

MBA HANDBOOK

**TENNESSEE TECH UNIVERSITY
JUNE 2011**

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INTRODUCTION

The Tennessee Tech University Master of Business Administration (MBA) is designed to prepare students with diverse backgrounds for rewarding careers. The degree is offered both in the traditional classroom setting and via distance classes utilizing the Internet. Many graduate students attend part-time while pursuing full-time careers. The TTU MBA is fully accredited by AACSB.

The College of Business is located in Johnson Hall on the campus of Tennessee Tech in Cookeville, Tennessee. Cookeville is located on I-40 almost equidistance between Nashville and Knoxville, Tennessee. To visit the campus, take Exit 286. The campus is located approximately three miles north of I-40.

COMMUNICATION AND MBA OFFICE CONTACT INFORMATION

Much of the communication from the MBA office and students will occur using the TTU e-mail system. This IS NOT the same system that is used in the distance courses. From the TTU home page (www.tntech.edu), access “Student E-mail” from the “Current Students” section. Your user name will be a combination of your initials, your last name and two digits (usually 21—for example, jhsmith21). Please check this account regularly.

To contact us, use the following information:

Division of MBA Studies
P O Box 5023 TTU
Cookeville, TN 38505
931.372.3600
931.372.6544 (Fax)
mbastudies@tntech.edu

THE COLLEGE

The College of Business was established in 1949 and is composed of the following divisions and departments:

Student Success Center (Basic Business)
Department of Accounting
Department of Decision Sciences and Management
Department of Economics, Finance, and Marketing
Division of MBA Studies

Non-academic units include the:

J.E. Owen Chair of Excellence in Information Systems
Gene Mayberry Chair of Excellence in Quality
Business Media Center
Small Business Development Center

MISSION STATEMENT

The purpose of the M.B.A. degree is to offer a program preparing graduate students from diverse backgrounds for rewarding careers. The core area of study is broad in scope for the purpose of developing general managerial competence through the use pedagogies such as simulations, research projects, and cases. Electives are used to develop competencies of interest to the student.

In the degree, the College seeks to:

1. Provide a high level of confidence that will allow the student to cope with uncertainty, to communicate effectively, and to make decisions in an increasingly complex and global business environment.
2. Provide an awareness and appreciation of the legal, ethical, social, political, and economic environments of business.
3. Provide essential competence in administration, as well as an understanding of the administrative process.
4. Develop a high level of skill in problem analysis and decision making.
5. Provide sufficient competence for making positive contributions to one of the functional areas of a business firm.
6. Equip students to recognize and respond to the demands of changing technology within the business context.

COURSE OF STUDY

Students entering the MBA program must meet the admission requirements of the TTU Graduate School. These requirements may be found on the website at www.tntech.edu/graduatestudies/.

In addition, students entering the TTU MBA program must have a background in seven core areas of business; accounting, business law, economics, finance, management, marketing, and statistics/quantitative methods. These prerequisites may be satisfied by undergraduate courses or foundation modules.

All MBA students are required to take seven common courses (21 hours) and three elective courses (9 hours) which may be chosen from a variety of elective courses or concentrated in one area. Full-time graduate students usually take 9-12 hours per term; part-time students take 3-6 hours per term.

The common courses:

ACCT 6010	Accounting Information for Management Decisions*
FIN 6020	Financial Management*
ECON 6050	Analytical Decision Making*
MKT 6100	Strategic Marketing*
BMGT 6200	Organizational Leadership*
DS 6220	Management of Information Technology
BMGT 6950	Business Strategy

Note that the first five courses listed above (ACCT 6010, FIN 6020, ECON 6050, MKT 6100, and BMGT 6200) are prerequisites for BMGT 6950 and MUST BE successfully completed before enrolling in BMGT 6950. They cannot be taken concurrently.

The MBA program provides a sound business theoretical foundation—including the latest and most progressive intellectual thinking. The theories and tools are applied so as to be relevant to current and futuristic business applications. The program is designed to serve both short and long term needs of all types of private and public organization. The MBA program recognizes the impact of our global economy, the entrepreneurial demands of society, and ethical expectations. In essence, it takes a normative approach that will serve MBA students both today and in the future.

QUALITY OF WORK

A graduate student is required to maintain a cumulative grade average of at least B (3.0) on all courses taken for degree purposes. Credit toward a degree objective will be granted for a graduate course in which a grade of A, B, or C is assigned; not more than 3 hours of C credit will be accepted. MBA students with more than 3 semester hours of C or lower work in 6000-level courses presented as part of the hours required for graduation shall be dismissed from the program. A student receiving a D or lower in 6000-level courses shall be dismissed from the program.

