**SOUTHERN BUSINESS ADMINISTRATION ASSOCIATION**

**Summer Workshop: July 16-18, 2023**

The Westin Cincinnati

Cincinnati, Ohio

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| SUNDAY, JULY 16 | | |
| Time | Location | Event |
| 3:00 – 5:00 pm | Tyler Foyer | **Registration**  Brynn Dillon, SBAA  Brooke Goolsby, James Madison University  Welcome Gift Sponsored by James Madison University |
| 3:00 – 5:00 pm | Harding Room | **SBAA Board Meeting** |
| 5:45 – 6:00 pm | Fountain Room | **Newcomer Meet and Greet** – For all first-time attendees.  Sponsored by Francis Marion University |
| 6:00 – 6:45 pm | Fountain Room | **Reception** – All SBAA Members  Sponsored by University of Alabama in Huntsville |
| 6:45 – 8:15 pm | Fountain Room | **Dinner** for all attendees and special recognitions  Sponsored by Austin Peay State University |
| MONDAY, JULY 17 | | |
| Time | Location | Event |
| 7:30 – 11:00 am | Tyler Foyer | **Registration** |
| 7:15 – 8:15 am | Fountain Room | **Breakfast**  Sponsored by Florida Gulf Coast University |
| 8:15 – 8:30 am | Tyler Davidson | **Welcome, Introduction and Overview**  Marilyn Macik-Frey, SBAA President, Nicholls State University  Jacob Chacko, SBAA VP Programs, Clayton State University |
| 8:30-10:00 am | Tyler Davidson | **Keynote: Ethical Leadership for the 21st Century**  *Presenter:* Cynthia Cooper: She exposed corporate misconduct in the infamous WorldCom scandal paving the way for the enactment of the SOX corporate reform law. Cynthia Cooper exploded the bubble that was WorldCom when she informed its board that the company had covered up $3.8 billion in losses through the prestidigitations of phony bookkeeping. In recognition of her whistleblowing, Cooper (along with Sherron Watkins and Coleen Rowley) was named Time Persons of the Year in 2002.  *Introduction:* *Sharon Oswald, Mississippi State University*  Sponsored by University of Houston-Clear Lake |
| 10:00-10:15am | Tyler Foyer | **Morning Break**  Sponsored by University of Alabama |
| 10:15-11:15am | Tyler Davidson  McKinley Room | **Innovative Pedagogies**   1. ***Agile Project Management and Student Consulting Projects: Improving the Academic Project Experience***   *Presenter: Hari K Rajagopalan (Francis Marion University)*  *Summary: Team projects in academia often result in negative experiences due to issues like free riding, low-quality deliverables, and irrelevant solutions for real-world companies. To tackle these challenges, an effective approach is to employ Student Consulting Projects with the Agile Project Management methodology called Scrum. This session will begin with a presentation on the creation and implementation of Student Consulting Projects using Scrum. Subsequent discussion will center around scaling and implementing this approach in various disciplines.*   1. ***Learning with a Purpose is the Purpose of Learning***   *Presenter: Ravi Chinta (University of the District of Columbia)*  *Summary: In the evolving landscape of education, adopting innovative pedagogies is crucial for engaging and empowering learners. These pedagogies can create immersive learning experiences that foster critical thinking, collaboration, and success in a changing world. Various innovative pedagogies can be employed, such as incorporating technology for interactive learning, gamification to boost motivation, project-based learning to apply knowledge practically, the flipped classroom model for active participation, active and collaborative learning to enhance communication and teamwork, and inquiry-based learning to promote independent exploration and problem-solving. These approaches offer students purposeful learning experiences with a focus on specific skills and outcomes.*  *Moderator:* *Thomas H. Payne, Tennesse Tech University* |
| 11:20 – 12:10 pm | McKinley Room | *Session 1:* ***The Future of Higher Education and Business Education***  *Presenter: Hassan R. HassabElnaby, Northern Kentucky University*  *Summary:* *Higher education is experiencing transformative changes due to various factors, creating a complex and unpredictable landscape. The traditional education system is inadequate in preparing graduates for future jobs and technological advancements. This session aims to provide insights into the evolving higher education environment, including the factors shaping it and the critical characteristics of emerging trends. It will also explore concepts like just-in-time education, competency-based education, and their potential in equipping students with industry-relevant skills and flexibility.*  *Moderator:* *Julie Petherbridge, Mercer University* | |
| 11:20 – 12:10 pm | Tyler Davidson | *Session 2:* ***Recruitment and Retention Initiatives are Needed to Combat the Changing Landscape of Higher Education in America***  *Presenters: Russ Jones & Tracy Cole,* Arkansas Tech University  *Summary: The Covid-19 pandemic has accelerated the anticipated 'enrollment cliff' in American higher education, resulting in significant enrollment losses for regional comprehensive institutions. In response, these institutions have taken measures such as budget cuts and reorganization. To adapt, institutions must acknowledge the changing landscape with fewer college-bound students and different expectations. Short-term credentials have become popular for both traditional and non-traditional students. Recruitment strategies involve reconfiguring degree structures, offering shorter-term options, and diverse delivery methods. Addressing barriers like textbook costs, prior learning assessment procedures, and transfer agreements is important. Engaging and retaining students through initiatives like retreats, mentorship programs, study opportunities, and speaker series are vital for retention.*    *Moderator: Bret Becton, University of Southern Mississippi* | |
