

College of Business students posing on the Roaden University Center stairwell after attending the dining etiquette workshop.







The 2013-14 academic year was an exciting and dynamic time for the College of Business and Tennessee Tech University. As we continue to focus on our traditional goals of excellence in the academic setting, we recognize the importance of providing a more encompassing set of values for the students' college experience that we believe will enhance their success as business leaders in today's world. This annual review provides you with a few highlights of those values and sets the focus for the months and years ahead. I hope you enjoy reviewing it, and look forward to hearing your suggestions on how we can further enhance student and faculty opportunities.

EXPERIENTIAL LEARNING

We have placed a special emphasis on the importance of engaging our students in professional practice by way of our curriculum. In just one example, this year, for the fifth time, our students utilized the resources of the Heidtke Trading Room in the College of Business to beat Wall Street and 25 other schools to win the TVA Investment Challenge competition. This win represents the most wins of any university over the 16 years of the competition.

LEADERSHIP

The College of Business prides itself on offering students opportunities to advance not only as students at Tennessee Tech, but also in their post-baccalaureate education and careers. As demonstrated by Amanda Coffman Brown (B.A. marketing '10 and MBA '11) – student intern, alum, manager, and ultimately director of the MBA program at TTU – the College of Business provides a foundation for students to build upon as they progress up the professional ladder. Currently employed as the public information officer for the Tennessee Governor's Highway Safety Office, Brown's story is a prime example of the possibilities that await our undergraduate and graduate students in the College of Business.

INNOVATION, ENTREPRENEURSHIP, AND THE STUDENT EXPERIENCE

Meeting the tangible and intangible needs of our students is something that the College of Business has built into its strategic plan and something that we have demonstrated success in doing. Incorporating entrepreneurial coursework and experiences into the curriculum are just small steps we have accomplished over the past academic year in order to meet the demands of our innovative students. Outside of the classroom, our students have access to resources including the Student Success Center and Student 2 Career Program. Both of these enterprises have a long-standing tradition within the college and serve the professional development needs of our students through events including etiquette dinners, networking skill sessions, and community engagement endeavors.

SCHOLARSHIP

Not to be overlooked are the college's faculty, who conduct scholarly research that enhances their commitment to excellence in academic instruction. The college recognizes the importance of intellectual contributions to society and has worked to facilitate and support economic impact research that provides an opportunity for TTU to engage with the surrounding community.

TECHNOLOGY

Alongside our innovative mindset comes an expected and necessary emphasis on the utilization of cutting-edge technology. Digital application development from within our own BusinessMedia Center has reached new heights, and the inception of a virtual reality learning environment will allow a full R&D team to experiment with anything from simulated solutions to contemporary issues in a variety of industries. The college has also begun to incorporate simulation technology into the curriculum in an effort to provide students with an experiential component to their coursework.

RESOURCES

Growth of the College of Business endowment has always been, and will continue to be, a top priority as enrollment grows. In the spring of 2014, the college was honored to award \$197,000 in scholarships for the upcoming academic year and a record number of internship opportunities for students. Johnson Hall has been transformed, classroom by classroom, through the support of our alumni and friends with over \$1.8 million in private support. We are now working to acquire support to "Finish Johnson Hall" in an effort to create a more effective and integrated learning environment for on-campus students.

As we look forward, the College of Business will continue to emphasize the growing importance of each of these initiatives. We recognize the need for the continued development of each endeavor and plan to build upon the successes of this past year to collaborate, innovate, and educate our students, faculty, and stakeholders for the bright future ahead.

Kenneth Wiant
Dean, College of Business

learning

experience • inspire • innovate

As the College of Business moves forward in a direction focused on innovation, collaboration, and entrepreneurship, experiential learning will continue to act as a cornerstone of the college's mission, enhancing the student experience by providing unique educational opportunities with realistic connotations.

The tension in the air is palpable on the trading floor on 11 Wall Street. It's standing room only in the four rooms comprising the New York Stock Exchange (NYSE) of lower Manhattan. With the sound of the opening bell, relentless chaos breaks out, sustained and consuming for six and a half hours. In terms of business, there is nothing more realistic than the pressures of the NYSE.

Yet the pressure has had no effect on MBA students at TTU's College of Business. With Deryl Martin at the helm, the MBA program's Investment Challenge class "outperform[ed] Wall Street" not once, or twice, but five times in five years. Sponsored by the Tennessee Valley Authority (TVA), a small number of students accepted into the class are given a stipend to invest in stock purchases over the course of a semester. Their ultimate goal is the same as that of the hundreds of men and women standing on the trading floor of Wall Street – to make money via returns.

