The school that I have worked at for almost 23 years is likely to be taken over by a private school and become the largest school at the upper secondary level in Iceland. While there undoubtedly will be challenges and opportunities, teachers and students do not like the idea of merging into a very different organizational culture. We like what we have built up, but we don't know yet how these changes will affect us. We are uncertain, but hope for the best. *Continue on page 2.*

**EXPERIENCE THE EXCITEMENT OF PUERTO RICO!**

[https://www.youtube.com/watch?v=l\\_9jw4dMSO0](https://www.youtube.com/watch?v=l_9jw4dMSO0)



**89<sup>th</sup> International Conference**  
**San Juan, Puerto Rico**

**Internationalization of Education: A Why and How Perspective**  
**July 23 – July 29, 2017**

*Continue on page 3.*

Continued from page 1.

I look forward seeing you in my beautiful home country of Iceland at the 90<sup>th</sup> International SIEC-ISBE Conference in Reykjavik, July 2018, and also in San Juan, Puerto Rico this summer. Juanita Rodriguez and her organizing committee are preparing for the 89<sup>th</sup> International Conference that will be taking place in San Juan, Puerto Rico, July 23-28, 2017. We hope to have a large turnout at this conference. Hopefully, many of you have already started making plans to attend. The theme is “Internationalization of Education: A Why and How Perspective.” I strongly encourage your active participation in this event. We need to increase the attendance at our conferences and include as many representatives from different countries as possible. Everyone benefits when we are able to take advantage of the power of diversity. So spread the word!

Please check out important conference information in this newsletter and on our **new** website: <http://www.siec-isbe.org>. If you have any questions, please contact your regional VP (contact information is on the back page of this newsletter), your national president, the SIEC-ISBE General Secretary, or me. We will be happy to answer your questions and direct you to the needed information. All the best to you, and I'll see you soon in Puerto Rico!

With warmest SIEC regards from Iceland

Petra Bragadóttir  
International President 2013-2017

## **SIEC-ISBE International President Nomination Letter**

Dear SIEC Friends

I hereby apply for nomination as the International President for SIEC-ISBE.

I have been a SIEC-member for almost 30 years and a member of the board of SIEC Sweden for about 20 years, the last 7 years as the treasurer. I have attended 13 SIEC international conferences and several Nordic conferences, one of them in Korea, and I have given several presentations. I have many personal relations to SIEC members and I have written several articles in the SIEC Newsletters. I have also been a member of the Swedish Society for Business Education since almost 30 years, 10 years as a board member and editor of the magazine for business education.



C-G Ekström

I have a master's degree in business, economics, social science and tax law at the University of Gothenburg. My career started with the Swedish tax authority and as financial director in a subsidiary to a multinational company, Unilever.

I have been lecturer in a vocational college for about 30 years, last 20 years part time. For some years I worked as a teacher trainer at the Faculty of Education at University of Gothenburg. I have also worked as an auditor for companies and as a local representative for a trade union of economists and engineers. I am also textbook writer since 30 years in business, economics, social science and tax law for the largest publisher in Sweden, Liber, a part of Infinitas Learning and owned by Compass Partners.

For 14 years I have been involved in student exchange projects with Russia and Belarus, as a project manager, and I have made more than 20 visits in Russia and Belarus. I have an Honorary Doctors degree at the university BTEU in Belarus. I have also worked with student work placements in London, UK. *Continue on page 6.*



# **SIEC-ISBE 89th International Conference**

**San Juan, Puerto Rico  
July 23 – 28, 2017  
Condado Plaza Hilton**

## ***Internationalization of Education: A Why and How Perspective***

Please check out the planned conference program for delegates and accompanying guests on our website at [www.siec-isbe.org](http://www.siec-isbe.org).

