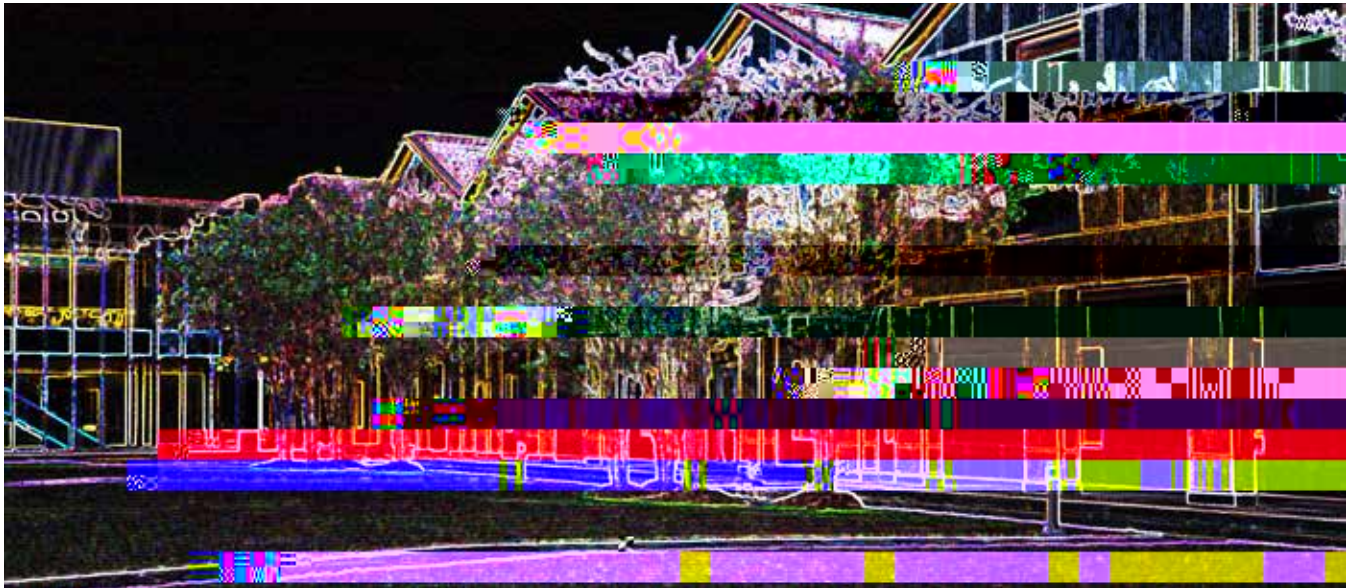
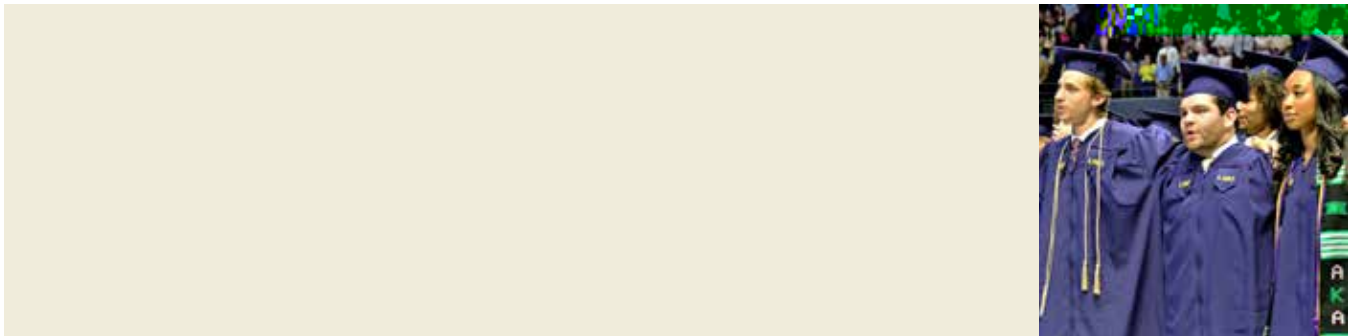


