

Saturday - June 30, 2007

8:00 - 9:30 Breakfast at Hotel or local cafes.

10:00 - 13:30 **WACRA® Executive and Advisory Board Meeting and Lunch**

Venue: Hilton Hotel – Meeting Room “Asia”

Session 1

14:00 - 16:30 **OPTIONAL LIVE CASE STUDY AND DINNER**

(Separate registration—includes transportation and dinner).

Departure from Hilton Hotel at 14:00

Live-case discussion in Tlaquepaque: “Sergio Bustamante Case” (handcraft artist and producer) and a visit to his gallery in Tlaquepaque. Dinner at ‘Acasa’ Restaurant. Tlaquepaque is one of those places that shoppers dream of. This Guadalajara suburb is a “must” on any visitor’s agenda.

Dress code: Comfortable (street) clothing

19:00 Dinner at “Acasa” Restaurant

21:00 Bus leaves for Hilton Hotel

Sunday – July 1, 2007

7:30 - 8:15 Breakfast at Hotel or local cafes

8:30 – 9:30 Transfer to TEC Guadalajara Campus, Zapopan. Ave. Ramon Corona 2514, Guadalajara Campus **Bus leaves from Hilton Hotel at 8:30! Taxi fare to the Campus is approximately USD 15.00.**

9:30 - 10:00 **REGISTRATION FOR WICS PARTICIPANTS**
Venue: at the TEC Guadalajara Campus, Zapopan: Congress Room Lobby

10:00 - 11:00 **Track A Case Writers Colloquium - ENGLISH** **Session 2**
Venue: Congress Room A

Facilitator: Dr. James Camerius, Northern Michigan University, Marquette, Michigan, U.S.A.

Participants:

Martha Corrales Estrada, Tecnológico de Monterrey, Campus Monterrey, Monterrey, Nuevo Leon, Mexico; Mark D. DAntonio, Nova Southeastern University, Fort Lauderdale, Florida, U.S.A.; Dr. Ricardo Hernández Mogollón, University of Extremadura, Cáceres, Spain; John Hulpke, Hong Kong University of Science and Technology, Hong Kong, China; Dr. Paula Jordan, The National-Louis University, Tampa, Florida, U.S.A.; Dr. Maria Del Carmen Lopez-Reyna, COLPOS, Montecillo, Edo de Mexico, Mexico; Dr. Ahmed Maher, Kuwait University, Safat, Kuwait; Dr. Jeffrey Michelman, University of North Florida, Jacksonville, Florida, U.S.A.; Martha Elena Moreno, Tecnológico de Monterrey, Campus Guadalajara, Zapopan, Jalisco, Mexico; Dr. Margaret Naumes, University of New Hampshire, Durham, New Hampshire, U.S.A.; Dr. William Naumes, University of New Hampshire, Durham, New Hampshire, U.S.A.; Ruth Elizabeth Prado Pérez, Tecnológico de Monterrey, Campus Guadalajara, Zapopan, Jalisco, Mexico; Dr. C. P. Rao, Kuwait University, Safat, Kuwait

10:00 - 11:00 **Track B Case Writers Colloquium - SPANISH** **Session 3**
Venue: Congress Room B

Facilitator: Dr. Jorge Alfonso Gonzalez, Tecnológico de Monterrey, Campus Guadalajara, Zapopan, Jalisco, Mexico

Participants:

Cesar Alejandro Alcaraz Acosta, Tecnológico de Monterrey, Campus Guadalajara, Zapopan, Jalisco, Mexico; Gregorio Calderón Hernández, Universidad Nacional De Colombia, Manizales, Colombia; Areli Chacón Silva, Tecnológico de Monterrey Campus Chihuahua, Chihuahua, Mexico; María Guadalupe Delgado Cota, Tecnológico de Monterrey Campus Chihuahua, Chihuahua, Mexico; Julio Enrique González, Universidad Pontificia Bolivariana; Bucaramanga, Santander, Colombia; Martha Elena Mao Carnero, Tecnológico de Monterrey, Campus Chihuahua, Chihuahua, Mexico; Camilo Mejía