- Five general sessions.
  - Guided tours in the city of Old San Juan (North of the Island) and Ponce (South of the Island)
  - Visits to companies and universities
  - Eighteen concurrent sessions
  - Networking activities
  - Spanish or Salsa lessons
- Subthemes:*
- Curriculum development
  - Students and faculty mobility
  - Partnership for internationalization of education

## **Professional Development Committee**

*Written by: Mona Engberg, PDC Chair*

We are now getting closer to the 89<sup>th</sup> international SIEC-ISBE conference in San Juan, Puerto Rico! We have a very interesting program covering a broad variety of thought-provoking and cutting-edge sessions for all teaching levels. Sessions include: How can we handle internationalization online and in the classroom; what do we want -- technology or a technological culture; sustainable talent promotion; how do we develop intercultural skills for the knowledge economy; how to inspire entrepreneurship; student learning considering emerging international business trends; how should we prepare for student mobility and many others. We are also very pleased that we have a broad variety of nationalities and first-timers as presenters.

Besides presentations and workshops the conference will also be offering a “market place” to allow you to network and establish partnerships for common projects, students and staff exchanges and, of course, an interchange of experiences and ideas! The “market place” has been already placed on our Tuesday schedule, so you will be able to continue discussions about possible future connections during the entire conference.

All these professional sessions combined with the rest of the interesting conference activities in the programme will provide you a unique, superb experience. I wish you a fine stay in wonderful San Juan!

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## ***Pre- and Post- Conference Activities*** **Arrangements Made Through Puerto Rico Conference Steering Committee**

There are several activities planned for those who want to catch the sites of Puerto Rico before or after the conference including trips to [Culebra](#), [Vieques](#), [Rain Forest El Yunque](#), [Las Cabezas de San Juan](#), and [Saint Thomas](#). Arrangements for these activities can be made on your registration form. Registration and payment information is published on the [SIEC-ISBE website](#). For more information about places to visit check out: <http://www.puertoricodaytrips.com/top-10-must-see-do/>

**Conference Hotel Accommodations**  
**Condado Plaza Hilton; Condado, Puerto Rico**  
<https://aws.passkey.com/go/aeo>



**Room rates: \$129 Single/Double (city view); \$159 (ocean view) plus taxes and 18% resort fee**

For reservations contact the reservation office at 1-888-722-1273 or 787-721-1000. It is very important that each person identify themselves as part of the UPR SIEC / ISBE Annual. Conference and Economic Conference Group or **Group Code AEEO** to receive the group rates. Reservation cut-off date is **June 23, 2017**.

**The hotel does not provide shuttle service.**

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### **Conference Registration**

Convention registration fee includes six breakfasts, five lunches, and four dinners. The deadline to return the SIEC-ISBE 2017 Convention Early Registration Form is June 1, 2017. For registrations received after June 1, 2017 or paid on site, the fee schedule for delegates and accompanying guests is provided below.

\$640.00 + \$15.00 (cable graphic transferring) = \$655 June 1st 2017 (five days)  
\$740.00 + \$15.00 (cable graphic transferring) = \$755 After June 1st 2017 (five days)  
\$450.00 + \$15.00 (cable graphic transferring) = \$465 June 1st 2017 (three days)  
\$550.00 + \$15.00 (cable graphic transferring) = \$565 After June 1st 2017 (three days)

### **Conference Payment**

**Conference payment should be transferred to Banco Popular de Puerto Rico (USD)**  
**Account Number 033-464375**  
**Account Name: DBA International Society for Business Education**  
**SWITH: BPPRPSK**  
**Route Number: 021502011 (USA)**

If you are paying by check or with a purchase order, print the **Registration Form** ([http://www.siec-isbe.org/uploads/8/9/6/2/8962951/convention\\_registration\\_form.pdf](http://www.siec-isbe.org/uploads/8/9/6/2/8962951/convention_registration_form.pdf)), provide all requested information, and mail it with your check or purchase order to:

**SIEC-ISBE PUERTO RICO**  
**PO Box 21636**  
**San Juan, Puerto Rico 00931-1636**

# Travel

## Airlines

The Luis Muñoz Marín International Airport (SJU) supports many airlines both nationally and internationally. There are 51 international flight arrivals each week (30 direct flights, 21 flights with stops). International direct flights can be found leaving from Toronto (YYZ), Frankfurt (FRA), Madrid (MAD), Bogotá (BOG), Cancun (CUN), and Panama City (PTY). Most US carriers fly to Puerto Rico.

