

Annual Report Highlights
2003-2004

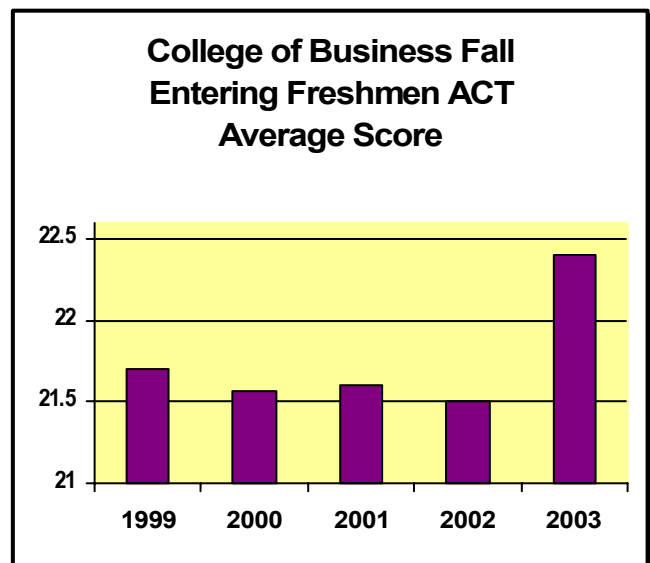
College of Business Administration
Tennessee Technological University

June 2004

2003 – 2004 College of Business Highlights

COLLEGE-WIDE PROGRAMS AND ACTIVITIES

- The COBA faculty had a very productive year with 52 articles and other creative works published, 83 works in process, 40 presentations made at regional or national meetings, and 49 workshops or seminars delivered to professional groups.
- The MBA Fall Semester 2003 enrollment was the largest in the history of the MBA program, with the highest GPA and highest GMAT score in our MBA history as well. We had over 140 students combined in the campus and Distance MBA programs. The MBA Curriculum Committee developed a revised 30-hour program. Implementation of the program will begin in Fall 2004. The program consists of seven 3-hour common courses and three 3-hour electives. The course of study adds an increased emphasis on analytical tools requisite for success in today's global business environment. Regarding the undergraduate program, the average ACT score for entering freshmen in our College also reached a record high this past year (see chart).
- The Decision Sciences/Management (DSM) department now offers a computer forensics course. The class was prototyped by Stuart Wells with a small group of students in the spring and is now expected to be a popular regular course. Topics include investigative procedures, rules of digital evidence, data recovery and analysis, legal and ethical considerations, and application of selected computer forensic tools.
- Music Row's legendary music producer Buddy Killen lectured to our students as a part of our Distinguished Lecture Series. The other visiting executives in the series for 2003-2004 were Dr. Gary Lynn, Mr. Tom Herman, and Mr. Allen McCampbell. Mr. Victor Tang (formerly of IBM and now in the Ph.D. Program at MIT) delivered the Mayberry Lecture on October 23, 2003. His talk was titled "Key Enabling Factors of Successful Product Development."
- The Rural Development Conference, a partnership with the Tennessee Valley Authority, the USDA Rural Development, and the TTU College of Business Administration held its 9th annual conference on the campus with record attendance. The College of Business will partner with the UT Center for Profitable Agriculture to offer a conference for agricultural entrepreneurs next year.
- The BusinessMedia Center (BMC) undertook over 30 CD-ROM, DVD, or Internet projects this year. One example is the work done in response to Averitt Express' needed training for their associates in several areas. The BusinessMedia Center designed and produced a number of training CD-ROMs for Averitt including hazardous materials, affirmative action, orientation, delivery, bill of lading, and employee excellence. With 5,000 employees in many locations, they found the BMC interactive tools met their training needs. Other clients served by the student-led project teams included Dacco, TBR, Houston County, and Abraham Baldwin Agricultural College.
- The Tennessee Tech Small Business Development Center (SBDC), under the direction of Marcia Reel, far exceeded its annual goal, assisting 233 small, new or existing businesses in the Upper Cumberland in their entrepreneurial efforts this past year and offered monthly training sessions on how to start a small business. The Center has connected clients with MBA students from an MBA class where the students evaluate the businesses for the clients and make ongoing



recommendations for improvement. Professor Don Weinrauch continued to provide the weekly business show *Upper Cumberland Business Profiles* on WCTE-TV, the PBS Station serving the Upper Cumberland, highlighting successful entrepreneurship in our region. The Tennessee Tech SBDC presents two-minute business tips during Dr. Weinrauch's show.