Message from the Dean

I am pleased to welcome you to the 2023-2024 O. B. L. R. t
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Bridging Policy and Practice: Senator Co-Teaches Course

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Expanding Horizons with New LSU Executive Education Programs

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40 Years of LSUCIA&CRM



Business Students Earn Top Spot in International Competition

LSU Business School students earned the top spot in the 2024 International Business Plan Competition. The team, consisting of [names], represented LSU in the competition. They were awarded the top prize for their business plan, which focused on [topic]. The competition was held in [location] and attracted participants from various international universities. The winning team received a cash prize of \$300,000 and the opportunity to compete in the global finals in [location].



Big Idea Earns Bigger Award in Venture Challenge

The 'Big Idea' team, consisting of [names], won the 2024 Venture Challenge with their business plan, 'Eternal Exchange'. The team received a cash prize of \$10,000 and the opportunity to compete in the global finals. The competition was held in [location] and attracted participants from various international universities. The winning team received a cash prize of \$10,000 and the opportunity to compete in the global finals in [location].



Our Engaged Beyond the Classroom

Business Students Serve as Global Ambassadors in Ghana: F

LSU Business School students served as global ambassadors in Ghana, representing LSU at the University of Ghana. The students, consisting of [names], participated in a series of activities, including a business plan competition and a panel discussion. The students were awarded the top prize for their business plan, which focused on [topic]. The competition was held in [location] and attracted participants from various international universities. The winning team received a cash prize of \$300,000 and the opportunity to compete in the global finals in [location].



Public Policy Leadership Conference at the Harvard Kennedy School: M

LSU Business School students participated in the Public Policy Leadership Conference at the Harvard Kennedy School. The students, consisting of [names], presented their research and participated in panel discussions. The conference was held in [location] and attracted participants from various international universities. The winning team received a cash prize of \$300,000 and the opportunity to compete in the global finals in [location].





Business Students Tackle Real-World Challenges with AI

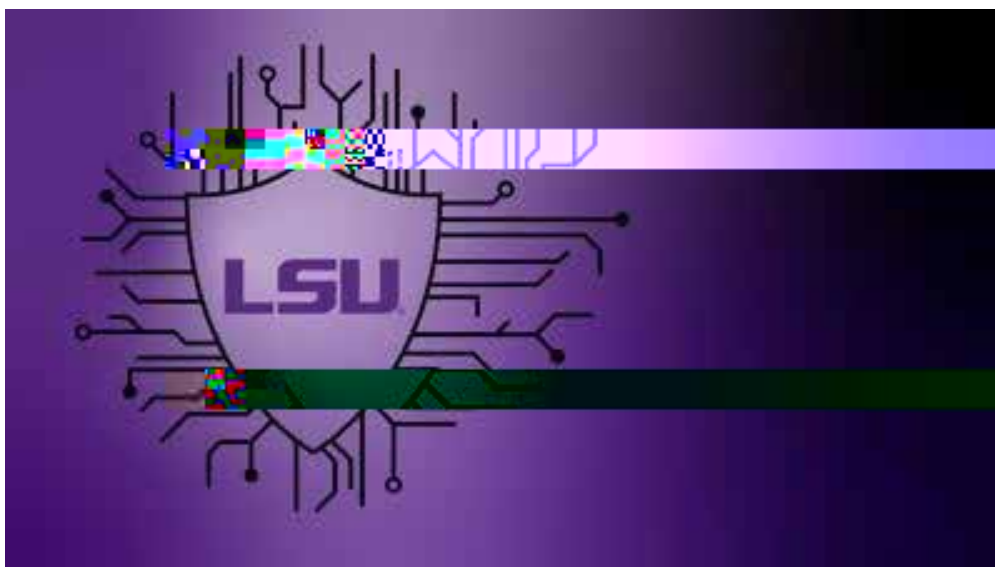
Business students are leveraging AI to solve real-world challenges. The course focuses on practical applications of AI in business, including data analysis, automation, and decision-making. Students are encouraged to explore the ethical implications and societal impact of AI technologies.