## Taxi services

The Puerto Rico Tourism Company oversees the quality of clean, safe and reliable taxi cab services throughout the metropolitan area. Fixed rates in an around San Juan range from \$10 - \$19 and provides passengers with peace of mind in getting from place to place.

## Car rentals

It is easy to rent a car in Puerto Rico. Major car rental companies such as Hertz, Avis, Enterprise, Thrifty and Budget are located at the airport.

## Trolleys in Old San Juan

Free and fun, exploring Old San Juan via Trolley offers a great way to explore this wonderful walled city without hassle. These antique-looking open air cars offer a hop-on, hop-off experience with plentiful stops along the route. Just pick one up from one of the departure points located at Covadonga, La Puntilla, Plaza de Armas, El Morro or Fort San Cristóbal, or simply flag one down along the way.

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## Remember to Bring. . . . .



The tropical island of Puerto Rico is characterized by abundant rainfall and pleasant year-round temperatures. During the summer months the average temperature ranges from a low of 73 to 75 F (23 to 24 C) and highs of 85 to 87 F (29 to 30 C). You can expect intermittent rainfall during your stay. For this reason, here are my top 5 packing suggestions:

1. **Sunscreen** – This is a must to protect you from the bright sun throughout the visit.
2. **Insect Repellent** – This is especially necessary if you are visiting the rainforest or forested areas on the island.
3. **Umbrella or Rain Jacket** – You don't want to get caught unprepared in a sudden rain storm.
4. **Sweater or Wrap** – Although the weather outside is warm, most buildings are kept very cool. A light sweater will keep you comfortable during our sessions.
5. **Knowledge, Enthusiasm, and a Thirst for Learning** – Be prepared for a terrific, unique conference of learning and comradery. I can't wait to see you all in Puerto Rico!

Judee Timm, SIEC-ISBE Newsletter Editor

For more information on weather and climate check out:

[http://www.ehow.com/about\\_5318264\\_climate-puerto-rico.html?ref=Track2&utm\\_source=IACB2C](http://www.ehow.com/about_5318264_climate-puerto-rico.html?ref=Track2&utm_source=IACB2C)

Continued from page 2.—International President Nomination .

I have now retired from the college and am devoting my time to writing and updating textbooks in business, accounting, law and international economy. But I would also like to devote time and energy to SIEC-ISBE and to represent the organization in all possible ways. It's important to be in contact with all the chapters continuously, not only at conferences.

But of courses there are challenges for SIEC-ISBE; the decreasing membership and a high number of retired teachers. The question is how to attract new and younger members? How can we get funding from corporate sponsors? The revenues need to be increased and the expenditures to be decreased. We need to make both ends meet.

The main issue is how to present an interesting and valuable offer, as the pedagogical and international networking needed in the teacher profession. Social media, as Facebook, Twitter, LinkedIn and Pinterest could be more activated as communication channels, with the help of all SIEC-ISBE members. The demand for media skilled SIEC-ISBE board members must therefore be highlighted. But there is still a need for conferences to meet members face-to-face, but at a reasonable cost.

Some years ago I joined a group of SIEC members discussing how to create a modern newsletter to replace the printed version. One of the ideas was a pdf-based newsletter which is now in use. I also presented an alternative idea; a newsletter as an email with hyperlinks to articles and notifications written by SIEC members. I also showed some examples of sponsor ads. But these ideas were not introduced, for some reason. Today you can often see this type of newsletters from organizations and companies. Here is one example of a hyperlink from an email:

<http://ttgnordic.com/norway-beats-denmark-as-worlds-happiest/> I suppose there could be a value in the SIEC membership as potential buyers of, for instance, travel services and similar products.

