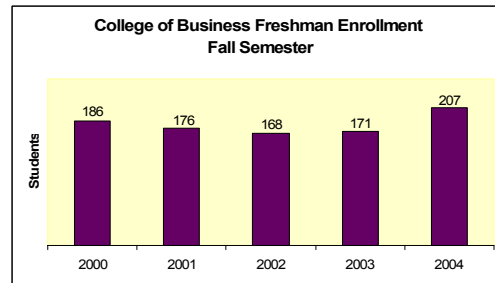


# COLLEGE OF BUSINESS

## ANNUAL REPORT HIGHLIGHTS, 2004-05

### College-wide Programs and Activities:

- The College faculty had a very productive year with 58 articles and other creative works published, 82 works in process, 50 presentations made at regional or national meetings, 50 workshops or seminars delivered to professional groups, and 94 faculty extension and outreach activities.
- Our new freshmen undergraduate business student enrollment was 207, the largest freshmen class for our college, and an increase of over 20% from last year.
- All the undergraduate accounting core courses are now available online so that campus and non-campus based students have the ability to complete their accounting courses without the traditional classroom requirement. Accounting is currently the number one degree in the country for which recruiters interview on campuses.



Twenty-nine business and accounting firms came to the Tech campus this past Fall to introduce themselves to our accounting students at our “Meet-the-Firms Night.”

- Our first distance MBA students graduated in December 2004. These students were a part of a group of 41 students receiving their MBA degrees, the largest graduating class in the history of the MBA program. The distance students included employees of BellSouth, Sears, AirTran, SunTrust, Emerson, and HCA. Recently, State Farm provided a gift of \$75,000 to the College to start a distance-based MBA concentration in “Risk Management and Insurance.” An “International Business” concentration is also being added to the MBA program for next year.
- Basic Business advisor Katharine Kumar coordinated the annual Window on the World event with support from the college and campus. This international festival attracts over 5,000 attendees each year to bring together the university and the community for international cultural entertainment activities.
- Our Division of Basic Business planned and produced a “Business Showcase” to highlight all majors in the College of Business and their related student organizations for existing Tech students. Faculty and alumni representing our various degree areas were on hand to talk with students about career opportunities in each discipline. Held in the Tech Pride Room of the Roaden University Center, the Showcase was supported by contributions from Bowling World, McCloud’s Restaurant & Pub, Poet’s, TTU Bookstore, Goody’s, O’Charley’s, and Sports One.

- The college initiated two new e-newsletters, *Stay Connected* (targeted towards alumni and friends) and *Strictly Business* (targeted towards business students). These quarterly publications seek to provide information both about the college and our students, faculty, and alumni through short and timely stories.
- The college invited Sharon Langford (General Manager, Bob Parks Realty), Brenda Rector (retired Vice President and Controller, Province Healthcare), Charlotte Swafford (Treasurer, National Healthcare Corporation) and Debra Vaden (Distribution Sector Director, IBM Corporation) to campus in celebration of National Business Womens Week. These four successful TTU business alumnae's visit was part of the college's Distinguished Lecture Series. Darrell D. Pittard (Chairman and CEO of Magnetbank) and Knox Fuqua (Founder, President, and Chief Investment Officer of Appalachian Assets Management) were also Distinguished Lecturers during the 2004-2005 school year. Mr. Jim Zurn, Senior Manager, Corporate Operational Excellence Program, Intel Corporation, delivered the Fall 2004 Mayberry Lecture titled "Intel: Driving Ever Harder to Meet Global Challenges." Mr. Steven Hoisington, VP of Organizational Excellence at Excel Inc., delivered the Spring 2005 Mayberry Lecture titled "Performance Initiatives: Show Me The Money."
- The BusinessMedia Center played a major role in the Governor's Meth Task Force, producing and participating in numerous state-wide presentations in conjunction with the development and production of a Meth Education CD-ROM/DVD. The Meth Education Toolkit uses video and graphics to provide testimonials and to present meth facts and myths to target audiences, including community leaders, students, educators, police, fire, children services, parents and more.
- The BusinessMedia Center produced a comprehensive CD-ROM for the state's 26 Technology Centers. Featuring video testimonials from across the state this marketing piece is receiving high visibility as it places a key role in marketing TBR's Technology Center programs. Another state-wide program by the center was the development of a marketing approach and the website for the Governor's Books from Birth Foundation, a partnership with Dolly Parton's Imagination Library for providing free books to pre-kindergarten children.
- Jack McDaniel, MBA '94, was hired as the Executive Director of the Leadership Upper Cumberland (LUC) Program. The LUC Class of 2005, composed of 20 leaders from across the 15-county Upper Cumberland Region, graduated from the LUC Leadership Program on May 19, 2005. During the year, the class met monthly for visits to industry and government sites, including sessions with the Chief Justice of the Tennessee Supreme Court and State Commissioners Paula Flowers and James Neely.
- The Rural Development Conference celebrated the 10<sup>th</sup> anniversary of the partnership between the Tennessee Tech University College of Business, USDA Rural Development, and the Tennessee Valley Authority. Approximately 500 attendees heard experts in tourism and economic development discuss new strategies for rural communities.