MBA students who take undergraduate courses to satisfy the pre-MBA module foundation work must maintain a 3.0 average at the completion of the foundation courses. This policy applies to all

post-baccalaureate courses used to satisfy the pre-MBA foundation requirements. A grade of C in any such course must be offset in another course (of equivalent hours) with a grade of A; however, the C grade does not carry forward to become part of the 6-hour C restriction applicable to the hours required for graduation.

Additionally, a graduate student must achieve a grade of at least C on each course taken for non-degree purposes, that is, courses taken for background preparation, certification, or personal enrichment.

ETHICS

Students are expected to maintain high ethical standards during their stay at Tennessee Tech University. Plagiarism (the use of someone else's media, words, data, ideas, or other works) will not be tolerated. Students who fail to cite sources (plagiarize) may receive an "F" or a "0" for the assignment, or an "F" for the course.

CLASS SCHEDULING/REGISTRATION FOR CLASSES

All TTU MBA classes follow the traditional academic schedule. Campus classes are scheduled during the day to benefit the full-time student. Although prerequisite undergraduate core courses are offered primarily during the day, evening and web-based classes are sometimes available.

NOTE: Sections with a numerical section number (001, 002 etc.) are campus-based (traditional courses). Sections with an alphanumeric section number (M10, M11, etc.) are distance courses.

Registration is available online through the Eagle Online system. An Alternate Pin unique for each student each semester is needed to register. Alternate Pins may be obtained from the MBA Office prior to registration each semester. Complete registration information is available on the website (<http://www.tntech.edu/records/howtoregister/>).

DROPPING A COURSE/WITHDRAWAL FROM THE UNIVERSITY

Any course may be dropped before the deadline date. The academic calendar will publish this date each semester. Students who desire to withdraw from the University before the end of an academic term must talk to the MBA Director and then make formal application for withdrawal in the Office of Student Affairs in the Roaden University Center. Those who complete withdrawal procedures will receive a grade of W in the course. Application for withdrawal will not be considered if received after final examinations begin in any term.

GRADE APPEAL PROCEDURE

Formal grade appeal procedures have been enacted by Tennessee Tech University. If a student wishes to appeal a grade, the procedure for doing so may be found in the Student Handbook on the TTU website.

APPLICATION FOR GRADUATION

In addition to satisfying all degree requirements, a candidate for a degree must file an Application for Graduation in the Graduate Studies Office, Derryberry Hall, Room 201, at or before the beginning of the semester in which the degree is expected to be conferred. Applications may be found on the graduate school website. The last date for filing the application is contained in the Schedule of Classes, the calendar at the front of the Graduate Catalog, and on the TTU web site (<http://www.tntech.edu/mycalendar/>).

FINANCIAL AID

A number of graduate assistantships are awarded competitively to full-time students. Full-time assistants work 20 hours per week and receive approximately \$550 per month during the fall and spring semesters. The assistantship also pays the regular maintenance fee and waives out-of-state tuition. Half-time assistants work 10 hours per week and receive approximately \$275 per month during the fall and spring semesters. Half assistantships pay half of the regular maintenance fees and waive out-of-state tuition. Duties vary, but graduate assistants generally support research activities. All students awarded a full- or half-time graduate assistantship are required to enroll in a minimum of six hours on campus per term.

Scholarships are also available through the College of Business Administration Foundation. In addition Geier Fellowships are available for qualified minority students. Applications should be submitted with the application for admission.

For information about other forms of financial assistance, visit the TTU website (<http://www.tntech.edu/financialaid/home/>).

COMPUTER FACILITIES

The College of Business Computing Center (located in Room 214, Johnson Hall) supports students and faculty members by offering access to computers and software. The facility is staffed by laboratory assistants on an extended schedule that includes nights and weekends.

In addition to the facilities located in the college, students may use the university's D. W. Mattson Computer Center, which offers a wide range of computing capabilities. This Center offers many short computer courses each semester. These hands-on classes are offered at no charge and cover beginning, intermediate, and advanced computing topics. The classes usually are one to two hours long and are open to all Tennessee Tech Students.

OTHER RESOURCE FACILITIES

The Angelo and Jennette Volpe Library and Media Center is located directly across the street from the main entrance to Johnson Hall. The library has books, periodicals, journals, and newspapers for your use. Access to the library on-line service via internet is also available from Johnson Hall.

PLACEMENT AND EMPLOYMENT

Students should register with the University Career Services office their first semester in the MBA program. Job opportunities from Career Services will be posted on the MBA bulletin board and on the Career Services website at (<http://www.tntech.edu/career/home/>). Career Development Workshops are also sponsored by Career Services during the year.

The University Career Fair takes place in the Roaden University Center in October of each year. Also, an area-wide career fair, sponsored by a consortium of regional universities, is held in Nashville each February. Additional employment opportunities sent to the MBA office will be distributed via e-mail.

In addition, any employment or subject matter information questions may be directed to the department chairs in that area.

