

# Microsoft Dynamics Academic Alliance

## Microsoft Dynamics Academic Alliance Preconference 2015 Atlanta

Microsoft Dynamics Academic Alliance is very excited to welcome you to this year's Microsoft Dynamics Academic Alliance Preconference 2015 Atlanta

Location: Embassy Suites Atlanta – Centennial Olympic Park, 267 Marietta St. NW, Atlanta GA, 30313

Date: March 14-15, 2015

## Agenda for Microsoft Dynamics Academic Alliance Preconference 2015 Atlanta

(This agenda is subject to change)

### Agenda for March 14, 2015

Meeting room: Legacy A,B,C Combined

- |                                |   |
|--------------------------------|---|
| <b>8:30 a.m. – 9:00 a.m.</b>   | <b>Check-in and Coffee Break</b>  |
| <b>9:00 a.m. – 9:45 a.m.</b>   | <b>Welcome to the Microsoft Dynamics Academic Alliance Preconference 2015 Atlanta</b><br><i>Speaker: Katie Hasbargen, Ph.D., Program Lead, Microsoft Dynamics Academic Alliance</i>   |
| <b>9:45 a.m. – 10:15 a.m.</b>  | <b>Microsoft Dynamics Academic Alliance Advisory Council Update</b><br>Meet some of the Advisory Council members, learn about the Advisory Council and learn how they can help you. You will have an update and hear what their focus areas are for the coming year.<br><i>Speaker: Microsoft Dynamics Academic Alliance Advisory Council Members</i> |
| <b>10:15 a.m. – 10:30 a.m.</b> | <b>Microsoft Dynamics Academic Alliance Curriculum Award 2015</b>   |
| <b>10:30 a.m. – 10:45 a.m.</b> | <b>Morning Break</b>  |
| <b>10:45 a.m. – 11:25 a.m.</b> | <b>Implementing the Microsoft Dynamics Student Certificate Program: Process and Curriculum</b>  |

This presentation discusses implementation, best practices, future plans and lessons learned via the implementation of the Microsoft Dynamics Academic Alliance Certificate Program at Utah Valley University (UVU) in the Fall of 2014 and Spring of 2015.

*Speaker: Dr. Anne Arendt, Assistant Professor – Technology Management, Utah Valley University, Orem, UT, USA.*

## **Concurrent Tracks:**

### **Green Track:**

Meeting room: Legacy E

#### **11:30 a.m. – 12:00 p.m.**

#### **Business Process Modeling for Dynamics Implementation**

Microsoft Dynamics provides many great opportunities for supporting university classroom instruction especially where business principles meet information technologies. In addition to no-cost access to Enterprise Resource Planning (ERP) software and training materials, Dynamics Academic Alliance (DynAA) members have access to analysis and implementation tools like the Sure Step methodology and Life Cycle Services (LCS). These resources, especially when supplemented with DreamSpark offerings like Microsoft Visio and Microsoft Project, provide excellent infrastructure for course modules focused on business process modeling and automation (BPM&A). This presentation outlines how these materials can be included in somewhat advanced or graduate courses connected with BPM.

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

#### **12:00 p.m. – 1:00 p.m.**

#### **Lunch**

#### **1:00 p.m. – 2:05 p.m.**

#### **Deploying Microsoft Dynamics AX 2012 for Use in the Classroom**

- Installation and Implementation of Enterprise Portal for MS Dynamics AX

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

- Virtual Machines for Dynamics AX Instruction & Investigation

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

- Performing a Dynamics AX 2012 R3 Basic Installation

*Speaker: David Thomas, bSolutions, LLC, Tulsa Community College, Tulsa, OK, USA*

#### **2:10 p.m. – 2:40 p.m.**

#### **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.

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

**2:40 p.m. – 3:10 p.m.**

**Break**

**3:10 p.m. – 3:40 p.m.**

**Using your Single Computer Dynamics AX 2012 R3 installation as a Sandbox for Curriculum Development**

This presentation will discuss how to use a single computer installation of Dynamics AX 2012 R3 as a research sandbox for developing class curriculum. Included will be a high level overview of unique features of the application that can facilitate class interaction while using the software.

*Speaker: David Thomas, bSolutions, LLC, Tulsa Community College, Tulsa, OK, USA*

**Blue Track:**

Meeting room: Legacy A,B,C Combined

**11:30 a.m. – 12:00 p.m.**

**Concurrency University**

The Concurrency University Program is a career development fast track created to usher in entry-level candidates to Concurrency and grow them into world class IT consultants. We will cover why we developed this program, how we got the program off the ground, the program itself, our successful program participants, and what the future holds.

*Speakers: Heather LaPorte & Kate Weiland, Concurrency, Milwaukee, WI, USA*

**12:00 p.m. – 1:00 p.m.**

**Lunch**

**1:00 p.m. – 1:30 p.m.**

**Hitting the Finish Line for your Degree and Getting your Learners Permit for your Career**

The University of Wisconsin is offering the course Enterprise Technology Seminar for the first time during this spring's semester. This presentation will explain how this course incorporates the knowledge, skills and attitudes that the students have obtained in the prerequisites courses. The presentation will follow the students' journey through the 21-credit sequence, providing insight the specifics of each course. It will also include how student centered learning, the use of curriculum provide by a panoply of vendors, and the power of partnerships.

