

Annual Report
2002-2003

College of Business Administration

Tennessee Technological University

June 2003

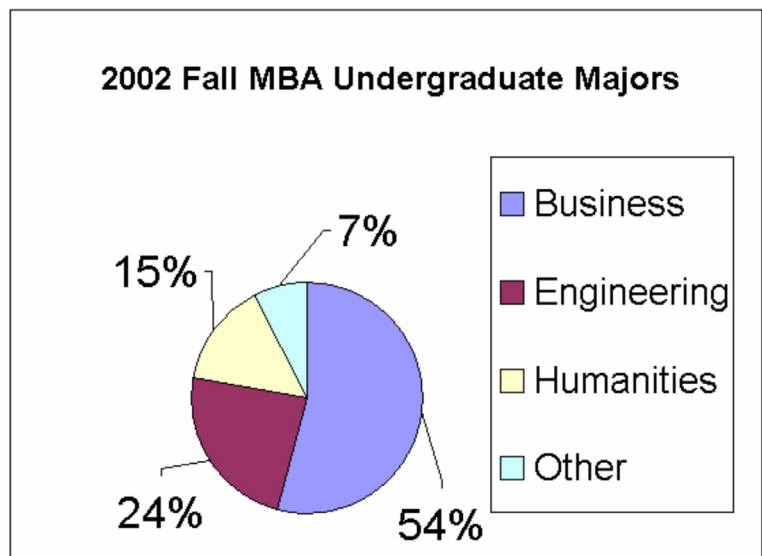
2002-2003 College of Business Highlights

ACADEMIC PROGRAMS AND ACTIVITIES

- In its 8th year, the annual Rural Economic Conference, a partnership with the Tennessee Tech College of Business, Tennessee Valley Authority and USDA Rural Development, held its most successful conference to date with almost 500 persons in attendance and a program that included nationally recognized speakers. The focus of the program is to provide attendees with the knowledge and skills to improve both the attraction and retention of business firms in their communities.
- The Distance MBA (DMBA) program was launched with 38 students this past year. The majority are mid-managers, and are married with children. The average age is 33. Their GMAT average score is 548 and their average undergraduate grade point average is 3.21. Some of the sponsoring employers include: Nissan, Federal Express, Bell South, American Standard, Denso, Emerson, and the Tennessee Board of Regents. Dr. Richard Rand serves as the DMBA Director and Amy Jo Carpenter is the DMBA Manager of Operations. Seven of the 10 MBA core courses were offered online for the first time. .
- The Small Business Development Center (SBDC) provided over 1400 hours of one-on-one counseling services to small business clients, assisted clients in securing over \$500,000 in financing for business start-ups or expansions, and taught workshops on business startup, business planning, and other relevant topics to small business owners. The SBDC opened an additional office in the Leslie Town Centre, home of the Cookeville/Putnam County Chamber of Commerce and produced 14 two-minute business tips segments, which were televised on WCTE-TV as part of Dr. Don Weinrauch's *Business Profiles* show.
- The BusinessMedia Center undertook the creation, design, and production of a record 70 CD-ROM's this past year. This production included materials for seven courses in the Distance MBA program plus corporate marketing and training CD's. New corporate clients included: Clayton Manufactured Homes, the Nashville Sounds, Averitt Express, Micro Metals, and Adams USA.
- Through leadership and organizational development training and motivation, Leadership Upper Cumberland (LUC) identifies and promotes regional economic and community development. In 2002, LUC moved closer to a formal link with TTU and the college when newly appointed Executive Director Michael Schwandt relocated to Johnson Hall. LUC serves 17 counties in the region, providing a regional leadership development program, supporting local leadership programs, and providing on-going networking for regional leaders.

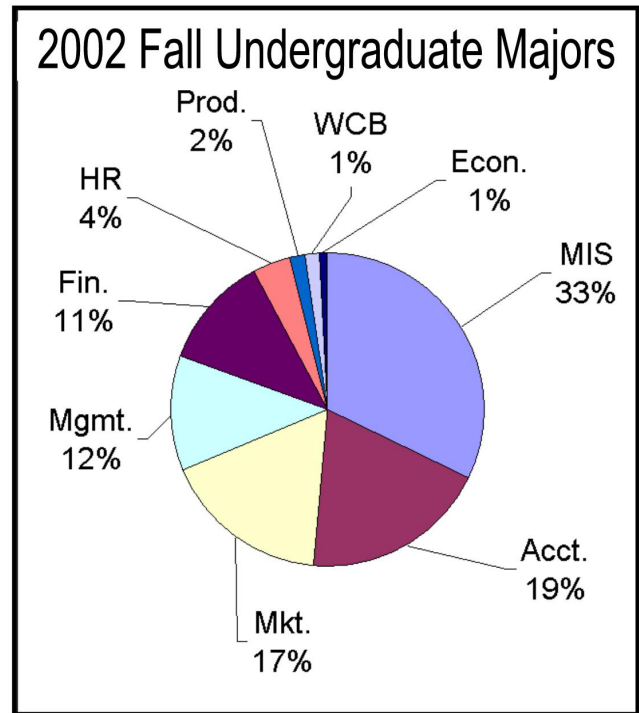
STUDENTS

- Five TTU Master of Business Administration students were recently recognized for receiving top honors regionally and nationally in the Donald W. Fogarty International Student paper competition sponsored by American Production and Inventory Control Society (APICS). Anajali Srivastava placed first regionally and second in the nation for a paper entitled "Business Continuity Planning." Kelly Brown placed second regionally and the group of Bert Gacho, Jonathan Rudd, and Joey Ward placed third. The three papers were initially composed as semester projects for Dr. Natarajan's graduate Operations Management class.
- The HR/Management internship program under the direction of Dr. Christine Miller continues to flourish. The program started small with a single com-



pany (TRW) and two intern positions per year giving students an opportunity to supplement classroom theory with real-world experience under the supervision of HR professionals. The program has grown to six students having internships at TRW, Averitt Express, Hutchinson, and Cookeville Regional Medical Center.

