
SBAA Summer Educators' Workshop 2019 – Theme: Can Business Schools Really Learn to Pivot?

Keynote:

A Conversation on the Future of Business Schools

Tom Robinson, President and Chief Executive Officer, AACSB and Charles Iacovou, Dean, Wake Forest University School of Business

Breakout Sessions:

Using Rapid Improvement with Lean Tools for Increasing MBA Enrollment

Janyce Brennan Fadden, Director of Strategic Engagement, College of Business, University of North Alabama

Gregory A. Carnes, Dean, College of Business, Rayburn Eminent Scholar of Accounting, University of North Alabama

Rapid Improvement with Lean Tools allowed the University of North Alabama to pivot from declining MBA enrollment to the highest level in Alabama. A collaborative approach moved the whole process as a system and not as individual silos. The tools are transferable to any educational institution willing to embrace Rapid Improvement and make changes that create positive results for students, faculty and staff. This session describes the process, changes and results.

Micro-credentialing – The Dos and The Don'ts

Sri Beldona, Associate Dean for Academic Affairs, Satish & Yasmin Gupta College of Business, Professor of Management, University of Dallas

Brett Landry, Dean, Satish & Yasmin Gupta College of Business, Professor of Cybersecurity, University of Dallas

With micro-credentialing fast becoming a buzz word, schools are trying to play catch up and figuring out the best practices for implementation. In this session we present an overview of how schools can launch credentialed digital badges that acknowledges acquisition of skills by students through a series of courses in their program of study. The skills and badges are further mapped to jobs which show students the potential job market.

Florida International University's BizPass Mobile App

Richard Klein, Associate Dean, Landon Undergraduate School, Florida International University

Arijit Sengupta, Associate Dean for Accreditation and Technology Systems, Florida International University

We present BizPass, a mobile app developed for engaging students at FIU Business. We designed the app to understand the ever-changing engagement patterns of students. Further, the app facilitates our ability to pivot and be agile in shepherding students toward successful completion of their studies. BizPass provides information on events, rewards them with prizes based on accumulated points, as well as provides valuable data on student engagement patterns for the college to act on.

Agility and Vision for Rapid, Lasting Change in Business and Business Schools

Robert Sumichrast, Dean, Pamplin College of Business, Virginia Tech

Lara Khansa, Associate Dean, Pamplin College of Business, Virginia Tech

Mike Clarke, CEO, Access National Bank

Facing setbacks and challenges on the way to achieving a long-lasting lofty goal is unavoidable. In this presentation, we provide agility and vision examples from community banking as well as business school building projects that have been successful due to adapting quickly and overcoming failures while maintaining a clear vision. Mike Clarke, CEO of Access National Bank discusses a vision he holds for community banking and his experiences with disruptive changes and opportunities to achieve that vision.

The following sessions will include roundtable conversations:

Pivoting Toward Inclusion: Celebrating Our Differences

Sharon Oswald, Dean, College of Business, Professor of Management, Mississippi State University

Michael Breazeale, Associate Professor of Management, Mississippi State University

Business schools need to move beyond a focus on accepting differences and begin to *celebrate* the diversity of experience that comes with those differences. The College of Business at Mississippi State, located on the most diverse campus in Mississippi, is developing programs that are a template for the entire university. Using activities and tools such as a video created to celebrate the individual uniqueness within the student body and a Diversity Scholars program to engage both community and corporate partners, the college is redefining the perceptions that the world has of southern business students.

Building an Agile MBA Strategic Experience with Regional Business Partners: Lessons Learned at East Tennessee State University

William H. Heise, Director of MBA Programs, College of Business and Technology, East Tennessee State University

C. Allen Gorman, Chair, Department of Management and Marketing, College of Business and Technology, East Tennessee State University

East Tennessee State University's MBA Program has partnered with local client organizations for over ten years, utilizing the capstone experience as a consultative project. Throughout this time, key best practices have been developed, and these will be shared in this interactive presentation. We will also present some tips and tricks as well as solicit audience input for encouraging student agility and resiliency throughout the project experience. The presentation will conclude with a Q&A session.

Institute for Advanced Scholarship: A Post-Doc Reengagement Program

Joe Hair, Director of Doctor of Business Administration Program, Distinguished Professor of Marketing, University of South Alabama

Bob Wood, Dean, Mitchell College of Business, University of South Alabama

This session will engage the audience in discussion around a proposed faculty development program focused on helping professors to re-engage in research and publishing by updating their skills. We will initially focus on management and marketing. Expected program outcomes: (1) participants refresh and expand their methodological skills; (2) are exposed to current content and theoretical developments in their field; and (3) coauthor a paper with their scholar/mentor and/or perhaps with another participant, and submit to a journal.

Top Ten Fallacies about College Advisory Councils

Joyce T. Heames, Dean, Campbell School of Business, Berry College

Heather H. Norris, Dean, Walker College of Business, Appalachian State University

Annette L. Ranft, Dean, Harbert College of Business, Auburn University

College advisory councils are important to a college's engagement with the business community. Yet, there are many fallacies about how councils should be formed; how they should function for the benefit of the college and students. This presentation will draw upon the experience of three deans who will share personal missteps and successes in working with councils. Woven through the presentation will be our Top Ten Fallacies about advisory councils.