*Speaker: Steve Schlough, Department Chair, University of Wisconsin-Stout, Menomonie, WI, USA*

**1:35 p.m. – 2:05 p.m.**

**Offering a CRM Certificate at Your University - Including Curriculum Overview, Job Placement and Program Process**

Hear how MSUM and eXtreme CRM have partnered to help solve the CRM talent shortage by creating a 16 week CRM certificate program for undergraduate students at Minnesota State University Moorhead.  
*Speaker: Pam McGee, Minnesota State University – Moorhead, MN, USA & Christy Spokely, eXtreme CRM, USA*

**2:10 p.m. – 2:40 p.m.**

**Lessons from the Disputes of Others**

ERP Implementations are notorious for ending in dissatisfaction if not outright failure. In some cases, the unhappiness escalates into lawsuits where the parties involved in the implementations look to the courts for restitution. These suits provide a powerful reminder of the things that can go wrong in an implementation and by extension insight into elements that training programs can address to better prepare students to implement ERP systems and to be informed buyers of IT services.

*Speaker: Jerry Savin President/Chief Executive Officer, Cambridge Technology Consulting Group, Inc., Santa Monica, CA, USA*

**2:40 p.m. – 3:10 p.m.**

**Break**

**3:10 p.m. – 3:40 p.m.**

**Using Microsoft Dynamics CRM for Analytical CRM: A Curriculum Package for Business Intelligence and Data Mining Courses**

Business intelligence and analytical CRM are popular topics in the MIS curriculum today. This presentation will cover how to use the Microsoft SQL Server Business Intelligence Development Studio to access Microsoft Dynamics CRM and conduct a data mining and analysis.

*Speaker: Huei Lee, Professor, Eastern Michigan University, Ypsilanti, MI, USA & Kuo Lane Chen, University of Southern Mississippi, Hattiesburg, MS, USA & Clarence Lee, Cornell University, Ithaca, NY, USA*

**General Sessions:**

Meeting room: Legacy A,B,C Combined

**3:40 p.m. – 4:20 p.m.**

**Roundtables**

**4:20 p.m. – 4:30 p.m.**

**Recap and Closing Announcements**

**7:00 p.m. – 9:00 p.m.**

**Microsoft Dynamics Academic Alliance Reception**

**Agenda for Microsoft Dynamics Academic Alliance Preconference 2015 Atlanta**

(This agenda is subject to change)

**Agenda for March 15, 2015:**

Meeting room: Legacy A,B,C Combined

**9:00 a.m. – 9:20 a.m.**

**Morning Remarks**

*Speaker: Microsoft Dynamics Academic Alliance*

**9:20 a.m. – 9:50 a.m.**

**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, participants will learn about user groups, what benefits are available, and how to benefit from local and virtual participation.

*Speaker: Tonya Anderson, AXUG Membership Manager, Dynamics Communities, Fargo, ND, USA*

**9:55 a.m. – 10:50 a.m.**

**Keynote**

*Speaker: Tim Brookins, Distinguished Engineer, Microsoft, USA*

**10:50 a.m. – 11:05 a.m.**

**Morning Break**

**11:05 a.m. – 11:45 a.m.**

**Microsoft Dynamics GP**

Meet one of our Microsoft Dynamic GP experts and hear the latest on Microsoft Dynamics GP

*Speaker: Pam Misialek, Senior Product Marketing Manager, Microsoft, USA*

**11:45 a.m. – 12:15 p.m.**

**Dynamics Learning Portal**

Learn more about the new Microsoft Dynamics Learning Portal available to Microsoft Dynamics Academic Alliance Members. The DLP is designed to offer all Microsoft Dynamics learning resources on a single platform, including short, modular L100 and L200 E-Learning courses, recommended learning plans by job role, virtual lab environment and a comprehensive calendar of live workshop offers around the world.

*Speaker: Deco Pinheiro, Dynamics Learning Platform Manager, Microsoft, Denmark*

**12:15 a.m. – 1:00 p.m.**

**Lunch**

**1:00 p.m. – 1:40 p.m.**

**Microsoft Office Mix**

Get an introduction to Microsoft Office Mix, an add-in for PowerPoint that allows you to easily create and share interactive online videos.

*Speaker: Deco Pinheiro, Dynamics Learning Platform Manager, Microsoft, Denmark*

**1:45 p.m. – 2:10 p.m.**

**Microsoft Dynamics AX**

Meet one of our Microsoft Dynamic AX experts and hear the latest on Microsoft Dynamics AX

*Speaker: Pepijn Richter, Director Product Marketing, Microsoft Dynamics AX  
Product Marketing, Microsoft, USA, Winston Hait, Senior Product Marketing  
Manager, Microsoft, USA*

**2:15 p.m. – 2:45 p.m.**

**Microsoft Dynamics CRM**

Meet one of our Microsoft Dynamic CRM experts and hear the latest on Microsoft Dynamics CRM

*Speaker: Hayley Bass, Senior Business Architect, Microsoft Dynamics CRM R&D,  
Microsoft, UK*

**2:45 p.m. – 3:00 p.m.**

**Afternoon Break**

**3:00 p.m. – 3:30 p.m.**

**Microsoft Dynamics Marketing & Microsoft Social Engagement**

Meet one of our Microsoft Dynamic experts and hear the latest on Microsoft Dynamics Marketing and Microsoft Social Engagement

*Speaker: Patric Timmermans, Product Marketing Manager, Microsoft, USA*

**3:30 p.m. – 4:10 p.m.**

**Roundtables**

**4:10 p.m. – 4:30 p.m.**

**Recap – Thank you**