While the students may not be standing on Wall Street, they are congregating in the Heidtke Trading Room on the second floor of the college. There, they have the same resources at their disposal as anyone trading on Wall Street, including a live stock ticker.

A purely peer-driven class, the students are responsible for recommending stocks for purchase, as well as scouring the market for trends and news that could yield insight into future stock movements. This year, the winning investment proved to be in Tesla Motors (TSLA), an American automaker representing the market niche for the production and sale of electric cars and components.



"I'm grateful for the opportunity to be part of the TVA Investment Challenge, which provides students hands-on application of advanced portfolio concepts. Their excitement as they track their portfolio choices is contagious. My efforts are targeted towards helping the team continue TTU's tradition of success and expanding the program so more students can capitalize on this unique learning experience."

– Dr. Alma Hales

The students earned an astonishing 47.6 percent return via the investment, demonstrating for the fifth time an ability to manage money in real-life situations.

The fifth time, however, was the final time that Martin would guide the Investment Challenge students through the nuances of Wall Street. While the college continues to move forward with experiential learning, it is not without the loss of this valued professor to the realities of retirement. He was succeeded, however, by Alma Hales, assistant professor of finance, who earned her Ph.D. in business administration-finance from the University of Texas-Pan American. An experienced professor and active researcher, Hales has stepped into a role seasoned with expectations for high performance and is confident in her ability to deliver exceptional guidance. And the one certainty on that note? The students of TTU are ready, willing, and hungry for her insights.



PERFORMANCE

1,296 **98**

COLLEGE of BUSINESS
UNDERGRAD STUDENTS IN 2014

UP

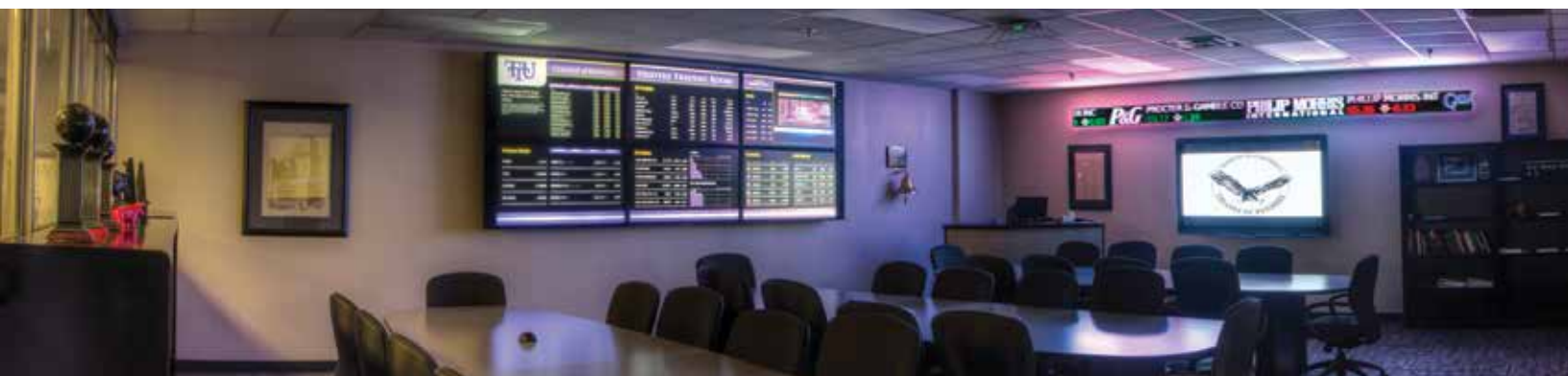
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MBA STUDENTS IN 2014