Sunday – July 1, 2007

Reatiga, Universidad Del Norte, Barranquilla-Colombia; Jorge Mendoza, Universidad ESAN, Lima, Perú; Martha Gabriela Pintor, Tecnológico de Monterrey, Campus Guadalajara, Zapopan, Jalisco, Mexico

10:00 - 11:00 Track C International Teaching Forum **Session 4**

Venue: Congress Room C

Facilitators: Dr. Amelia Klein, Wheelock College, Boston, Massachusetts, U.S.A.
Dr. Eduardo Rosker, WACRA Director for Latin America and Knowment,
Buenos Aires, Argentina

11:00 - 11:30 Refreshments – Congress Room Lobby

11:30 - 13:00 Track A Case Writers Colloquium - ENGLISH (cont.)

11:30 - 13:00 Track B Case Writers Colloquium - SPANISH (cont.)

11:30 - 13:00 Track C International Teaching Forum (cont.)

13:00 - 14:00 Lunch – Media Center Garden
(for registered WICS participants only)

14:00 – 15:00 Track A Case Writers Colloquium - ENGLISH (cont.)

14:00 – 15:00 Track B Case Writers Colloquium - SPANISH (cont.)

14:00 – 15:00 Track C International Teaching Forum (cont.)

15:00 – 16:00 Bus leaves TEC Campus for Hilton Hotel

16:00 - 17:00 REGISTRATION

Pick up conference materials, event admission tickets, name tags, information
Venue: Hilton Hotel Lobby, Av. de las Rosas No. 2933, Guadalajara

17:15 – 21:00 WELCOME RECEPTION AND DINNER
(for registered delegates & partners/spouses)

Bus departs Hilton Hotel for Zapopan at **17:15!** Guided walk through the Center of Zapopan and dinner at a picturesque, local restaurant.

Dress Code: Comfortable (street) clothing

21:00 Bus returns to Hilton

Monday - July 2, 2007

7:30 - 8:15 Breakfast at Hotel or local cafes

8:30 – 9:30 Transfer to TEC Guadalajara Campus, Zapopan. Ave. Ramon Corona 2514, Guadalajara Campus **Bus leaves from Hilton Hotel at 8:30! Taxi fare to the Campus is approximately USD 15.00.**

9:30 - 11:00 **Opening Plenary Session** *Session 5*

Venue: Congress Room at TEC Guadalajara Campus, Zapopan

Moderator: Eduardo Rosker, WACRA Director for Latin America and President, Knowment, Buenos Aires, Argentina

“WELCOME”

Dr. Hans E. Klein, Executive Director, ACT-WACRA[®], Needham (Boston), U.S.A.,
and Dr. Jorge Alfonso González, Director del Centro Internacional de Casos,
Tecnológico de Monterrey, Campus Guadalajara, Zapopan, Jalisco, Mexico

“Mexico’s Economic and Cultural Revolution”

Jaime Reyes, Director of Social Development (former Director of Hewlett Packard Latin-America
Tecnológico de Monterrey

11:00 - 11:30 Refreshments – Congress Room Lobby

Morning Concurrent Sessions - Tracks A, B, C, D, E

11:30 - 13:00 **Track A** *Session 6*

Venue: Classroom 1302

Moderator: Dr. Walter Greene, Edinburg, TEXAS, U.S.A.

Presenters:

A CASE OF NEED: THE HOUSE OF TINY TREASURES

Dr. William Kortz, University of Houston-Downtown, Houston, Texas, U.S.A.

Dr. Janice Nath, University of Houston-Downtown, Houston, Texas, U.S.A.

IMPROVING ACADEMIC ADVISING: STRATEGIES FOR TRAINING NEW ADVISORS

Dr. Robert Hendersen, Grand Valley State University, Allendale, Michigan, U.S.A.