Yours sincerely,

C-G Ekström  
SIEC Sweden

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## ISBE-USA Chapter Meetings in Chicago

Written by: Dr. Irina Weisblat, ISBE-USA President and Dr. Michelle Taylor, ISBE-USA President-Elect

The spring meetings of the US Chapter of ISBE during the annual NBEA Convention have become a tradition. This year, the meetings took place from April 11 to April 15, 2017 in Chicago, Illinois.



Irina Weisblat and David Gilberstadt

The ISBE-USA Board met on Tuesday, April 11th. Much work was accomplished during the 5-hour meeting. The Board decided on holding the 2019 SIEC-ISBE International Conference in the United States, with the specific location to be suggested by the Conference Site Selection Committee by mid-June. Roietta Fulgham, Past President of ISBE, will chair this committee. The Board members recommended that places to be considered should have easy ports of entry for our travelers from abroad, and a college or university should be asked to assist in the planning, topics, and agenda for the conference.

Representatives from NBEA attended the Board meeting. Janet Treichel, Executive Director for the National Business Education Association, and Priscilla Romkema, the President provided critical information to the board regarding the budget and membership. Suggestions were offered for further action plan consideration.

The board approved the 3-year Strategic Plan for ISBE-USA and discussed an action plan for the next year. Goals and measurement strategies for assessing and meeting of these goals were decided. The main areas of focus for the board is the recruiting of new members, especially younger people, and the identification of potential leaders for ISBE.

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On Thursday night of April 13<sup>th</sup>, the ISBE board conducted a meeting for current and potential members. The membership voted on the 2017-2018 ISBE-USA Budget. Our colleagues from Puerto Rico and from Iceland presented information about the upcoming ISBE-SIEC Conferences in 2017 and 2018, respectively, at this meeting. Details of what attendees can anticipate hearing, doing, and seeing were provided. The membership seemed excited and were eager to ask questions of the host representatives.

Andrea Pace, past president of ISBE-USA Chapter, received a Bill Anderson Outstanding Service Award. Andrea Pace is our dedicated colleague who tirelessly promotes membership in ISBE and attends several state, regional, and international conferences every year, sets up an ISBE booth, and welcomes all attendees to the organization. This



Andrea Pace and Roietta Fulgham

year was not an exception. At the NBEA convention in Chicago, Andrea arranged for a very nice display of SIEC-ISBE promotional materials, membership forms, publications, and information about the upcoming 2017 SIEC-ISBE conference in Puerto Rico. She also mobilized other ISBE members to serve at the ISBE table during the Exhibitors' hours.

The ISBE-USA Board is continually working toward providing programs and services that enhance members' professional growth, development, and true value to our membership. One such example is the Travel Stipends that we offer this year to our members who plan to attend the 2017 International SIEC-ISBE conference in Puerto Rico. This opportunity became possible due to our collaboration with the Center for Latin American Studies at the University of Florida. We look forward to welcoming the new attendees in the upcoming year and seeing the increased membership in our organization.



## Clora Mae Baker



Dr. Clora Mae Baker of Orleans, Indiana, passed away on April 3, 2017. As an esteemed Associate Professor for the Department of Workforce Education and Development at the Southern Illinois University, Carbondale, the Elite American Educators recognized her for her dedication, achievements, and leadership in higher education. She was active in many professional organizations including the National Business Education Association, Society for Human Resource Management, Phi Delta Kappa International and the International Society for Business Education where she attended and presented at several international conferences. As a cancer survivor, she also spent time by volunteering with the American Cancer Society's Relay for Life.

### Members-Only Password

Remember Your SIEC Members-Only Password to Access More Valuable Information on Our Website at [www.siec-isbe.org](http://www.siec-isbe.org).