**Students:**

- The Governor's School for Information Technology Leadership was increased from four to five weeks. Designed for 10<sup>th</sup> and 11<sup>th</sup> grade high school students, the school's curriculum was changed so that the students will receive college credit for two courses while attending Governor's School. Dr. Curtis Armstrong, of our MIS faculty, directs this program.
- Dr. Ramachandran Natarajan's students' papers were entered in the 2004 APICS student paper competition. His students won regionally: First and second in the part-time graduate category (MBA 6120 Class) and first and second in the undergraduate category (DS 3520 Class).
- Chelsea Haun, Lan Yang, Adam Wyatt, and Ji Huang represented the TTU MBA program in the 2005 George Washington International MBA Case Competition in Washington, DC in March. This is the first time a TTU MBA team had participated in this competition. The team competed against nineteen other AACSB accredited universities including the University of Alabama, Baylor University, Oklahoma State University, the University of South Carolina, and international universities from Canada, Belgium, and Hong Kong. The team finished 14<sup>th</sup> overall in the competition, just one point behind the UT-Knoxville MBA team and ahead of Case Western Reserve. Drs. Bonita Barger and Nat Natarajan served as team faculty advisors.
- Seven graduate students (including three distance students) enrolled in the first International Experience course. They joined twelve undergraduate students and Drs. Bob Wood, Mark Stephens, and Tor Guimaraes on a two-week "study abroad" trip to Brazil. Highlights included a week at various business sites in Sao Paulo, visits to government offices in Brasilia, New Year's Eve on Copacabana Beach in Rio de Janeiro, and a trip through the Amazon rain forest in Manaus.
- The MBA Association donated \$500 to Stephens Center, raised from their "Flocks of Flamingos" fundraiser. The money will be used to provide birthday presents to the children the center assists.
- Our college students have been active in the Student Government Association. The 2004-2005 SGA President was business student Phillip Jackson; and the incoming 2005-2006 SGA President is business student Craft Hayes.
- Matt Roberts, Mayberry Graduate Assistant, served on the 2004 Board of Examiners of the Tennessee Center for Performance Excellence (TNCPE).
- We had two Magellan Exchange Program students, Micaël Meillerais and Ouafae Jehou, in the MBA program this year. Both were from the Renne International Business School in France.

**Faculty/Staff/Alumni:**

- We mourn the loss of our friend and colleague, Debra Rami, who passed away on March 9, 2005 following a 3-year battle with melanoma cancer. Debbie had served as a Basic Business advisor since 1999, and she was also an adjunct faculty member for the English Department and Academic Development Program, teaching journalism and University Life classes, respectively. We remember her smile and wit, her care and compassion for our students, and her steadfast faith. She is missed.