ASSESSMENT OF CASE STUDIES IN GROUP AND IN ONE-ON-ONE CLASSROOM SETTINGS

Dr. Joaquin Villegas, Northeastern Illinois University, Chicago, Illinois, U.S.A.

11:30 - 13:00 **Track B**

Session 7

Venue: Classroom 1303

Moderator: Dr. Ahmed Maher, Kuwait University, Safat, Kuwait

Presenters:

INTERNATIONALIZATION AT THE UNIVERSITY: A CASE STUDY OF ADAPTATION IN A PUBLIC U.S. UNIVERSITY

Prof. Samuel Henry, Portland State University, Portland, Oregon, U.S.A.

TEACHING MULTI-ETHNIC STUDENTS IN A DIVERSE UNIVERSITY SETTING: INCORPORATING CASES, VIGNETTES, AND ROLE PLAY ACTIVITIES

Dr. Jennifer Jackson, University of Maryland, College Park, Maryland, U.S.A.

A CASE OF INNOVATIVE TECHNOLOGY TRAINING CONNECTING TEACHERS, STUDENTS AND PARENTS

Prof. Amy Leh, California State University San Bernardino, San Bernardino, California, U.S.A.

11:30 - 13:00 **Track C**

Session 8

Venue: Classroom 1304 (in Spanish/en Español)

Moderator: Dr. Joëlle Piffault, HEC, Montreal, Quebec, Canada

Presenters:

THE CASE METHOD AND MYTHS

Prof. Florina Arredondo, Tecnológico de Monterrey, Monterrey, Nuevo Leon, Mexico

Prof. Veronica Maldonado, Tecnológico de Monterrey, Monterrey, Nuevo Leon, Mexico

ESTUDIOS DE CASOS COMO ALTERNATIVA PARA LA ENSEÑANZA DE ETICA Y RESPONSABILIDAD SOCIAL EN ADMINISTRACION

Prof. Camilo Mejia Reatiga, Universidad del Norte, Barranquilla, Colombia

EL "MÉTODO DEL CASO" Y LA EXPERIENCIA DEL ALUMNO-PROFESOR EN LAS MATERIAS DE DERECHO DE LA EMPRESA I Y II

Prof. Jose Pavlov Valdivia Reynoso, Tecnológico de Monterrey, Campus Monterrey, Monterrey, Nuevo Leon, Mexico

11:30 - 13:00 **Track D**

Session 9

Venue: Classroom 1205 (2nd Floor)

Moderator: Prof. Al Rosenbloom, St. Xavier University, Chicago, Illinois, U.S.A.

Presenters:

LEADERSHIP AND CHANGE AT LAWRENCE COLLEGE OF MANAGEMENT: A CASE STUDY

Prof. Donna Kayton, National-Louis University Chicago, Illinois, U.S.A.

Dr. Douglas Schreder, National-Louis University, Chicago, Illinois, U.S.A.

PREPARING FOR ONLINE TEACHING: TOOLS FROM THE FIELD

Dr. Rowena Santiago, California State University-San Bernadino, San Bernadino, California, U.S.A.

TEACHER TRAINING SEMINARS FOR GRADUATE STUDENTS IN THE DEPARTMENT OF MATHEMATICAL SCIENCES AT THE UNIVERSITY OF DELAWARE

Dr. Georgia Pyrros, University of Delaware, Newark, Delaware, U.S.A

11:30 - 13:00 Track E

Session 10

Venue: Classroom 1206 (2nd Floor)

Moderator: Dr. John Hulpke, Hong Kong University of Science and Technology, Hong Kong, China

Presenters:

MISSING FROM SCHOOL: OUR YOUTH, OUR FUTURE

Dr. Emiliano Gonzalez, University of St. Thomas, Houston, Texas, U.S.A.

