

Summer Workshop Schedule of Events | 2017

SOUTHERN BUSINESS ADMINISTRATION ASSOCIATION (SBAA)

Summer Educators' Workshop: July 9-11, 2017

Omni Amelia Island Planation Resort, Amelia Island, FL

SATURDAY, JULY 8		
Time	Location	Event
2:00 pm		Optional Golf – Ocean Links Course Bob Albert , Morehead State University Bill Rhey , Florida Polytechnic University
SUNDAY, JULY 9		
Time	Location	Event
7:30 am		Optional Golf – Oak Marsh Course Bob Albert , Morehead State University Bill Rhey , Florida Polytechnic University
2:00 – 4:00 pm		Registration: Brynn Dillon, Columbus State University <i>The "Welcome Gift" is sponsored by Dean James Payne, Georgia College</i>
3:00 – 5:00 pm		SBAA Board Meeting
5:30 – 6:00 pm		Reception – New Members -- If this is your first SBAA meeting, you are invited. <i>Sponsored by Dean Faye McIntyre, University of West Georgia</i>
6:00 – 7:00 pm		Reception – All SBAA Members <i>Sponsored by Dean Robert Sumichrast, Virginia Tech University</i>
7:00 – 8:30 pm		Dinner for all attendees and special recognition(s) <i>Sponsored by Dean McRae Banks, University of Carolina at Greensboro</i>
MONDAY, JULY 10		
Time	Location	Event
7:30 – 11:00 am		Registration Brynn Dillon, Columbus State University
7:30 – 8:15 am		Breakfast <i>Sponsored by Dean Sharon Oswald, Mississippi State University</i>
8:30 – 8:45 am		Welcome, Introduction and Overview Frank Ghannadian, SBAA President, University of Tampa Bob Albert, VP-Programs, Morehead State University

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8:45--10:00 am		<p>Opening Plenary Session: “The Grand Communication Canyon: Filling the Business Communications Skills Education Gap” Robert T. Sumichrast, Dean of Business and Steve Matuszak, Business Communication and Education Coordinator, Virginia Tech, Pamplin College of Business</p> <p>Moderator: Eric Jack, University of Alabama at Birmingham</p>
10:00 – 10:30 am		<p>Break <i>Sponsored by Dean Natalya Delcoure, Texas A&M University at Kingsville</i></p>
10:30 – 11:20 am		<p>Session 1-A: Building Entrepreneurial Capacity for the Future – A Model for Replication Janet Ratliff, Associate Professor, Management & Entrepreneurship Morehead State University, College of Business and Technology</p> <p>Moderator: Rhea Ingram, Auburn University Montgomery</p>
10:30 – 11:20 am		<p>Session 1-B: Incorporating Innovative Pedagogies into Curriculum: Intentional and Unintentional Outcomes Genevieve Scanlon, Assistant Professor Texas A&M University Kingsville, College of Business</p> <p>Moderator: Hector Quintanilla, Texas Wesleyan University</p>
11:30 – 12:20 pm		<p>Session 2-A: Aligning Curriculum Revision with Business School Strategy Nate Bennett, Associate Dean for Program Innovation Georgia State University, J. Mack Robinson College of Business</p> <p>Moderator: Mitchell Muehsam, Sam Houston State University</p>
11:30 -12:20 pm		<p>Session 2-B: The Hatband Exercise: The Politics of Inclusion and Voice Bob Wood, Dean Craig Pearce, Professor of Management University of South Alabama, Mitchell College of Business</p> <p>Moderator: Bill Rhey, Florida Polytechnic University</p>
12:30 – 1:30		<p>Lunch <i>Sponsored by Dean Mark Dawkins, University of North Florida</i></p>
1:45 – 2:35		<p>Session 3-A: Improving the Fit for Students and Employers Darrell Parker, Dean Ed Wright, Professor of Management James DeConinck, Professor of Marketing Western Carolina University, College of Business</p> <p>Moderator: Robert Dooley, University of Tennessee, Chattanooga</p>

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1:45 – 2:35		<p>Session 3-B: Up, Down, Over or Out? Exit Options for a Successful Business School Dean Howard Finch, Dean Samford University, Brock School of Business Faye McIntyre, Dean University of West Georgia, Richards College of Business</p> <p>Moderator: Al Spritzer, East Tennessee State University</p>
2:45 – 3:00		<p>Break <i>Sponsored by Dean Don Capener, Jacksonville University</i></p>
3:00 -3:50		<p>Session 4-A: Bring the Business World to Campus: Create a Successful Business Conference on Campus for Business Students George Ebbs, Dean Linda S. McKee, Director, Programs and Outreach Christopher Newport University, Joseph P. Lutter III School of Business</p> <p>Moderator: Barbara Ritter, Coastal Carolina University</p>
3:00 – 3:50		<p>Session 4-B: Reconnecting Alumni: Engagement Strategies Lynn Richardson, Dean University of Mary Washington</p> <p>Moderator: Barry O’Brien, University of North Carolina at Pembroke</p>

MONDAY IS AN OPEN EVENING

TUESDAY, JULY 11

Time	Location	Event
7:30 – 8:30 am		<p>Breakfast <i>Sponsored by Dean Richard Franza, Augusta University</i></p>
8:45 – 9:30 am		<p>Town Hall Meeting Frank Ghannadian, The University of Tampa, SBAA President 2017 Bob Albert, Morehead State University, SBAA VP Programs 2017 Bill Rhey, Florida Polytechnic University, SBAA Secretary/Treasurer 2017 Mary Gowan, James Madison University, SBAA VP Member Services 2017</p>
9:30 – 11:00 am		<div style="display: flex; align-items: center;">  <p>AACSB Update: Tom Robinson, President and Chief Executive Officer Michael Wiemer, Vice President and Chief Officer Americas</p> </div>

SBAA SUMMER WORKSHOP CONCLUDES

Special thanks to the General Sponsors of SBAA who provide in-kind support for our membership and hotel liaison services:

Dean Linda Hadley, Columbus State University
Mary Gowan, James Madison University

Hope to see you all at the SBAA Annual Meeting November 12-14 in Richmond, VA!