- Assistant Professor of Management, Dr. Bonita Barger, received the 2004-05 University Overall Teaching Award. Dr. Barger is also the recipient of a grant from the U. S. Fulbright Scholar Program to Lithuania's ISM University of Management and Economics for the 05-06 academic year. Dr. Barger presented research findings at the Eleventh International Literacy and Education Research Network Conference on Learning in Havana, Cuba, and participated in the Oxford Round Table at St. Anthony's College in Oxford, England.
- Dr. Stuart Wells, MIS Professor, has developed a Computer Forensics Research Facility with a grant from the College of Business. This facility aids law enforcement agencies in the 13<sup>th</sup> Judicial District as well as the FBI.
- Dr. Curtis Armstrong, MIS Associate Professor, supported a Tennessee Board of Regents initiative by developing a web based computer application that is used for strategic planning in all TBR institutions. Dr. Armstrong and a team of his students also developed the university website for the Southern Association of Colleges and Schools (SACS) reaccreditation visit.
- Dr. Gary Pickett, Associate Dean and Chair of the Department of Decision Sciences and Management, was asked by President Robert Bell to chair his new committee of all University Chairpersons – the Council of Chairs.
- Management faculty member and sports researcher Dr. Tom Timmerman has developed a popular Special Topics Course titled “Sport Management” which was filled to capacity Spring 2005 semester. Dr. J. Donald Weinrauch received a TTU non-instructional grant, and he was granted release time for spring 2005.
- Dr. Christine Miller has been re-elected Treasurer of Southwest Academy of Management. Dr. Brian Jones, MIS Assistant Professor, served as Committee Chairperson for ICIS (International Conference on Information Systems). Dr. Karl Mann was elected vice president of the American Marketing Association collegiate division. He led and managed the entire division of 350+ student chapters and over 13,000 student members.
- Ramachandran Natarajan, Mayberry Professor of Management, presented a paper at the 2004 Conference of the Global Manufacturing Research Group at Sabanci University in Istanbul, Turkey; while abroad he also made presentations at the Administrative Staff College of India in Hyderabad and the Indian Institute of Management in Bangalore. Dr. Dan Fesler taught in the Netherlands as a visiting professor at the Limberg School of Business.
- Dr. Ferdinand DeFurio was awarded a competitive summer grant from the College of Business to study the survivability of small businesses in the state of Tennessee and the Upper Cumberland Region. Funding for the grant was made available through the BusinessMedia Center.
- Linda Lafever, Johnson Hall custodian, and Candace Norris, secretary in External Relations, were both named as recipients of the 2004 University Outstanding Staff Awards.
- Jim Hicks, a longtime COB supporter, received the 2004 “Outstanding Service Award” from the TTU Alumni Association. Scott Edwards, a 1987 marketing graduate, received the 2004 “Young Alumnus Award” from the TTU Alumni Association.

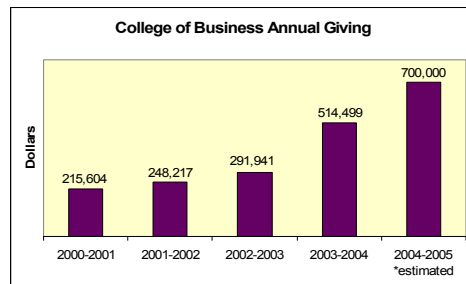
- Dr. Curt Reimann, the Chairholder of the Mayberry Chair of Excellence was awarded the Distinguished Service Medal of the American Society for Quality (ASQ). Lelia Gibson, director of external relations, was named as one of the “Top 40 Under 40” by *The Tennessean* for outstanding community service.
- Paul Scarlett was awarded the Louis Johnson Outstanding Alumnus Award. Paul, retired from BellSouth, was a 1959 Business Management graduate of TTU and received his MBA from Samford in 1989. He is active in many community organization, such as Lions Club, Boy Scouts, Rotary, and Jaycees, and also serves on many committees in his church. He has been a College of Business Board of Trustees member since 1999. He and his wife Ethleen now reside in Murfreesboro.
- Lonnie J. Stout, II was presented the Outstanding Business Leadership Award from the College of Business Board of Trustees. Lonnie received his Accounting degree from TTU in 1973 and is currently the Chairman, President, and CEO of J. Alexander’s Corporation, a casual dining chain of restaurants, based out of Nashville. J. Alexander’s was named by *Fortune Small Business* magazine as one of America’s 100 fastest-growing small public companies.