A STEP-BY-STEP PRACTICUM FOR DEVELOPING A LIVE CASE STUDY IN MARKETING STRATEGY

Dr. Louis Mancuso, Xavier University of Louisiana, New Orleans, Louisiana, U.S.A.

Prof. Larry Smith, Charleston Southern University, Charleston, South Carolina, U.S.A.

KNOWLEDGE TRANSFER IN EDUCATION BETWEEN INDUSTRY AND ACADEMIA

Prof. Carl Johan Asplund, Lund Institute of Technology-Lund University, Lund, SWEDEN

Dr. Lars Bengtsson, School of Economics and Management-Lund University, LUND, SWEDEN

13:00 - 14:00 Lunch – Congress Hall

(for registered delegates & registered partners only)

Afternoon Concurrent Sessions - Tracks A, B, C, D, E

14:00 - 15:30 Track A

Session 11

Venue: Classroom 1302

Moderator: Dr. Louis Mancuso, Xavier University of Louisiana, New Orleans, Louisiana, U.S.A.

Presenters:

A CASE STUDY OF TEACHERS' MOTIVATIONS AND FRUSTRATIONS TO USE INSTRUCTIONAL TECHNOLOGY IN THEIR CLASSROOMS BEFORE AND AFTER A STAND ALONE COURSE

Dr. Stephanie Tatum, Dowling College, New York, New York, U.S.A.

CULTURAL DISTANCE AND CASE METHOD OF TEACHING

Dr. C. P. Rao, Kuwait University, SAFAT, KUWAIT

INTRODUCING AND INITIATING PARTICIPANT-CENTERED LEARNING
Dean Fenton Broadhead, Brigham Young University, Rexburg, Idaho, U.S.A.
Prof. Bruce Kusch, Brigham Young University-Idaho, Rexburg, Idaho, U.S.A.

14:00 - 15:30 **Track B**

Session 12

Venue: Classroom 1303

Moderator: Dr. Irene Lange, California State University-Fullerton, Fullerton, California, U.S.A.

Presenters:

ADAPTING TO NEW MARKET DEMANDS - TWO INITIATIVES BY THE BORDEAUX WINE INDUSTRY

Prof. Pierre Mora, Bordeaux Business School, Talence, France

TEACHING LEADERSHIP: THE NAME LITERALLY SAYS IT ALL...

Dr. Stephen Hundley, Indiana University-Purdue University Indianapolis, Indianapolis, Indiana, U.S.A

USE OF CASE METHODOLOGY IN INDIAN BUSINESS SCHOOLS: A STUDY

Dr. Bucha Reddy Ponakanti, Andhra Vidyalaya College Post Graduate Centre, Hyderabad, A.P., India

14:00 - 15:30 **Track C**

Session 13

Venue: Classroom 1304 **(in Spanish/en Español)**

Moderator: Dr. Joaquin Villegas, Northeastern Illinois University, Chicago, Illinois, U.S.A.

Presenters:

FORMACION DE ACTITUDES ETICAS Y SOCIALES EN LOS ALUMNOS DE CONTABILIDAD: LA EXPERIENCIA DEL CASO CONASUPO, UN CASO SOBRE AUDITORIA SOCIAL

Dr. Gabriela Farías Martínez, Tecnológico de Monterrey, Campus Monterrey, Monterrey, Nuevo Leon, Mexico

BLENDED LEARNING INTERACTIVE WORKSHOP FOR CASE STUDY WRITING AND USE

Prof. Dan Stefan Ioan, Universidad Metropolitana de Caracas, Caracas, Venezuela

THE CASE STUDY METHOD AS AN APPLIED RESEARCH STRATEGY IN ORGANIZATIONS: EXPERIENCE IN THE GROUP OF ENTERPRISE STUDIES OF THE PONTIFICIA BOLIVARIANA UNIVERSITY (MEDELÍN, COLOMBIA)

Juan Alejandro Cortés Ramírez, Universidad Pontificia Bolivariana, Medellin, Antioquia, Colombia