| 12:15-1:10 pm | Fountain Room | **Lunch**  Sponsored by University of North Alabama | |
| 1:15-2:15 pm | Tyler Davidson  McKinley Room | **Enabling Technologies, Creative Collaborations and Stackable Programs**   1. ***Reimagining the Value of the Norris-Vincent College of Business***   *Presenters: Andrew Tiger, Ruben Ceballos, Rex Moody, Angelo State University*  *Summary:* *The Norris-Vincent College of Business at Angelo State University is implementing innovative approaches in both undergraduate and graduate programs. In the undergraduate marketing program, there is a focus on teaching technology tools sought by employers, blending theory with practical applications. Courses include data analytics with Tableau, consumer behavior with Qualtrics Surveys and MTurk, and digital marketing skills with a simulation package. At the graduate level, specialized programs like MS in Business Data Science and Analytics and MS in Hospital and Health Care Facilities Administration are offered, combining MBA curriculum with specific industry needs in the San Angelo community.*   1. ***Effective Community Engagement through Certificate Programs: Look beyond the traditional degree programs.***   *Presenter: Dr. Hubert H. Setzler III Area Coordinator of Management*  *(Francis Marion University)*  *Summary: Traditional degree programs, such as the BBA and MBA, are typically slow to adapt and require extensive planning and resources. Universities and colleges have attempted to address changing market needs through these programs, but with mixed results. Certificate programs offer a potential solution by providing a mechanism to implement curriculum changes without directly affecting traditional programs. They can cater to the needs of the community and also serve as a feeder into the traditional programs. This session will explore various types of certificate programs and provide specific examples to illustrate their effectiveness.*  *Moderator:* *Hari K Rajagopalan, Francis Marion University* | |
| 2:20-3:20 pm | McKinley Room | **Creative Collaborations**  *Session 1 :* ***Beyond Internships: Partnering with a Small Business & Technology Development Center (SBTDC) to Expand Experiential Learning Opportunities***  *Presenters: Russ Jones & Tracy Cole, Arkansas Tech University*  *Summary: Experiential learning enhances student learning and employer perception of skills. Internships demand commitment, while classroom simulations lack real-world experience. Partnering with an SBTDC enables business programs to involve students in solving diverse business problems. They conduct market research, identify financing options, and improve inventory management. Collaboration with local organizations empowers business schools without an SBTDC to connect students with real business challenges, benefiting education, careers, and society.*  *Moderator:* *Micheal Weeks, The Citadel* | |
| 2:20-3:20 pm | Tyler Davidson | **Creative Collaborations**  *Session 2:* ***Creating Entrepreneurial Opportunities (CEO) program***  *Presenter: Mr. Chakri Deverapalli, University of Alabama in Huntsville*  *Summary:* *The Creating Entrepreneurial Opportunities (CEO) program is a collaboration between the College of Business at UAH, the Midland Institute, and the local community, aimed at fostering entrepreneurship among high school students. Through experiential learning, mentorship, and community engagement, students learn to create and run their own businesses. The program culminates in a trade show where students showcase and sell their products. Supported by local businesses and organizations, the program develops not only business skills but also soft skills and a culture of innovation and social responsibility among students and the community.*  *Moderator: Kay Palan, University of Alabama* | |
| 3:20-3:30 pm | Tyler Foyer | **Afternoon Break**  Sponsored by Angelo State University | |
| 3:30 pm |  | **Visit to Underground Railroad Museum** | |
| MONDAY IS AN OPEN EVENING | | | |

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| TUESDAY, JULY 18 | | |
| Time | Location | Event |
| 7:30 – 8:30 am | Fountain Room | **Breakfast**  Sponsored by University of West Florida |
| 8:45 – 9:30 am | Tyler Davidson | **Town Hall Meeting**  Marilyn Macik-Frey, Dean, Nicholls State University, SBAA President  Jacob Chacko, Dean, Clayton State University, VP Programs  Michael Weeks, VP Member Services  Kay Palan, University of Alabama, Secretary/Treasurer |
| 9:30-9:50am | Tyler Foyer | **Morning Break**  Sponsored by the University of Northern Kentucky |
| 9:50 –11:00 am | Tyler Davidson | **AACSB 2022 Update**  *Presenter:*  *Facilitator:* *Marilyn Macik-Frey, Nicholls State University* |
| SBAA SUMMER WORKSHOP CONCLUDES | | |
| Printed program sponsored by the University of Southern Mississippi  Meeting Room Technology sponsored by The Citadel  Hope to see you all at the SBAA Annual Meeting in Dallas, Texas November 12-14, 2023! | | |