

Dear SBAA Members,

I hope this message finds you well. We are thrilled to announce an open call for proposals for our upcoming Summer Workshop, scheduled to take place from July 14th to 16th, 2024, in the beautiful city of Greenville, South Carolina.

The SBAA Annual Meeting is a hallmark event that brings together business educators, administrators, and practitioners from across the Southern region and beyond. It serves as a platform for collaboration, innovation, and the exchange of ideas that drive positive change in business education. This year's theme, "*Achieving Excellence in Business Education*," reflects our commitment to exploring strategies that empower business schools to thrive in an ever-evolving environment.

Proposal Formats: We encourage a wide range of proposal formats, including workshops, tabletop or panel discussions, and presentations. Our goal is to create engaging, interactive sessions that provide practical tools and hands-on learning experiences for our conference attendees.

Topic Areas: We invite proposals that focus on various aspects of business education and the challenges faced by business school deans. While the suggested topics include Curricula Development, Enrollment Strategies, Innovative Programs and Pedagogy, Partnerships and Collaborations, Student Success Initiatives, and Business Education in the Age of AI, we are open to a wide range of related subjects that align with our overarching theme.

Submission Guidelines: For full consideration, please submit your proposals by June 1, 2024, and follow the submission guidelines in the attached call for proposals.

If you have any inquiries or wish to submit your proposals, please do not hesitate to reach out to Michael Weeks at mweeks@citadel.edu. Your active participation and engagement are crucial to the success of our Summer Workshop, and we look forward to receiving your proposals.

Together, we can continue to foster continuous improvement within the dynamic landscape of business education. Thank you for being an integral part of the SBAA community, and we look forward to seeing you in Greenville.

Sincerely,



Michael Weeks, VP Programs
Southern Business Administration Association
Dean, Baker School of Business
The Citadel

Southern Business Administration Association (SBAA)
Summer Workshop July 14-16, 2024
Greenville, South Carolina

Call For Proposals

The Southern Business Administration Association (SBAA) is pleased to announce an open call for proposals for our upcoming Summer Workshop from July 14-16, 2024, in Greenville, South Carolina. We invite you to contribute to the advancement of business education by sharing your insights, experiences, and innovative ideas in addressing the challenges and opportunities faced by business school deans. This year's theme, **"Achieving Excellence in Business Education,"** aims to explore strategies that empower business schools to thrive in a rapidly evolving environment.

Proposal Formats: We are seeking proposals for **workshops, tabletop or panel discussions, and presentations,** that are engaging, interactive sessions that provide practical tools and hands-on learning.

Session Duration: Each session will be 45 minutes in duration, comprising a 30-minute presentation or discussion, followed by a 15-minute interactive Q&A segment.

Topic Areas: We invite proposals that focus on various aspects of business education and the challenges faced by business school deans. Suggested topics include, but are not limited to:

1. **Curricula Development:** Innovations in curriculum design, integration of emerging trends, and alignment with industry needs.
2. **Enrollment Strategies:** Effective methods to attract and retain diverse student populations in a competitive higher education environment.
3. **Innovative Programs and Pedagogy:** Exploring new teaching methodologies, experiential learning, and technology-driven approaches.
4. **Partnerships and Collaborations:** Building strategic alliances with industries, organizations, and other educational institutions for mutual growth.
5. **Student Success Initiatives:** Strategies to enhance student engagement, mentorship, and support services to drive academic and professional achievement.
6. **Business Education in the Age of AI:** Adapting business education to the opportunities and challenges presented by artificial intelligence and technology-driven disruption.

Submission Guidelines:

Please submit your proposals by **June 1, 2024**, including the following information:

1. Title of the proposed session.
2. Session format (workshop, panel discussion, presentation).
3. Brief abstract (300 words) outlining the session's content, objectives, and relevance to the theme.
4. Names, titles, affiliations, and brief bios of presenters/moderators.
5. Contact information of the main presenter.
6. Audiovisual and technical requirements, if any.

We look forward to receiving your proposals and working together to foster continuous improvement within the dynamic landscape of business education. For any inquiries or to submit your proposals, please contact Michael Weeks at mweeks@citadel.edu.