14:00 - 15:30 Track D Teaching and Learning With Cases Workshop **Session 14**
Venue: Classroom 1205

“Help Yourself By Helping Your Students Work Smarter Not Longer Hours”

Facilitator: Dr. James Erskine, The University of Western Ontario, London, Ontario, Canada

14:00 - 15:30 Track E **Session 15**
Venue: Classroom 1206

Moderator: Dr. Lars Bengtsson, Lund University, LUND, SWEDEN

Presenters:

IMPROVING THE ALIGNMENT BETWEEN AN INTEGRATIVE BUSINESS SIMULATION AND A CHANGING MBA CURRICULUM – PART 4

Dr. Douglas Schreder, National-Louis University, Chicago, Illinois, U.S.A.

Dr. John Kerrigan, National Louis University, Chicago, Illinois, U.S.A.

IMPLEMENTING CASE STUDIES IN TEACHER EDUCATION WITH THE AID OF ICT: THE TICEC PROJECT

Prof. Maria Augusta Nascimento, Universidade de Coimbra, Coimbra, Portugal

CARACTERIZACIÓN DE LA CULTURA ORGANIZACIONAL, CLIMA ORGANIZACIONAL, MOTIVACIÓN, LIDERAZGO Y SATISFACCIÓN DE LAS PEQUEÑAS EMPRESAS DEL VALLE DE SUGAMUXI Y SU INCIDENCIA EN EL ESPIRITU EMPRESARIAL TRABAJO EN PROCESO

Carlos Orlando Parra Penagos, Jose Javier Gonzalez Millan, Universidad Pedagogica Y Tecnologica De Colombia, Sogamoso, Boyaca, Colombia **(in Spanish/en Español)**

15:30 - 16:00 Refreshments – Room 1301 (1st building, 3rd floor)

16:00 – 17:00 Bus leaves TEC Campus for Hilton Hotel

17:00 – 19:00 Free Time

19:00 GALA DINNER AND AWARDS
(for registered delegates & partners/spouses)

Venue: Hilton Hotel, Av. De las Rosas No. 2933, Guadalajara

Dress code: Business Attire

Tuesday - July 3, 2007

7:30 - 8:15 Breakfast at Hotel or local cafes

8:30 – 9:30 Transfer to TEC Guadalajara Campus, Zapopan. Ave. Ramon Corona 2514, Guadalajara Campus **Bus leaves from Hilton Hotel at 8:30! Taxi fare to the Campus is approximately USD 15.00.**

9:30 - 11:00 **Plenary Session** **Session 16**

Venue: Congress Room at TEC Guadalajara Campus, Zapopan

Moderator: Dr. Ricardo Hernandez, University of Extremadura, CACERES, SPAIN

“Mexico – Cultural Perspectives”

Tjeerd Boonman, Professor Tecnológico de Monterrey, Campus Guadalajara

11:00 - 11:30 Refreshments- Congress Room Lobby

Morning Concurrent Sessions - Tracks A, B, C, D

11:30 - 13:00 **Track A Writing Field Based Cases Workshop** **Session 17**

Venue: Classroom 1302

“Tools and Concepts To Use In A Step By Step Process”

Facilitator: Dr. James Erskine, The University of Western Ontario, London, Ontario, Canada

11:30 - 13:00 **Track B** **Session 18**

Venue: Classroom 1303

Moderator: Dr. Robert Hendersen, Grand Valley State University, Allendale, Michigan, U.S.A.