**Financial Status:**

- The new Differential Maintenance Fee for our students was used to cover all travel and operating expenses of the college for the year. Additionally, fee monies supported several student initiatives, our business residency facility at Jobe Hall, and a number of summer faculty research grants.

**Private Giving:**

- The College of Business Board of Trustees will award over \$140,000 in scholarships to undergraduate and graduate students for the 2005-2006 academic year.



- This year, we received funding and pledges to renovate four additional rooms in Johnson Hall. This brings the total current renovation effort to 10 rooms. This endeavor is part of the College’s drive to completely renovate Johnson Hall over the next five years. Additionally, more graduating seniors joined the Century Club with a pledge of \$100 to fund classroom chair replacements. We now have over 160 Century Club members contributing to this effort. In total, over \$700,000 in funds was received this year from the alumni, faculty, staff, students, and friends of the College.
- The 13<sup>th</sup> Annual Fundraiser dinner was held at the Leslie Town Centre in Cookeville. The guest of honor for the evening was Don Ervin, business major from the class of 1953. Don and his family have provided the funding to completely renovate the auditorium in Johnson Hall. At TTU, Don was a member of the 1952 Golden Eagle football team that played in Orlando’s Tangerine Bowl on New Year’s Day 1953. Many of that bowl team were on hand at the fundraiser

dinner to reminisce and honor Don Ervin and the significant contribution that he made to the college.

**Facilities:**

- Two popular classrooms took on completely new looks this year with carpeting, wall coverings, new lighting, tables instead of traditional desks, cushioned chairs, wireless networking capabilities, and full multimedia instructional capabilities. Johnson Hall room 208 was remodeled and upgraded as a result of the generous funding provided by Tech alumnus and past president of the College of Business Board of Trustees, Mr. Charles Hawkins of Signal Mountain. Johnson Hall room 220 was also renovated and upgraded in a similar manner, funded by Kraft CPAs of Nashville. Kraft CPAs heavily recruits on campus and employs numerous TTU accounting graduates.
- Our entire building is wireless and instructional technology needs receive our top priority. Three traditional classrooms were converted to multimedia classrooms. Ten classrooms were upgraded by replacing six computers and four data projectors. Before the beginning of the Fall 2004 semester, six new computers were added to the JH214 computer laboratory to provide 62 student workstations. All systems in the lab were upgraded in May 2005 with 66 new systems, which included two help desks and two teaching station computers. New software and upgrades for the college's two computer laboratories included: Windows XP Professional, Visual Studio.Net 2003, Oracle, ProSeries 2004 (corporate accounting software), FARS accounting software, Paintshop Professional 9, and Acrobat Reader 7. Purchase of forensics software, FRED (Forensics Recovery and Evidence Device computer), and 50 forensic student training kits enabled Decision Sciences and Management to offer a new forensics class to students.
- The 36-station mobile computer laboratory brought the lab to the classroom for accounting, management, and decision sciences classes, and it increased the availability of the JH214 lab for campus students. Software additions for the mobile lab included: HR simulation, Visual Studio.Net 2003, Oracle, Encase forensics, Palisade risk analysis and simulation, and Peachtree.
- Faculty and staff technology upgrades include three desktop computers, two notebooks, and four printers. The BusinessMedia Center added two desktops, one notebook, and multimedia production software.