- The College of Business Administration is in the process of partnering with the non-profit Leadership Upper Cumberland (LUC) organization a 15-county regional leadership program. LUC has also partnered with the Tennessee Tech Small Business Development Center and the UT Ag Extension program to offer a Small Business College, an entrepreneurial outreach to the underserved areas of the Upper Cumberland.

STUDENTS

- The term paper written by Jason Morse for Dr. Nat Natarajan's MBA 6120 Operations Management class placed second in the 2003 APICS student paper competition at the national level. This is the second consecutive year we have had a second place winner at the national level.
- The Accounting and MIS majors have well-developed internship programs for their undergraduates and last year we improved our efforts for Human Resource (HR) internships. The HR internships have increased from six to eight per semester with the addition of two new positions. Phoenix USA is the newest company to join the program. Another newcomer is TRW-Lebanon, whose HR department oversees manufacturing activities at 4 locations. TRW-Lebanon adds depth to our HR offerings since this is the only participant that operates in a union environment.
- The College's chapter of Beta Alpha Psi, the national accounting honor society, achieved Superior Chapter status for the sixth consecutive year. Accompanying Superior Chapter Status is a financial grant from KPMG Peat Marwick to support local chapter activities. Tech's Chapter of Beta Alpha Psi also hosted the annual Bean Counter Scramble Golf Tournament at the Cookeville Golf Club. The event raised over \$1,000 for Genesis House, a local shelter for battered and abused women. On September 13, 2003, Beta Alpha Psi and the Department of Accounting hosted the annual Meet-the-Firms Night. About 30 potential employers talked to over 125 accounting students about career opportunities and internships. Sixteen Tech accounting majors won Tennessee Society of CPAs scholarships for the 2003 – 2004 academic year.
- Mayberry Graduate Assistant Brad Leimer served on the 2004 Board of Examiners of the Tennessee Quality Award. He also attended the Quest For Excellence (QEX) Conference in April in Washington D.C. Senior marketing majors Stephanie Vaughn and Sinclair Henry were named Queen and King of the 2003 Homecoming. Senior accounting major Jessica Whitehead served as a student representative on the Tennessee Board of Regents. She was also a finalist for the 2004 Derryberry Award.
- Accounting major Jana Reece and Basic Business major Manda Whitfield were members of the TTU intramural team that placed first in the 2004 Nike Collegiate Intramural Women's Basketball Championship, the first national title earned by a TTU intramural team.
- With a first ever TTU Yearbook CD-ROM, the BusinessMedia Center saved the University over \$40,000 by leading a group of yearbook students to build a 100% dynamic yearbook on CD-ROM. The project was developed with special programming so that it could provide a base for yearbook staff for several years into the future.
- MBA Students Justin Banks and Austin Hundley spent the spring semester taking MBA courses at the Rennes International Business School in Rennes, France. This school is one of our partners in the Magellan International Exchange Program.

FACULTY/STAFF/ALUMNI

- Dr. Whewon Cho, Professor of Economics and former chairperson of the Department of Management, Marketing, and Economics, will retire June 30, 2004 after 41 years of exemplary service to his students, colleagues, the College of Business, the university, and the community.