Presenters:

PIERRE NELIS: FACILITATOR

Dr. Joëlle Piffault, HEC, Montreal, Quebec, CANADA

A STARVING AND TIRED CASH COW: HIGH VOLTAGE DILEMMA
Dr. Flory Anette Dieck-Assad, Instituto Tecnológico y de Estudios, Monterrey, Nuevo Leon, Mexico

CASE STUDIES – HOW PEER ASSESSMENT ADDS TO EXPERIENTIAL LEARNING
Prof. David Stevenson, Napier University Business School, Edinburgh, Scotland
Prof. Jim Gallagher, Napier University Business School, Edinburgh, Scotland

11:30 - 13:00 Track C - Workshop **Session 19**

Venue: Classroom 1304

“TEACHER TRAINING AND FACULTY DEVELOPMENT BY MEANS OF PARTICIPANT GENERATED AND GROUP ANALYZED CASES”

Facilitators: Dr. Gary Parnell, Snow College/Utah State University, Ephraim, Utah, U.S.A
Dr. Thomas Cunningham, Southern Utah University, Cedar City, Utah, U.S.A.

11:30 - 13:00 Track D **Session 20**

Venue: Classroom 1305

Moderator: Dr. Stephen Hundley, Indiana University-Purdue University Indianapolis, Indianapolis, Indiana, U.S.A.

Presenters:
CHANGES IN WINE BUYING BEHAVIOUR IN SUPERMARKETS THE CARREFOUR GROUP CASE STUDY
Prof. Pierre Mora, Bordeaux Business School, Talence, France

PRACTICING TEACHERS BELIEFS AND USES OF ASSESSMENT
Dr. Janice Nath, University of Houston-Downtown, Houston, Texas, U.S.A.

FACTORS THAT INFLUENCE THE ADOPTION, AND MISCONCEPTIONS, OF HYBRID COURSES AMONG HIGHER EDUCATION FACULTY
Prof. Helen Wittman, Dowling College, Shirley, New York, U.S.A.

13:00 - 14:00 Lunch – Congress Room
(for registered delegates & registered partners only)

Afternoon Concurrent Sessions - Tracks A, B, C, D

14:00 - 15:30 Track A **Session 21**

Venue: Classroom 1302

Moderator: Prof. Stephanie Tatum, Dowling College, New York, New York, U.S.A.

Presenters:
LEARNING STRATEGIC MANAGEMENT: AN ON-LINE COLLABORATION BETWEEN USA AND SWEDEN

Prof. Carl Johan Asplund, Lund University, Lund, SWEDEN
Dr. Paula Jordan, The National-Louis University, Tampa, Florida, U.S.A

CASE STUDY APPROACH FOR TECHNOLOGY APPLICATION TO CUSTOMER
RELATIONSHIP MANAGEMENT: STUDENT TEAMS DEVELOP STRATEGIES FOR
SUCCESS

Prof. Gary McGrath, Nova Southeastern University, Fort Lauderdale, Florida, U.S.A.

APPLYING A MULTIDISCIPLINE BUSINESS CASE

Prof. Carl Johan Asplund, Lund University, Lund, SWEDEN
Dr. Paula Jordan, The National-Louis University, Tampa, Florida, U.S.A

14:00 - 15:30 **Track B - Symposium**

Session 22

Venue: Classroom 1303

**“Crossing Borders: Case Studies of a Mexico- U.S.
Higher Education Collaboration”**

Presenters:

TRANSFORMING EDUCATOR/TRANSFORMING CLASSROOMS

Dr. Emily de la Cruz, Portland University, Portland, Oregon, U.S.A.

CLASS, COLOR AND LANGUAGE: SECONDARY ANALYSIS OF CASE RESEARCH IN
CENTRAL MEXICO

Prof. Samuel Henry, Portland State University, Portland, Oregon, U.S.A.

FOREIGNERS AMONG US

Dr. Emily de la Cruz, Portland University, Portland, Oregon, U.S.A.

PATTERNS OF MUTUAL BENEFIT: STUDENT EXCHANGE FROM A MEXICAN
PERSPECTIVE

Prof. Samuel Henry, Portland State University, Portland, Oregon, U.S.A.

14:00 - 15:30 **Track C – Workshop (cont.)**

Session 23

Venue: Classroom 1304

**“TEACHER TRAINING AND FACULTY DEVELOPMENT BY MEANS OF
PARTICIPANT GENERATED AND GROUP ANALYZED CASES”**

Facilitators: Dr. Gary Parnell, Snow College/Utah State University, Ephraim, Utah,
U.S.A
Dr. Thomas Cunningham, Southern Utah University, Cedar City, Utah,
U.S.A.