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Expanded Cybersecurity Curriculum

The expanded cybersecurity curriculum covers a wide range of topics, including network security, cryptography, and digital forensics. Students are provided with hands-on experience through labs and projects, preparing them for careers in the cybersecurity industry. The program also emphasizes the importance of staying current in a rapidly evolving field.



Ourso Thought Leadership and Knowledge Sharing

AI Holds Promise for Louisiana: **Professor Andrew Schwarz, Stephenson Department of Entrepreneurship & Information Systems**, is a self-described “techno-optimist.” This year, he traveled the state speaking about AI and is pleased to see Louisianans’ openness to the technology and its problem-solving potential. He authored a widely reported op-ed, where he talks about AI’s promise and the importance of striking a balance with regulations.

AI-Powered Pedagogy: **Roy Heidelberg, professor and chair of the Department of Public Administration**, spoke about AI-powered pedagogy at the 2024 John Breaux Symposium, which focused on AI in mass communication and was held by The Reilly Center for Media & Public Affairs at the Manship School of Mass Communication.

Effectively Applying Data Science and AI: The **Department of Public Administration** hosted Alfred Spector, PhD, a distinguished visiting scholar at MIT and senior advisor at Blackstone. He shared his expertise on effectively applying data science and artificial intelligence, drawing from his recent book, “Data Science in Context.” The session helped guests understand the power of these technologies and navigate complex challenges to strike a crucial balance.

Harnessing AI Technologies for Peak Performance: **LSU Professional Sales Institute** hosted a record number of attendees at the 2024 LSU Sales Symposium. This year’s topic was Harnessing AI Technologies for Peak Performance, which offered deep dives into AI-driven sales forecasting, predictive analytics, and automated lead generation. Symposium speakers, Howard Dover, Sonia Dumas, Henry Hays, Kip Knight, Andrew Schwarz, and Usman Sheikh provided revolutionary insights into how generative AI is revolutionizing the fields of sales and marketing.

Conversations on Cyber and AI in Accounting: The **2024 Fraud & Forensic Accounting Conference** hosted by the Department of Accounting featured speakers from around the country. Topics discussed include fraud across various industries, such as energy and healthcare, red flags in investment fraud, what auditors look for in investigating fraud, and using technology to catch fraud. This year’s main sessions centered on AI and cybersecurity topics, like Crypto & Cyber-enabled Fraud and Accounting and Tax Conversations with AI.



Our Impact: Fueling Entrepreneurship, Driving Economic Growth

Our impact is measured by the number of startups created, jobs generated, and economic growth driven. We have supported over 100 startups, created over 1,000 jobs, and driven over \$100 million in economic growth.

Entrepreneurial & Economic Through

Research Highlight

Greckhamer Receives Best Paper Award:

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Thomas Greckhamer

H 2023

Surprising Insights into Startup Inventions: Charles Jacob,

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Providing Insight to the New York Times:

Send Research Spotlight

Enter your email address: : :

Faculty Achievement & Impactful Work

Llorens Earns Outstanding Dean Honors

Dr. Jose L. Llorens, Dean of the College of Business Administration (CA), has been named the 2023 Outstanding Dean by the Association to Advance Collegiate Schools of Business International (AACSB). Llorens is the first dean from the College of Business Administration to receive this honor. He is also a past president of the American Marketing Association (AMA) and a past president of the International Association of Business Deans (IABD). Llorens is currently a member of the AACSB Board of Directors and the IABD Board of Directors.