- Dr. Brian Jones joined the department this year; Jones completed his Ph.D. in Management Information Systems (MIS) at the University of Pittsburgh. Dr. Jones was nominated for a best paper award at the 2003 Hawaii International Conference on System Sciences and was selected to serve as a conference co-chair for the 2004 International Conference on Information Systems in Washington, DC.
- Dr. Linda Lerner worked this year with COB Honors student Jennifer Derryberry on a research project as part of her honors program. Jennifer conducted focus groups with TTU students to help Drs. Rod Pineda and Lerner identify the best ways to implement team projects. This is part of an ongoing research project on student project teams.
- Dr. Stuart Wells has been honored by the Tennessee Higher Education Commission's highest award for community service, the Harold Love Award. Wells serves as Chief Deputy of the Putnam County Sheriff's Reserve Unit and dedicates as many as 100 hours a month — for no pay — performing many of the same duties as a regular deputy. Dr. Tom Timmerman received an "Innovations Award" from the Tennessee Board of Regents Distance Education Committee. Dr. Timmerman's research on racial composition in sports was referenced in the New York *Daily News* as well as in numerous other media outlets. Dr. Curt Reimann, the Chairholder of the Mayberry Chair of Excellence, has been awarded the Distinguished Service Medal of the American Society for Quality (ASQ).
- Dr. Deryl W. Martin has been named the Heidtke Professor of Finance. Dr. Bob G. Wood has been selected as the interim director of MBA Studies. Dr. O. Karl Mann was elected to the position of Vice President of the Collegiate Division of the American Marketing Association for 2004-05. G.A. Swanson is serving as the guest editor of the special issue of the *Systems Research and Behavioral Science Journal* honoring James Grier Miller. Jon Booker received the 2004 TTU Institute for Technology Scholarship Exemplary Course Award for his use of Elluminate Software in his intermediate accounting course. Dr. Christine Miller was re-elected to a second 3-year term as treasurer of the Southwest Academy of Management. Dr. Brian Huguenard was the runner-up for Best Paper award at 2003 Southern Association for Information Systems Conference, 2003, Savannah, Georgia. Dr. Tor Guimaraes presented a paper at the Magid Igbaria Distinguished Lecture Series hosted by Claremont Graduate University, Claremont, CA in November 2003. Dr. Bonita Barger has been invited to participate in the Oxford Round Table at St. Antony's College in the University of Oxford, England. Dr. Barger's paper *Change Management-Walker and Walker* received a Distinguished Research Award at the Allied Academies International Conference. Dr. Larry Maples has been recognized nationally for his research in accounting by being rated one of the most prolific accounting researchers in the nation, rating highest among the six faculty members listed from Tennessee institutions.
- Barbara Glasscock, secretary for the Division of MBA Studies, received the 2003 Tennessee Tech University Outstanding Staff Award. Marcia Reel is in her second year as Board Chairman for Vocational Rehabilitation Services, whose mission is to assist disabled clients in finding employment. Two vocational rehabilitation clients have worked with our SBDC on their business plans and applications for vocational rehabilitation business startup grant funds. Tammy Martin, Julie Galloway, and Linda Lafever were named TTU Ambassador's of the Month in November, January, and April, respectively.
- On November 7 and 8, 2003, the Department of Accounting hosted The American Institute of Certified Public Accountant's CPA exam pretest using the organization's new computerized format with 61 students and alumni participating.
- Drue Huffines, Business Foundation member, received the University's Service Award for 2003. Additionally, Scott Edwards, CEO of Micro-Metals and a Business Foundation member, accepted for his family and corporation, the TBR Award for Philanthropy.
- The Division of Basic Business co-sponsored the first annual 2003 TTU Advisors Roundtable, in cooperation with Admissions and Minority Affairs. Held in June 2003, this event provided professional development for faculty and administrative advisors and other personnel who work with students on campus. Basic Business also unit hosted an event in the College for Cookeville High School students with business interests. Their 3-hour visit to our College included mini-lectures by several faculty and a lunch sponsored by First National Bank of the Cumberlands.