14:00 - 15:30 Track D - Symposium

Session 24

Venue: Classroom 1305

“CONTRACT BUNDLING AND PUBLIC POLICY”

Facilitator: Dr. Daljit Singh, University of Guam Visalia, California, U.S.A.

Presenters:

CONTRACT BUNDLING AND PUBLIC POLICY: A CASE STUDY IN ACQUISITION OF GOODS AND SERVICES BY THE U.S. GOVERNMENT

Dr. Timothy Nerenz, North Central University Prescott, Arizona, U.S.A.

CONFRONTING A MACROECONOMIC CRISIS: A CASE STUDY OF A SMALL DAIRY COMPANY IN MEXICO

Jorge A. Grijalva Chavira, North Central University Prescott, Arizona, U.S.A.

AN EXAMINATION OF THE FEDERAL “BRAIN DRAIN” IN THE DEPARTMENT OF DEFENSE (DOD) CIVILIAN SECTOR

Dr. Katherine Singh, College of the Sequoias, Fresno State University, Fresno, California, U.S.A

15:30 - 16:00 Refreshments – Room 1301 (1st building, 3rd floor)

16:00 – 21:00 Note! Buses **leave from TEC Campus only** for guided visit to Guadalajara’s main cultural and historic center
(dinner on your own)

21:00 Return to Hilton Hotel

Wednesday - July 4, 2007

7:30 - 8:15 Breakfast at Hotel or local cafes.

8:30 - 9:30 Transfer to TEC Guadalajara Campus, Zapopan. Ave. Ramon Corona 2514, Guadalajara Campus **Bus leaves from Hilton Hotel at 8:30! Taxi fare to the Campus is approximately USD 15.00.**

9:30 - 10:30 **Plenary Session** **Session 25**

Venue: Congress Room at TEC Guadalajara Campus, Zapopan

Moderator: Dr. Emiliano González, University of St. Thomas, Houston, Texas, U.S.A.

“Medieval University Governance in a Modern World”

Eduardo Rosker, WACRA Director for Latin America and President, Knowment, Buenos Aires, Argentina

10:30 - 11:00 Refreshments – Congress Room

Morning Concurrent Sessions - Tracks A, B, C, D

11:00 - 12:00 **Track A** **Session 26**

Venue: Classroom 1302

Moderator: Prof. Janice Nath, University of Houston-Downtown, Houston, Texas, U.S.A.

Presenters:

LEADING STUDENTS INTO ACTION: CREATING AN INTERACTIVE LEARNING ENVIRONMENT

Dr. Amelia Klein, Wheelock College, Boston, Massachusetts, U.S.A.

Dr. Joan Moyer, Arizona State University, Scottsdale, AZ, U.S.A.

11:00 - 12:00 **Track B** **Class Discussion Workshop** **Session 27**

Venue: Classroom 1303

**“Evaluating Student Contributions to Case Class Discussions:
Implement Nine Items”**

Facilitator: Dr. James Erskine, The University of Western Ontario, London, Ontario, Canada

11:00 - 12:00 Track C (in Spanish/en Español)

Session 28

Venue: Classroom 1304

Moderator: Dr. Ramon Ariel Quesada, Miami Dade College, Miami, Florida, U.S.A.

