

# Microsoft Dynamics Academic Alliance

## 2014 Worldwide Microsoft Dynamics Academic Alliance Preconference

March 2-3, 2014

Hosted by Microsoft Dynamics Academic Alliance

### Sunday March 2, 2013

Embassy Suites Centennial Olympic Park  
267 Marietta Street  
Atlanta, GA  
USA

Room

**8:00-8:30**      **BREAKFAST**      **Legacy A,B,C**

**8:30-9:00**      **Welcome to the 2014 Worldwide Microsoft Dynamics Academic Alliance  
Preconference**

*Katie Hasbargen, Ph.D., Program Lead, Microsoft Dynamics Academic Alliance, Fargo, ND, USA*

**9:00-9:30**      **Advisory Council Chair's Report**

Here you will learn about Microsoft Dynamics Academic Alliance Advisory Council and how they can help you. You will have an update and hear what their focus areas are this year.

*Carol Mannino, Associate Professor, Milwaukee School of Engineering, Milwaukee, WI, USA*  
*Arto Talmo, Senior Lecturer, HAAGA-HELIA University of Applied Sciences, Finland*

---

## Faculty Presentations-Concurrent Sessions

(There will be 5 minutes between sessions, allowing time to switch rooms if desired—see schedule on next page.)

9:40-10:05

Room

Track 1

Legacy A,B,C

**Using MS Dynamics AX, MS Surestep, and MS Project in Project Management  
Curriculum**

The presentation details the journey of a project management class at ITT Technical Institute in Lexington, KY utilizing MS Dynamics AX, MS Surestep and MS Project as a viable solution to recommendations from a gap analysis with a local telecommunications firm.

**Kathy Leigh**, MBA, ITT Technical Institute School of Information Technology, Lexington, KY, USA  
**Rachel Wilson**, MBA, MSMIT, PMP, ITT Technical Institute School of Information Technology,  
Lexington, KY, USA

**Track 2**

**Salon V**

**The Implications of Big Data for Enterprise Systems for Small Businesses**

This article explores the implications of big data on small business enterprise systems. This article focuses on Microsoft framework for small businesses and how it integrated with Microsoft Dynamics CRM and ERP.

**Huei Lee**, Professor, Eastern Michigan University, Ypsilanti, MI, USA

**Kuo Lane Chen**, Associate Professor, University of Southern Mississippi, Hattiesburg, MS, US

**Jiaqin Yang**, Professor, Georgia College and State University, GA, US

10:10-10:35

Room

**Track 1**

**Legacy A,B,C**

**Accounting Information Systems is Losing Ground in the Accounting Program**

What place does AIS now occupy in the Canadian CPA program? To answer this question, we compare the coverage of AIS of the new CPA with that of the three former Canadian accounting associations (CA, CGA and CMA) prior to their unification. Results indicate that the emphasis on AIS was greater before unification, when the courses offered and requirements were greater. Overall, the CPA program today place less emphasis on IT and the application of IS to accounting. Explanations are that teaching and testing AIS is challenging, and there is a lack of recognition and incentives for those seeking to establish a sound AIS curriculum.

**Emilio Boulianne**, Ph.D., Professor, John Molson School of Business, Concordia University, Montreal, QC, Canada

**Track 2**

**Salon V**

**Customer Relationship Management and Business Analytics - A Lead Nurturing Approach**

This paper makes an exploratory combination of operative customer relationship management and business analytics. This is done by focusing on the sales process and especially on lead nurturing by presenting three lead scenarios and discussing how the scenarios could be analyzed.

**Carl-Johan Rosenbröijer**, Ph.D. (Econ.), Senior lecturer, Arcada University of Applied Sciences, Helsinki, Finland

**10:35-10:55 BREAK**

10:55-11:25

## Track 1

## Legacy A,B,C

### **Using Microsoft Dynamics GP 2010 R2 for an Enterprise Resource Planning Course: A Curriculum Package**

This curriculum package is designed to provide undergraduate or graduate students with a thorough understanding of Microsoft Dynamics GP 2010 R2. This presentation provides how to prepare hands-on experience in which each student manages the various functions of the company's business processes, such as Human Resources, Finance, Accounting, Manufacturing, Sales, Purchasing and Supply Chain Management.