Robin Lemaire Elected to ASPA Section Vice Chair

Dr. Robin Lemaire, Associate Professor of Marketing, has been elected to the position of Vice Chair of the American Society of Public Administrators (ASPA) Section on Marketing. Lemaire is a past president of the American Marketing Association (AMA) and a past president of the International Association of Business Deans (IABD). She is currently a member of the AMA Board of Directors and the IABD Board of Directors.



Accardo Wins Excellence in Sales & Marketing Award

Dr. Gregory A. Accardo, Professor of Marketing, has been named the 2024 Excellence in Sales & Marketing Award recipient by the American Marketing Association (AMA). Accardo is a past president of the American Marketing Association (AMA) and a past president of the International Association of Business Deans (IABD). He is currently a member of the AMA Board of Directors and the IABD Board of Directors.



Investments in the Future

B The Number

\$5.5M

Total raised to support the Ourso College in FY23

370

Scholarships awarded in AY23-24

\$1.4M

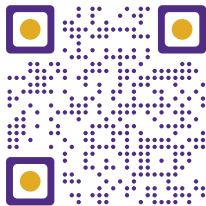
Total scholarship spending in AY23-24

Donor Dollar a Work

Virtual Tour Supports Student Recruitment

From the Department of Educational Leadership and Instruction, the College of Education, and the Office of the President, we are proud to announce that the Ourso College has received a grant from the Louisiana State Board of Higher Education to support the development of a virtual tour. This grant will be used to create a virtual tour of the Ourso College campus, which will be available to prospective students and their families. The virtual tour will provide a comprehensive overview of the Ourso College campus, including our state-of-the-art facilities, our dedicated faculty and staff, and our commitment to providing a high-quality education. We are excited to share this news with you and look forward to welcoming new students to the Ourso College campus.

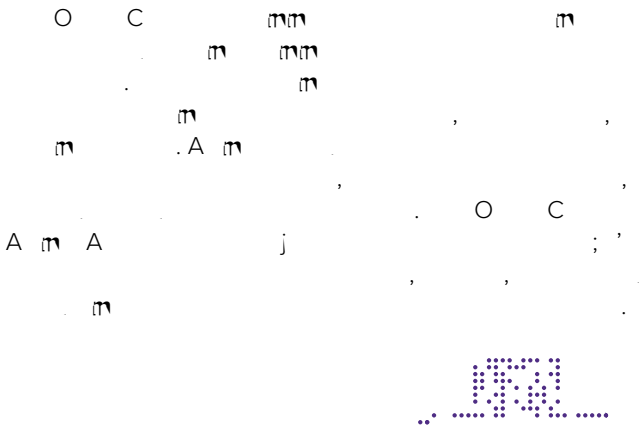
Take the Tour:





From Graduates to Leaders: Ourso Alumni Achievement

Newly Established Business Alumni Association Strengthens Connections, Builds Bridges



Join the COB Alumni Association:

Alumni Honored at the 2023 Hall of Distinction



Hall of Distinction Inductee
Kip Knight

B.M. '78
President,
Kip Knight



Hall of Distinction Inductee
Joaneane Smith

MBA '97
CEO,
G. Comm &



Outstanding Young Alumnus
Jacques Bourque

B.A. '15
CFO,
C.B.

Alumni Return for LSUCIA&CRM 40th Anniversary



LSUCIA & CRM
Faculty & Staff
LSUCIA & CRM
LSUCIA & CRM

Our Mission

Our mission is to provide a high-quality, student-centered education that prepares our graduates for the challenges of the 21st century.

We are committed to academic excellence, innovation, and service to our community.

Our faculty and staff are dedicated to creating a supportive and inclusive learning environment for all students.

We strive to be a leader in research and scholarship, contributing to the advancement of knowledge in our field.

Our students are encouraged to explore their interests, develop their skills, and make a positive impact on the world.

We are proud to be part of a community that values diversity, collaboration, and lifelong learning.

Together, we are committed to creating a bright future for all.

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