Presenters:

DIAGNOSTICO Y VALORACIÓN DEL NIVEL DE DESARROLLO DEL ESPIRITU EMPRESARIAL (ENTREPRENEURSHIP) DE LOS ESTUDIANTES DE LA FACULTAD SECCIONAL SOGAMOSO DE LA UPTC

Carlos Orlando Parra Penagos, Jose Javier Gonzalez Millan, Universidad Pedagogica Y Tecnologica De Colombia, Sogamoso, Boyaca, Colombia

EL MÉTODO DEL CASO ¿AYUDA A LOGRAR LOS CONOCIMIENTOS Y DESARROLLAR HABILIDADES?: LAS PERCEPCIONES DE UN GRUPO DE ESTUDIANTES DE EDUCACIÓN SUPERIOR

Areli Chacón Silva, María Guadalupe Delgado Cota, Martha Elena Mao Carnero, Tecnológico de Monterrey, Campus Chihuahua, Chihuahua, Mexico

11:00 - 12:00 Track D (in Spanish/en Español)

Session 29

Moderator: Dr. Joëlle Piffault, HEC, Montreal, Quebec, Canada

Presenters:

EL SECTOR MICROEMPRESARIAL EN EL DEPARTAMENTO DE CORDOBA Y SU INCIDENCIA EN LA GENERACION DE EMPLEO.” CASO MONTERIA

Benjamin Castillo Osario, Universidad del Sinu, Monteria, Cordoba, Colombia

OPEN

12:00 - 13:00 Closing Session

Session 30

Venue: Congress Room at TEC Guadalajara Campus, Zapopan

Dr. Hans E. Klein, Executive Director, ACT-WACRA®, Needham (Boston) U.S.A.

Dr. Jorge Alfonso González, Director del Centro Internacional de Casos, Tecnológico de Monterrey, Campus Guadalajara, Zapopan, Jalisco, Mexico

Prof. David Stevenson and Prof. Jim Gallagher

Napier University Business School, Edinburgh, Scotland

Conference Adjourns

13:00 - 14:00 Lunch – Congress Room

(for registered delegates & registered partners only)

14:00 – 22:00

Please Note! Departure from **TEC Guadalajara Campus only** for afternoon and evening event including dinner at *Casa Herradura*, the home for the world famous *Tequila Herradura*, in the small town of Amatitan. Guided tour of the factory and the processing facilities of Tequila, Tequila museum, Mexican dinner, Mariachi music and el ‘Charro floredor’.

(For registered delegates and registered partners)

Thursday – Sunday, July 5-8, 2007

Educational – Cultural Post Conference Tour

8:00 Settle Hotel charges on Wednesday evening. Bring your suitcase to the lobby at 8:00 (before breakfast).

9:00 **Four day - Thursday, July 5 - 8, 2007** - educational-cultural post conference tour, immediately after WACRA 2007. Travel in modern tour bus, includes 4 nights hotel & breakfast, 3 dinners, admission fees, guides, and Ballet Folklórico performance in Mexico City

- **Day One:** will take participants from Guadalajara in modern tour bus to Morelia, the capital of Michoacán. Guided walk and dinner, overnight Hotel Holiday Inn Express in Morelia.
- **Day Two:** Travel through beautiful Purépecha Amerindian country to Santuario de Mariposas El Rosario and then on to Pátzcuaro and the lively Indian Market. From there to Mexico City (Paseo de la Reforma). Dinner and overnight in Mexico City Hotel Holiday Inn Express on Paseo de la Reforma.
- **Day Three:** Travel by bus to Teotihuacán, the City of Quetzalcóatl, "the place where men became gods". Dinner and overnight in Mexico City Hotel Holiday Inn Express on Paseo de la Reforma.
- **Day Four:** After breakfast city tour by bus. Afternoon free for visits to Museum of Anthropology or Xochimilco and dinner. Evening Ballet Folklórico performance at Bellas Artes on la Reforma. Overnight in Mexico City Hotel Holiday Inn Express on Paseo de la Reforma. Post conference tour ends.

Post Conference Tour Hotels

Holiday Inn Express – July 5, 2007

Ave Camelinal 5000
MORELIA 58270 MEXICO
Tel: +52-443-315-7100

Holiday Inn Express – July 6, 7, 8, 2007

Paseo de la Reforma #203
MEXICO CITY 06600 MEXICO
Tel: +52-559-505-900