**Gyu C. Kim**, *Professor Emeritus, Northern Illinois University, College of Business, De Kalb, IL, USA*  
**Stacy S. Kim**, *Microsoft, Information Technology and Services, Fargo, North Dakota, USA*

## Track 2

## Salon V

### **Opportunities, Benefits, and Challenges of Using a Dynamics Academic Cloud Deployment**

One of the main obstacles of utilizing Dynamics in the classroom is managing the installation and configuration of the ERP software. Moving to a cloud based approach decreases that pain and allows professors to focus on instruction and curriculum development. This session will outline hosting opportunities currently in place and describe resources available to help move to this deployment model. We will also discuss challenges related to a cloud approach and steps to take to overcome these challenges.

**Doug Pitcher**, *Director of Academic Relations, DynamicsCloud, Alberta, Canada*

## Product Presentations - Concurrent Sessions

11:30-12:15

Room

### Track 1

### Legacy A,B,C

#### **Microsoft Dynamics CRM 2013 and a Curriculum Overview Curriculum**

Learn about Microsoft Dynamics CRM 2013 and what is new in this release. Get an overview of the brand-new Microsoft Dynamics CRM 2013 Applications Curriculum specifically developed for DynAA members.

**Josh Behl**, *Principal Consultant, Summit Group Software, Fargo, ND, USA*

### Track 2

### Salon V

#### **AX 2013 R3, Lifecycle Services, Business Process Modeler**

Learn about Microsoft Dynamics AX 2012 R3 and what is new in this release among other topics like what is the Lifecycle Services and how could you use Business Process Modeler

**Pepijn Richter**, *Director Product Marketing, Microsoft Dynamics AX Product Marketing, Microsoft, Redmond, WA, USA*

---

**12:15-1:15**      **LUNCH (Served in room)**      **Atrium**  
**Legacy A,B,C**

**1:15-2:00**      **Microsoft Dynamics Academic Alliance Instructional Award 2014**  
**Enterprise System Case using Microsoft Dynamics GP via myGPcloud**

Overview of a comprehensive case that increases students' accounting information system knowledge, system navigation skills, and the ability to learn on their own.

**Marcia Weidenmier Watson**, *Mississippi State University, Mississippi State, MS, USA*

**Bonnie K. Klamm**, *North Dakota State University, Fargo, ND, USA*

**Joann Segovia**, *Winona State University, Winona, MN, USA*

**Mark W. Lehman**, *Mississippi State University, Mississippi State, MS, USA*

**2:00-2:45**      **The Power of Partnerships**

In this interactive discussion, you will first learn how UW Stout strategically partners with businesses to support its education initiatives in general. Then you'll be presented a case study of how UW stout has built their Dynamics CRM curriculum through the use of multiple partners. Finally, the group will share and discuss the value partners, the effort of building partnerships, and how best to engage partners in a way that benefits all.

**Professor Steve Schlough**, *University of Wisconsin-Stout, USA*

**Professor Evan Sveum**, *University of Wisconsin-Stout, USA*

**Gretchen Opferkew**, *CRM MVP, MCT, Director of Education, POWEROBJECTS, USA*

**2:45-3:15**      **BREAK**

**3:15-4:00**      **Microsoft DreamSpark Program**

Come and learn how to leverage DreamSpark in your classroom. DreamSpark Premium is an offering of many of Microsoft's major software titles like Windows 8 client, Windows Server 2012, Visual Studio 2012, etc. These titles are fully functional and provide students and faculty developing and delivering courses where they are used with thousands of dollars of software. The DreamSpark Premium license is for STEM courses. Learn how to take advantage of this incredible library of resources for STEM faculty and students.

**Bradley Jensen**, *Ph.D. Principal Academic Relationship Manager, Microsoft, USA*

**4:00-4:30**      **How Microsoft Azure + Win 8 development + DreamSpark + DynAA = incredible**

It does not take long as a Microsoft Dynamics Academic Alliance (DynAA) member to realize that using – or teaching – enterprise systems requires exposure across a range of software. This session provides a quick review and some key take-aways for extending your academic reach by integrating a range of low-cost and no-cost Microsoft solutions.