**Password:**

**SIECISBE2017**

# Teaching by Wandering Around

Written by: C-G Ekström, SIEC –Sweden

*In the business life there is an expression, "Management by wandering around." It was established in the 1970s and became widely known through the book "In Search of Excellence" by Tom Peters and Robert H. Waterman, which was published in 1982. The idea was that managers unplanned and randomly could walk around among the employees in a workplace to gather impressions and see how the business is progressing.*

## Situational leadership

A famous Swedish business leader who used this method in the 1980s was the legendary and media known Volvo CEO, Pehr G. Gyllenhammar. The method was a way to break the distance between managers and employees and provide opportunities for informal communication. In the 2000s, the method has not been as promoted as other similar methods of leadership, for example, social leadership and situational leadership. The latter means that a manager adapts his style of leadership from the employees' need for support and guidance.

## Opportunity for cautious students

Transferred to teaching, one could use the term "teaching by wandering around," especially in subjects as Business Administration, Economics and Legal Affairs. Since the 1980s we have had a tradition that students combine problem-oriented work with practical tasks in the classroom, alone or in groups. This approach also means that the teacher must get in direct contact with students who otherwise might not manifest themselves in front of the entire class.

It is well known to teachers that often a few students are active in asking questions during the lessons. Others are more quiet or cautious. The teacher who walks around in the class can approach the more shy students by asking questions like: How is the situation? How are you doing? Many students seem happy to be able to express their own views which might not have come forward earlier. These views can of course also point at what should be emphasized more in the teacher's presentations.

### Engecon University, Pskov, Russia



## Problem-based orientation

Teaching by wandering around requires access to problem-oriented and almost "self-going" teaching materials that allow for individual work interspersed with teacher



### Engecon University, Pskov, Russia

briefings. The method can of course also be used for computer applications, project planning and startup of an e-business. Many students would like the teacher to be "present" in such contexts without taking an active role in the work. Students normally appreciate teachers who are engaged without being too much in control. This is often a difficult balance.

## Free studies or disorganized chaos

What is it that speaks against teaching by wandering around? Some students may feel that the teaching seems disorganized. They may prefer to have more briefings and teachers telling them how it should be done instead of walking around and asking questions. At the same time, the goals for the Swedish educational system focus on students who are able to work independently, take initiative, and simply be entrepreneurial. But not all students can accept this free approach and the range is now wide in a class. This can be noticed in the evaluations and may have a negative outcome -- not very appealing for an ambitious teacher. Students must therefore be approached in various ways, and this is precisely what is included in the situational leadership. This may also be part of a so-called formative assessment.

## The Swedish initiative

Swedish young people have a reputation at work placements abroad to be able to work independently and to take initiative. I have personally experienced this when I have travelled with students abroad at internship visits or in connection with foreign projects. Hopefully this is an effect of the Swedish educational culture, which should strengthen us teachers who believe in it.

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Continued from page 8—Teaching by Wandering. . . .

It is not at all the same in other parts of Europe or in the former eastern bloc countries. In these areas the teachers have more control in the classroom and are reluctant to lose control. They do not want to "lose face" by getting questions they cannot answer directly. This is particularly noticeable in the eastern countries, such as Russia and Belarus, where I have worked with educational projects. Students may be surprised when they are asked to take their own initiative. "What do you want us to do?" is a question often asked. However, in a short time they will start working and adapting to the new educational environment. Teacher colleagues, on the other hand, cannot adapt as easily and quickly disappear out of the classroom. They do not want to drop their traditional roles.

**About the Author:**

*C-G Ekström is a former teacher at the Polytechnic Yrjö and former teacher trainer at the Faculty of Education at University of Gothenburg. He holds an honorary doctorate from the University BTEU in Belarus and is an honorary member of FLE. He is a textbook author published by Liber Publishing, a part of Infinitas Learning. Mr. Ekström currently serves on the SIEC Sweden Executive Board.*

## **SIEC-ISBE NEWSLETTER GUIDELINES**

### **Next Deadline for Submissions: September 15, 2017**



The SIEC-ISBE Newsletter is published three to four times per year. Submissions must be made in English.