UP



Deryl Martin: Lifetime Achievement Award



AWARDS



Julie Brewer: Excellence in Service

588,945
KIDS IMPACTED

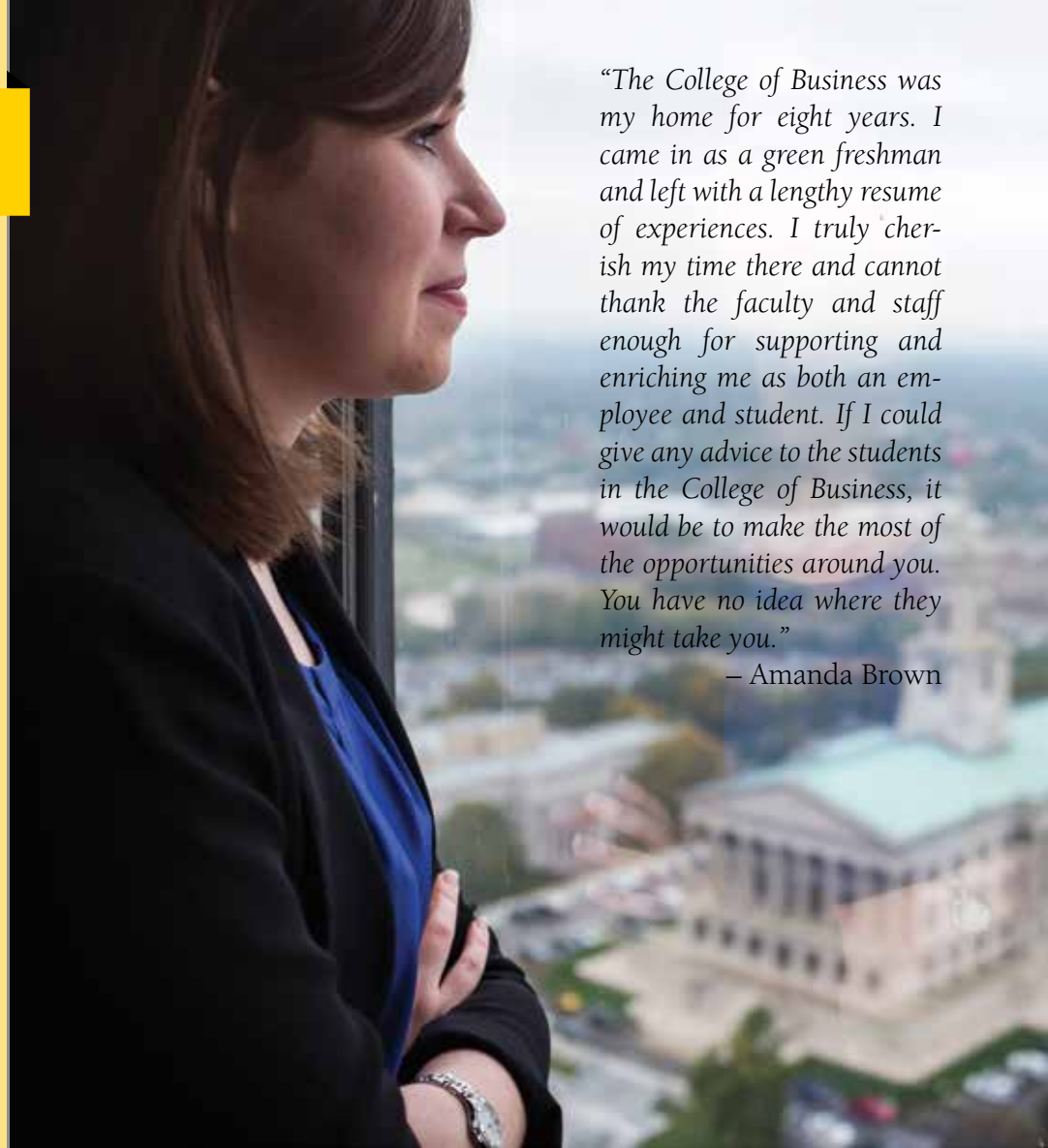
by

**OLLIE OTTER SEAT BELT
EDUCATION CAMPAIGN**

Since 2007



Ann Boyd Davis: Curtis Kinslow
Excellence in Teaching



"The College of Business was my home for eight years. I came in as a green freshman and left with a lengthy resume of experiences. I truly cherish my time there and cannot thank the faculty and staff enough for supporting and enriching me as both an employee and student. If I could give any advice to the students in the College of Business, it would be to make the most of the opportunities around you. You have no idea where they might take you."

— Amanda Brown



leadership

experience • inspire • innovate



The College of Business recognizes its potential to inspire leadership within our students and truly takes pride in guiding young leaders throughout their educational and professional careers. Our alumni are a resounding testament to the college's ability to encourage and develop professionals, and the university takes great pleasure in watching students succeed as postgraduates. In Amanda Brown's case, what started off as a simple volunteer opportunity for the college led to a career path that has been nothing short of exemplary.