**Todd Schultz, Ph.D., Professor, Hull College of Business, Georgia Regents University, Augusta, GA, USA**

**4:30-5:00 Recap and Closing Announcements**

**Katie Hasbargen, Ph.D., Program Lead, Microsoft Dynamics Academic Alliance, Fargo, ND, USA**

## Optional Concurrent Sessions

5:15-6:00

Room

**Track 1**

**Legacy A,B,C**

**Microsoft Dynamics Academic Alliance Resources**

Here you will find the latest news regarding Microsoft Dynamics Academic Alliance and information on how to get the maximum benefit from your membership.

**Cristina McCoy, Program Manager, Microsoft Dynamics Academic Alliance, Fargo, ND, USA**

**Jane Birkegaard Thomsen, Senior Program Manager, Microsoft Dynamics Academic Alliance, Aarhus, Denmark**

**Track 2**

**Salon V**

**SimulationAX 2.0: A gamified approach to learning Microsoft Dynamics AX**

Building on the feedback received from users on previous versions, we created SAX 2.0, a new version of our self-paced, gamified learning environment for Microsoft Dynamics AX. In this single player learning console, the learner has to answer multiple choice questions automatically generated from the actual content of the AX database. The questions are designed to lead the learner through the different modules of the application and learn about the different functionalities available. We present the results of a beta trial conducted in Fall 2013 semester. Participants to this presentation will also have the opportunity to experience first hand SAX 2.0 (laptop required).

**Gilbert Babin, PhD, Professor, Information Technologies, ERPsim Lab, HEC Montréal, Montréal, Qc, Canada.**

**7:00-9:00 Microsoft Dynamics Academic Alliance Special Networking Event-  
Cocktails and Hors d'oeuvres**

**Marietta Room**

**Monday March 3, 2013**

**8:00-8:30 BREAKFAST**

**8:30-8:45 Morning Remarks**

**Legacy A,B,C**

**Katie Hasbargen, Ph.D., Program Lead, Microsoft Dynamics Academic Alliance, Fargo, ND, USA**

**8:45-9:30 Microsoft Executive Speaker**

**Richard Harris, Chief of Staff, Microsoft Business Solutions, Redmond, WA, USA**

**9:30-10:15 Dynamics Communities Inc.**

The Dynamic User Groups brings together the members of the Dynamics community to connect, learn, and share with each other how to improve their use of the Microsoft Dynamics solutions. In this targeted session, you'll learn what the user groups are, what benefits are available, and how you and your students can benefit from local and virtual participation.

**Mark Rhodes**, *Director Member Value, Dynamics Communities Inc.*

**10:15-10:30**     **BREAK**

---

## Faculty Presentations-Concurrent Sessions

(There will be 5 minutes between sessions, allowing time to switch rooms if desired.)

10:30-10:55

Room

**Track 1**

**Legacy A,B,C**

### **Proactive IT Audit as a Component of a Prototype SDLC Methodology using Microsoft Dynamics CRM**

This curriculum presentation examines the use of a proactive information technology (IT) audit strategy as an element of a prototype (systems development life cycle) SDLC incorporating Microsoft Dynamics CRM. The presentation will cover the following: Background, MS Dynamics CRM Customization and Configuration Training, Applying IT Control and Audit Group Project, Results, Lessons Learned

**Evan Sveum**, *Senior Lecturer, UW Stout, Menomonie, WI, USA*

**Track 2**

**Salon V**

### **Toward a MOOC for Microsoft Dynamics GP**

The GP Web Client – released with Microsoft Dynamics GP 2013 – and its supporting Microsoft technologies (SQL Server, Internet Information Services, ASP.Net) provide excellent infrastructure for developing asynchronous online education applying Dynamics GP. We identify the design goals of this development, briefly review how the Microsoft technologies are integrated, provide a brief proof-of-principle demonstration, and outline references for creating this environment. There is great potential for this to become a widely available method for engaging students without the DynAA institution having to develop their own materials. Although the session focuses on the information technology aspects of the development, there will be the opportunity to see the GP Web Client in action which should be of interest to a broad group of DynAA members.