ACCOUNTING

Dr. R. Dan Fesler	dfesler@tntech.edu	931.372.3358
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DECISION SCIENCES AND MANAGEMENT

Dr. Curtis Armstrong	carmstrong@tntech.edu	931.372.3160
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ECONOMICS, FINANCE & MARKETING

Dr. Steve Isbell	steve_isbell@tntech.edu	931.372.3745
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MBA STUDENT ASSOCIATION

The MBA Student Association (MBASA) is the campus organization for MBA students. The association promotes communication among students, faculty, and administrators. The executive body of the association consists of elected student representatives and a faculty advisor. You will receive information about the association meetings as they are held. All MBA students are strongly urged to join this organization.

In addition to social events, the association sponsors periodic executive seminars and MBA Business Roundtable discussions. The MBASA invites prominent business and professional leaders to speak with students and faculty who actively participate in formal and informal discussions. Attendance is mandatory for these seminars and all executive seminars require business attire.

APPENDIX A

DISTANCE MBA COURSES

Each distance-based course consists of three major components; Internet-based lecture files (alternately, a set of CD-ROM's will be supplied if requested), access to an iLearn website for course communications, and a text. While each course will require different levels of communication frequency, the courses are designed to be very flexible with respect to the student's schedule. No on-campus meetings are required. All exams and quizzes are administered over the iLearn framework.

The CD's

The number of CD's for each course will vary. When you receive your course material, test each CD in your computer to be sure it works.

Each CD has four areas where information can be found. The "Getting Started" section contains the information about the types of files on the disk and software required to view them. The "Welcome" section contains a welcome message from the Director of MBA Studies. The "Content" section contains the main content of the course. This section will be divided into chapters, units, or modules, and will include instructor videos, PowerPoint slides, and/or other media. Please note that some videos may take several minutes to load. The "Resources" will include any downloads you might need for the course, such as an Adobe Acrobat Reader. In addition, your instructor may include case materials, assignment documents, spreadsheet templates, and other PDF files for you to access

The course CD's are yours to keep. Should you damage them, simply contact MBA Studies and we can replace them for you. Remember, the material on the CD's is copyrighted, so do not copy the material for distribution. In addition, students are not allowed to sell the CD's or to present any of the intellectual content included on the CD as their own work.

If, at any time, you encounter difficulties with your disks, email mbastudies@tntech.edu. Type "DISTANCE MBA TECHNICAL SUPPORT" in the subject line of your email.

iLearn

iLearn is an Internet-based course management system that is used to facilitate Internet-based communication for distance courses. Each course in the distance MBA will utilize the iLearn tool. You can access iLearn by logging onto the Internet and going to <http://ilearn.tntech.edu>.

Once on the iLearn site, you must log in. Your user name is the first part of your TTU email address, a combination of your initials, your last name, and two digits (most often 21—for example, jhsmith21). Your initial password will be your PC Lab Password (the same password you use for your TTU email). You must log on to change your initial PC Lab password before entering your email or iLearn (<http://www.tntech.edu/ttu-password/>)

IMPORTANT: If you forget your password, MBA Studies cannot recover it for you. See the above link to change your password for further information on a forgotten password.

Once you are logged onto iLearn you will find listed each course in which you are enrolled. To access any one of your courses, click on the appropriate course. In addition to your courses, an MBA Information will be available in the “Open” Semester. This site contains an academic calendar, a bulletin board area, employment opportunities, and will be used for general e-mail announcements.

iLearn will be used for several different types of communication:

- **Calendar (iLearn):** The iLearn Calendar will include many of the due dates that are needed in the course. Check the calendar frequently.
- **Chatroom Discussion:** Online chatroom discussions are possible in iLearn using one of the chat rooms provided. Remember that online chats are logged and can be archived by the instructor.
- **Course Grades (iLearn):** You can check course progress on iLearn. Go to the “Grades” link in the navigation bar to see your progress to date.
- **Email:** iLearn has its own, private, internal email system. iLearn email is similar to other common email programs. All email communications between students and instructors will be carried out using the iLearn’s email system. In addition, iLearn has a page feature that allows you send messages to other students currently on line. Note: Never use the paging system to contact your instructor. Always use email.
- **Quizzes and Exams:** iLearn has the capability of allowing the instructor to create quizzes and post them online. Quizzes and exams can be scheduled to appear at specified times and will last for a limited time. Remember to use the question tracker located on the screen to make sure that each answer has been saved. Some classes may require an additional secure browser to take tests and quizzes (Respondus Lockdown Browser). Your instructor will notify you of any additional information needed to take a test or quiz.
- **Threaded Discussion Cases:** Some courses will make use of threaded discussions in iLearn. These are often used in case discussions. The major advantage of threaded discussions is that each class member can post their comments at their convenience.
- **Written Cases:** Students will create their written cases using a Microsoft program (PPT, Word, Excel, etc.) and submit written assignments to the instructor through the iLearn Dropbox or e-mail.