Appropriate submissions include:

- ◆ Teaching tips
- ◆ Technology tips
- ◆ Lesson plans
- ◆ Classroom activities
- ◆ Descriptions of teacher and/or student exchanges
- ◆ Opportunities for teacher and/or student exchanges
- ◆ News that would appeal to SIEC-ISBE members
- ◆ Transitions—Births, deaths, marriages, job changes, etc.

Requirements for submissions are:

- ◆ Word 2003 or higher software ONLY
- ◆ 12-point font, single-spaced
- ◆ Include your name, school affiliation, and a digital picture of the author with the manuscript
- ◆ Photos that describe the activity may be included and should include the full names and countries of everyone in the picture, the event where the picture was taken and the name of the photographer

Submissions for the newsletter can be made to:

**Dr. Judee Timm, Newsletter Editor**

[jtimm@mpc.edu](mailto:jtimm@mpc.edu)

# International Journal of Business Education

## Call for Papers

**International Journal of Business Education** is a refereed journal and a publication of the SIEC organization. All manuscripts will receive a blind review by a minimum of three external reviewers, ideally one from each of the three SIEC regions. Accepted manuscripts will be published in the next issue of the **International Journal of Business Education**. The submission process is ongoing throughout the year. Authors will receive notification of acceptance within 120 days of manuscript receipt. Accepted manuscripts will be published online once the review process is complete. Each April, all manuscripts accepted throughout the year will be bound into one publication.

The purpose of the **International Journal of Business Education** is to provide international business educators with articles concerning current and/or future teaching strategies in business education, research-based articles on business education, and technology ideas for business education.

### Publishing Guidelines:

- \* All manuscripts should follow the APA 6.0 style, including references
- \* Length—2—10 pages, including references which do NOT have to be on a separate page
- \* Single-spaced, left justified with one blank line between paragraphs and before/after headings. **No other formatting should be used.**
- \* Word 2003 or higher software ONLY
- \* Font should be Calibri only.
- \* All graphics should be encased in a box.
- \* Margins should be 1-inch
- \* No header or footer should be included
- \* No page numbers
- \* A title page that includes the manuscript title and author(s) name, name and address of institution, email address, and telephone number for primary author must be included
- \* All submissions must be electronic format. Send to [tdavis2@illinoisstate.edu](mailto:tdavis2@illinoisstate.edu)
- \* Primary author must be a member of his/her respective SIEC Chapter
- \* Manuscript cannot be under consideration by another publication at the time of submission to SIEC
- \* *International Journal of Business Education* may make suggestions for revisions. The editor will work with the author(s) to make the changes as needed
- \* The editor reserves the right to edit all manuscripts accepted for publication.

Please email your submissions to:  
**Tamra Davis, Co-Editor**  
**International Journal of Business Education**  
[tdavis2@illinoisstate.edu](mailto:tdavis2@illinoisstate.edu)



Upcoming Conferences:

2017—Puerto Rico  
2018 — Iceland

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professional  
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organization for those  
engaged in business  
education*

### **SIEC-ISBE Executive Committee**



Left to Right: Monica Tengling, Hans Dietrich, Judee Timm, Petra Bragadottir, Mona Engberg, Lila Waldman

**International President:**  
Petra Bragadóttir, Iceland  
[petra@fa.is](mailto:petra@fa.is)

**Nordic Chapters VP to SIEC:**  
Monica Tengling, Sweden  
[monica.tengling@tedak.se](mailto:monica.tengling@tedak.se)

**General Secretary:**  
Lila Waldman, USA  
[waldmanl@uwv.edu](mailto:waldmanl@uwv.edu)

**United States VP to SIEC:**  
Judee Timm, USA  
[JTIMM@mpc.edu](mailto:JTIMM@mpc.edu)

**German-Speaking Chapters VP to SIEC:**  
Hans Dietrich, Germany  
[Bes.l@web.de](mailto:Bes.l@web.de)

**Chair, Professional Development Committee:**  
Mona Engberg, Denmark  
[Info@monaengberg.dk](mailto:Info@monaengberg.dk)

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

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