**Todd Schultz**, *Ph.D., Professor, Hull College of Business, Georgia Regents University, Augusta, GA, USA*

11:00-11:25

Room

**Track 1**

**Legacy A,B,C**

### **Microsoft Dynamics AX in Public Sector**

In this session we'll have a closer look at how Microsoft Dynamics AX is positioned as a right tool for Public Sector Organizations including the Health and Education sector. We will have a discussion on Microsoft Dynamics AX and how some of the ISV solutions make the most of its offering in Education and Health Care sectors. We will learn how Microsoft Dynamics AX can provide services to Citizens faster and more cost effectively making it a preferred choice for the organizations. A brief look at Microsoft Dynamics AX ROI will be given as well. We will explain the skillsets and certifications students need to start a career using Microsoft Dynamics AX.

**Sid Siddiqui**, *President, Mazik Global Inc. IL, USA*

## Track 2

## Salon V

### **How to plan and execute reporting in Microsoft Dynamics ERP implementation projects**

The main principles of reporting are the reliability of business information and the ability to get the right information at the right time for the right person. Reports that analyze ERP data in an expressive way represent the output of the ERP implementation. It is considered as the cream of the implementation and the next level of value that the solution stakeholders should target for. This ultimate outcome results from building all reports based on a single point of information.

**Mohamed Amer**, *MCP, MCT, MVP, Dynamics AX Support Engineer – EMEA, Microsoft, Egypt.*

11:30-12:00

## Track 1

## Legacy A,B,C

### **Curriculum Package for Enterprise Systems Course**

This course provides an overview of Enterprise Resource Planning (ERP) systems, focusing on the strategic use of these systems to help businesses achieve organizational goals. Additionally, through experiential learning via Microsoft Dynamics AX 2012, students learn how to work with a live ERP system. Through both hands-on and lecture components within the course, students learn how an ERP enhances enterprise performance by streamlining enterprise processes, optimizing its resources, and allowing it to assist in making quick, accurate, and consistent decisions.

**Jennifer Nightingale Massart**, *Ed.D., Assistant Professor, Duquesne University, Pittsburgh, PA, USA*

## Track 2

## Salon V

### **Top 10 Best uses of an Academic Cloud**

**Jason Mindte**, *VP Sales, Reviora, Laguna Beach, CA, USA*

12:00-1:00

## LUNCH

## Atrium

1:00-1:45

### **Roundtable Discussions**

## Legacy A,B,C

In this session, we will give you a chance to discuss and exchange experience within current topics such as below topics. We will give you a chance to participate in at least two areas.

- Table 1: Microsoft Dynamics Academic Alliance Certificate program. We will discuss the program, how to sign up, the procedures, documentations and discuss experience.
- Table 2: System set-up and administration for educational purposes. We will exchange experience and discuss solutions.

- Table 3: Sports Teams & Academic CRM Partnerships: We will briefly introduce the creative approaches to programs & curriculum Baylor University used to prepare students for CRM careers in sports and open discussion for parallel programs in sports & other fields of entertainment in need of CRM & analytics professionals.
- Table 4: Hosting Experience. This will be a chance to exchange experience and discuss solutions.
- Other

---

### Legacy A,B,C

**1:45-2:30 Sports & CRM: Creating Connections and building Successful Cross-functional Programs**

This will tell the story of how Baylor University and corporate partners collaborate.

**Kirk Wakefield**, *Professor, Sports Sponsorship & Sales, Baylor University, Texas, USA*

**Leslie Horn**, *Data Manager, Dallas Stars, Texas, USA*

**2:30-3:00 Closing and Thank You**

**Katie Hasbargen, Ph.D.**, *Program Lead, Microsoft Dynamics Academic Alliance, Fargo, ND, USA*

*Thank you for attending! We look forward to continuing to work with you throughout the academic year and into the future. For those of you staying for Convergence 2014, make sure to visit us at Booth #*