- Mayberry Graduate Assistants Chad Meador and Sandra Robbins served on the 2002 Board of Examiners for the Tennessee Quality Award and Dr. Nat Natarajan served on the 2002 Board of Examiners for the Malcolm Baldrige National Quality Award.
- At the Southeast Regional Meeting of Beta Alpha Psi (the accounting honorary) in Savannah, Georgia, in March 2003, our Beta Alpha Psi chapter won the Best Practices Competition with their presentation of "Business Golf 101." This was a student produced career-skill CD-based tutorial that introduces the game of golf to accounting and business students. This team competed with six other regional winners for the National Best Practices Award in Honolulu, Hawaii in August.
- On April 15th, Tech received notification that the Society for Human Resources Management (SHRM) national board of directors had approved Tech's charter petition, allowing it to form Student Chapter #5531 under the direction of Dr. Christine Miller. SHRM Upper Cumberland professional chapter president (Joyce Birdwell, Tutco) and past president (Sheryl Ransom, Metcom) visited Tech to recognize the event.

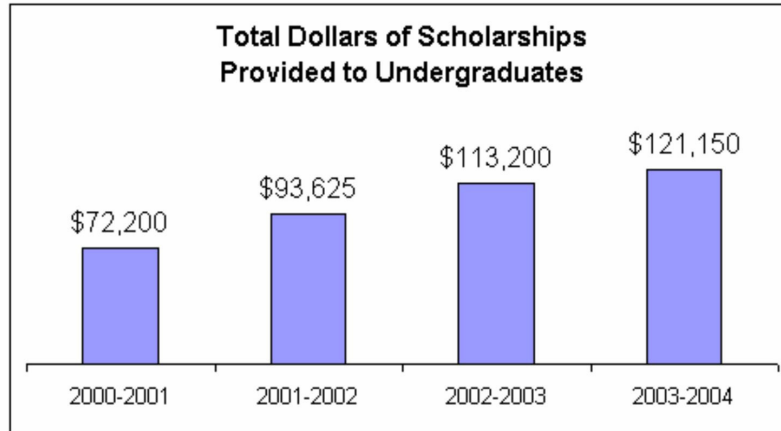


FACULTY/STAFF

- The faculty has a very successful year with 52 articles and other creative works published, 33 presentations made at regional or national meetings, and 19 workshops or seminars delivered to professional groups.
- Accounting faculty member Jon Booker was honored with the Lifetime Achievement Award in Accounting Education from the Tennessee Society of CPAs. The award is based on quality of teaching and contributions to the accounting profession over a faculty member's entire career. Accounting faculty members Jon Booker and Richard Rand won Innovation in Distance Education Awards from the Tennessee Board of Regents.
- Dr. Karl Mann received the Donald G. Hileman Outstanding Educator of the Year award from the American Advertising Federation in the district that included Tennessee, Alabama, Mississippi, Georgia, and Louisiana. He is Vice President Elect of the American Marketing Association Collegiate Division.
- Katie Kumar, advisor in Basic Business, received the 2002 Tennessee Board of Regents (TBR) Harold Love Award for the coordination of Windows on the World (WOW), our college's service event for exposing the Tech campus to a variety of international cultures.
- Dr. Tor Guimaraes, J. E. Owen Chair of Excellence in Information Systems, is working with international partners from Queen's University in Kingston, Canada, and Cattaneo University in Milan, Italy, completing two research reports published as chapters in "Strategies for Managing IS/IT Personnel." Working closer to home, his latest work with Dr. Nat Natarajan and Dave Cook was published in Decision Sciences.
- Several visiting executives provided valuable insight to our students as they lectured in classes during this past year. We were pleased to have on campus as part of the Distinguished Lecture Series Lee Martin of Clarity Resources, Otto Wheelley, retired Deputy Chairman of the Koppers Company, and Mark Ezell, President and CEO of Purity Dairies.

FINANCIAL STATUS

- With decreased state funding, emphasis was placed on increasing private support for funding needed programs and new initiatives. Additionally, a joint proposal by the TBR Business schools to create a differential maintenance (tuition) fee for business schools was approved to the Tennessee Board of Regents (TBR) to begin fall semester.



PRIVATE GIVING

- The university received the largest single gift in history when an alumnus and his wife created a \$3.2 million charitable remainder trust specifically for the College of Business. The trust will provide income to the donors during their lifetime and then revert to the college upon their passing.
- A classroom and meeting area in Johnson Hall were remodeled to house the Tommy Lynn Seminar Suite to honor the late U.L. "Tommy" Lynn, Jr. The suite contains a wireless communication classroom and adjoining conference room.
- The Class of 2002 Century Club Society pledged to refurbish one classroom with new chairs. The Class of 2003 Century Club Society is well on their way to doing the same. The Century Club Society was designed to provide an opportunity for graduating students to give or pledge a \$100 gift back to the college. Currently, there are over 70 members of this organization.

FACILITIES

- The Tommy Lynn Suite, a two-room complex with a classroom and conference room, was made available for use in the fall semester. The classroom seats 36 students, has complete multimedia instructional technology, and is enabled for wireless network and internet connectivity. In contrast to typical classrooms throughout the campus, the Lynn Suite appears more as a corporate training center, with carpeting, wall coverings, motorized projection screens, table rather than desks, and comfortable upholstered chairs. Complimenting the suite is a wireless mobile cart housing notebook computers for use in the suite and other classrooms in Johnson Hall. The funding for the notebooks was provided by the Student Technology Access Fee.