Course Texts

The course syllabi and textbook information will be posted on the class iLearn homepage. In addition, textbook lists will be e-mailed to all MBA students (using their TTU e-mail account address) several weeks prior to the start of each term.

APPENDIX B

CASE PREPARATION OUTLINE

Many MBA courses will require graded case studies. Some of the assignments will require an executive summary while other will require a full case write-up. Examples of the executive summary and full case study follow.

A: EXECUTIVE SUMMARY Sample Outline

- I. Recommendations
- II. Issues/Problem identification
- III. Facts/Analysis
- IV. Summary/Conclusion

This is also a generic outline with main areas included. It springs from the same thorough analysis that would be required for a formal written case report. It is simply shorter, has fewer sections, and presents only the most important points in the analysis.

Still, the logic is the same:

1. Make recommendations up front;
2. State the problem/decision;
3. Offer facts/analysis with supporting data; and
4. Summarize with restatement of recommendations and tie these to the solution of the problem.

The Executive Summary is always short and may vary (by instructor or by business case situation) as to length. It is generally held to a one- or two-page maximum length.

WRITTEN CASE REPORT
Sample Outline*

I. Recommendations

II. Background and the Main Descriptive Facts of the Case

III. Identification of the Main Issues

(This details the main problem or decision. If several issues beg attention, they should be prioritized as much as possible.)

IV. Assumptions (if any)

V. Presentation and Analysis of Supporting Data

VI. Identification of Alternatives

VII. Summary and Conclusion

*This is a bare bones, generic outline covering the major sections needed in most written case reports. Subheadings within larger sections are recommended as well and remain open to the creative license of the case analysts.

Note: The outline suggests a logical and persuasive presentation of case facts and analysis that:

1. Offers recommendations up front;
2. Details a problem to be solved;
3. States any assumptions necessary for foundation to the subsequent analysis;
4. Offers supporting facts and analysis (relevant to the problem and the recommendations);
5. Describes alternative solutions that are all feasible (and relevant to the problem); and
6. Ends by reinforcing/reiterating the recommendations/action plan that analysts believe (and the analysis proves) will solve the problem.

APPENDIX C

MBA FACULTY

MBA classes are taught by members of the graduate faculty in the College of Business. As a group, these professionals have wide-ranging academic qualifications, as well as extensive experience in industry. A list of the faculty with their major concentration follows.

Ismet G. Anitsal, Ph.D., University of Tennessee
Marketing

Melek Anitsal, Ph.D., University of Tennessee
Marketing

Curtis P. Armstrong, Ph.D., Florida State University
Information Systems, Systems Analysis, Computer Science

Bonita B. Barger, Ed.D., Vanderbilt University
Strategic and International Management

Ferdinand G. DiFurio, Ph.D., Clemson University
Regional Economics, Statistics

Melanie Earles, Ph.D., D.B.A., Mississippi State University
Taxation

Robert C. Elmore, Ph.D., University of Mississippi
Managerial Accounting

R. Dan Fesler, D.B.A., Mississippi State University
Auditing

Tor Guimaraes, Ph.D., University of Minnesota
Management Information Systems

Brian R. Huguenard, Ph.D., Carnegie Mellon University
Management Information Systems

Steven Isbell, Ph.D., University of Mississippi
Statistics

Seisel (Jon) Jonakin, Ph.D., University of Tennessee
Public Finance, Latin American Economic Studies

MBA FACULTY (cont.)

Brian M. Jones, Ph.D., University of Pittsburgh
Management Information Systems

Deryl W. Martin, Ph.D., Texas A&M
Corporate Finance, Investments

Jack Matson, Ph.D., University of Alabama
Management Science

Christine Miller, Ph.D., University of Texas
Organizational Behavior, Strategic Management

Ramachandran Natarajan, Ph.D., University of Kansas
Operations Management, Productivity Systems

Mary M. Pashley, D.B.A., University of Tennessee
Mergers and Acquisitions, Corporate Divestitures

Julie M. Pharr, D.B.A. Mississippi State University
Marketing Management, Marketing Research

Rodley Pineda, Ph.D., Texas Tech University
International Strategic Management

Richard Rand Jr., Ph.D., University of South Carolina
Auditing, Total Quality Management

Magdalena I. Rappl, Ph.D., University of South Carolina
Managerial Economics

Thomas Timmerman, Ph.D., Tulane University
Organizational Behavior

F. Stuart Wells, D.B.A., Louisiana Tech University
Management Information Systems, Quantitative Analysis

Kenneth J. Wiant, Ph.D., University of South Carolina
Real Estate, Corporate Finance