

**Faculty Professional Development Grant Final Report**

**Grant to Attend ALSB Conference**  
*Academy of Legal Studies in Business*  
*2011 Annual Conference*  
*August 9 – 13, 2011*  
*New Orleans, Louisiana*

**Submitted**  
**by**

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## **PROFESSIONAL ENHANCEMENT OPPORTUNITY**

### **Restatement of Professional Enhancement Opportunity**

The professional development grant received was to attend the Academy of Legal Studies (ALSB) 2011 Annual Conference in New Orleans, Louisiana, August 9-13. The purpose of my participation in this conference was to update my knowledge in numerous areas of the law, learn new teaching and research methods appropriate to this subject matter, network with other professors in my academic field, and obtain new ideas on engaging students in the classroom.

### **Brief Review of the Professional Enhancement Opportunity**

I attended the Academy of Legal Studies in Business (ALSB) 2011 Annual Conference. ALSB is the primary professional organization for professors in the fields of business law and business ethics. Founded in 1924, the ALSB is an association of teachers and scholars in the fields of business law and law-related courses outside of professional law schools. ALSB provides a forum for the exchange of ideas, and encourages support and cooperation among those who teach and conduct research in the field of legal studies.

The Program Chair of the ALSB 2011 Annual Conference was Constance E. Bagley, J.D., Professor of Law and Management at the Yale School of Management. Professor Bagley is the author of several books and articles on various topics relevant to business law. She is currently Vice President of the Academy of Legal Studies in Business and a member of the Academic Advisory Board of the Wharton School's Zicklin Center for Ethics Research at the University of Pennsylvania. She is also a staff editor of the *American Business Law Journal* and is on the editorial board of the *International Journal of Business and Innovation*.

### **Summary of Findings, Outcomes, or Experiences**

This year the ALSB Annual Conference included a workshop on "Empirical Legal Research." The ATU College of Business is accredited by the Association to Advance Collegiate Schools of Business (AACSB), which requires business faculty members to conduct research to remain academically qualified. While pedagogical research has been acceptable in the past, AACSB is encouraging faculty members to engage in discipline-specific research as well. Information on empirical legal research will better equip me to conduct research in my academic field.

Other significant learning opportunities at this conference included a workshop entitled "The Technology of Teaching: Matching the Media to the Message" and a series of "Master Teacher Presentations." Because these seminars were targeted toward business law professors, they provided specific suggestions, information, resources, and

demonstrations appropriate for teaching business law and business ethics, both online and in traditional classrooms enhanced with technology.

### **Conclusions and Recommendations**

The interaction with participants and presenters was educational and motivational for me both as an instructor and as an individual. I developed new expertise in business law and ethics and gained new ideas and insights for teaching this material through a variety of techniques. I have already used this knowledge to improve my courses. The ALSB Conference is an excellent professional development opportunity that I would recommend to other professors in my field.