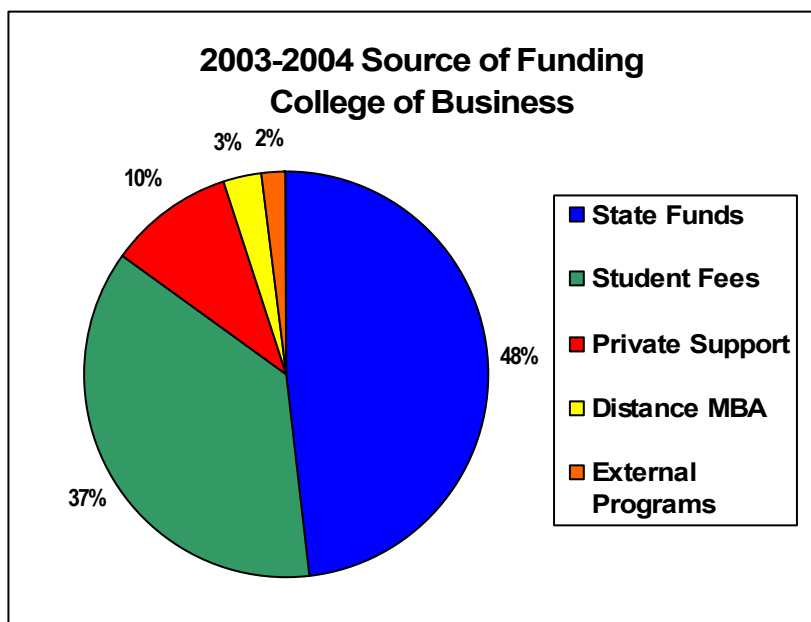
- The COBA faculty will have two new members in the upcoming year. Dr. Ismet Anitsal, Assistant Professor of Marketing, will be coming to us from the University of Tennessee. This gives the department one additional marketing professor, bringing our total in this area to four. Dr. Ferdinand DiFurio, Assistant Professor of Economics, will be coming to us from Clemson University. Dr. DiFurio will be filling the position made available with Dr. Cho's retirement.

FINANCIAL STATUS

- A new differential maintenance fee of \$20 per credit hour for upper-division business courses was implemented this year. These monies provided support for faculty grants, travel, operating expenses, facilities improvements, and program support.
- In order to improve student retention, Jobe Hall was established by the university as a business student residence facility. Private funding provided monies for facility improvement and operations. Students also pay an additional \$100 per semester to live in Jobe Hall. Added services provided to students include a computer lab, tutoring services, and social events throughout the year.
- State funding continues to decrease with respect to higher education – this year the university had to contend with a 9% reduction in funding. This reduction has placed more emphasis on increasing our efforts for private funding as well as delivering more external fee-based programs (see chart).

PRIVATE GIVING

- The College of Business Administration Foundation will award over \$117,000 to undergraduate and graduate students for the 2004-2005 academic year. The Office of MBA Studies will provide an additional \$20,000 in scholarships to graduate students. The College received approximately \$200,000 from a planned gift from alumna Avo Anderson to establish a new scholarship endowment.
- The College received a \$100,000 gift from Nashville stockbroker Buzz Heidtke to create a student-managed investment fund for small- and micro-cap stocks. This gift was very much influenced by the four-year student-managed effort for the TVA Investment Challenge.



- This year, we received funding and pledges to renovate four rooms in Johnson Hall. With the completion of the Tommy Lynn Suite this year, this brings the total current renovation effort to six 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 100 Century Club members contributing to this effort.
- The 12th Annual Fund Raising Dinner and Reception was held at the Leslie Town Centre on August 21, 2003. University of Kentucky head basketball coach Tubby Smith was the featured speaker and the event raised over \$30,000 for the College from local businesses and individuals.

FACILITIES

- Johnson Hall was converted to an entire wireless facility during the year. Additional technological improvements included: 36 faculty and staff printers, 39 faculty and staff desktop computers, 8 faculty notebook computers and a wireless mobile lab with notebooks. Five classrooms were converted to multimedia facilities and two labs were also made into multimedia units. Software upgrades for labs were also accomplished.
- The College has almost completed the renovation of classroom JH 220 to include carpeting, wall coverings, lighting, tables and chairs to seat 34 students, plus providing full multimedia teaching capability. Several additional room renovations have begun as a part of our "Take Care of My Building" Campaign, including the demolition of the faculty lounge, which is to be renamed the Virginia Plummer Reception Room.
- Six new computers and multi-media software were purchased to support on-line course offerings for the Distance MBA program; also added were multimedia software upgrades for 10 computers.