Leadership development within the college can be no more evident than in the case of Brown (previously Amanda Coffman), a young alumna who currently holds the position of public information officer for the Tennessee Governor's Highway Safety Office (GHSO). She began her educational ventures at TTU in the fall of 2006. As a business major, she elected to take a marketing class taught by Kevin Liska, director of the TTU BusinessMedia Center, and was thus presented with the opportunity to volunteer with the Ollie Otter Booster Seat and Seat Belt Safety Program.

The rest, as they say, is history. Her contributions as a volunteer earned her a coveted position as a BusinessMedia Center intern. In that role, she coauthored articles with university professors and jumped at the opportunity to continue her education at TTU with a fully paid graduate assistantship through the BMC following her undergraduate graduation in May of 2010.

Brown's MBA represents the first graduate degree ever funded by the BusinessMedia Center. She finished her MBA in December 2011 while acting as a program coordinator, assisting with the implementation of the Ollie Otter program across the state of Tennessee. Her efforts did not

go unnoticed, and in 2012, when the Governor's Highway Safety Office reached out to the BMC with a new initiative, including branding, website development, and public relations for its office, Brown was selected as the project manager.

With her graduate degree in hand and a full-time position secured, Brown helped to launch GHSO's new public website while simultaneously teaching undergraduate marketing and UBUS at the university. As a respected instructor and accomplished businesswoman, Brown developed a strong relationship with GHSO staff and also won numerous awards, including the Gold Award from Horizon Interactive, recognizing Excellence in Interactive Media Production (for the development of the Small Business Survival Training Kit), and the Silver Award from Horizon Interactive for her work on the GHSO website. Another testament to her talents as a businesswoman came when she was invited to speak at the 2013 Governors Highway Safety Association's annual meeting, where she conducted a presentation entitled "Work Smarter, Not Harder: Utilizing Technology to Improve Efficiencies in your SHSO."

Additionally, Brown assisted with the marketing for the graduate program that had given her a second degree from Tech. As a result of her involvement with, and investment in, the program, Brown was offered the opportunity to act as interim director of the MBA program in January 2014. Her success continued at the administrative level as she facilitated new MBA branding and helped to increase the overall program enrollment by five percent, including a dramatic increase in new student enrollment with an influx of 76 students.

Those who knew Brown well suppressed thoughts of her eventual departure from the university. Her history at Tennessee Tech as an undergrad, graduate student, employee, instructor, and administrator represents a wealth of knowledge and insight that very few can claim privy to. However, it was only a matter of time before the Governor's Highway Safety Office approached Brown with the opportunity to join its ranks as the new public information officer. She happily accepted the position, and although it was with great difficulty, she departed the university that had been her home for eight years.

Amanda Brown's story is one that truly represents the potential opportunities that await the students in the College of Business. Her career was shaped by her experiences at TTU, and it is our hope that all of our students have the opportunity to develop a history with Tech that is as rich as Brown's.

value

experience • inspire • innovate

As per its vision, the college strives to inspire leadership, innovation and value creation. Together, that triad defines an entrepreneur. “A lot of our curriculum is based on translating all business activities into a measure of value – what is it worth? So, for an entrepreneur, an idea becomes commercially viable if it creates value for those who invest in it,” says Kenneth Wiant, dean of the College of Business.

Value creation is defined as how businesses measure success. It has always represented a key endeavor for the College of Business, which has a long history of entrepreneurship activity spanning over 25 years. In 1988, the college offered its first entrepreneurship training class. Around that same time, the BusinessMedia Center launched the start of its era as a college-wide entrepreneurial endeavor. The college has participated in the Governor’s School for IT Leadership for the past 13 years, effectively promoting entrepreneurial activities amongst high school seniors, and the Tennessee Small Business Development Center (SBDC) has been an active presence in the college for several years.

So where has this rich history led us? To a growing student demand for entrepreneurial learning and the need to answer the question of how to provide students with the knowledge that they need to take an idea from its earliest beginnings to commercialization. Thus, the Innovation to Value Case Competition was born. What started as a simple case competition quickly broadened into a four-track program with strong collaboration between the College of Engineering and the College of Business. Within the first track of the competition, COB faculty members Steve Isbell and Bonita Barger partnered with Pedro Arce, chair of chemical engineering, to guide business students in a collaboration with senior engineering students. The ultimate goal: to develop business plans that would allow an engineering innovation to turn a commercial profit.

While track two of the competition reiterated the partnership between the colleges of business and engineering as junior engineering students competed in a business start-up simulation, track three represented a university-wide collaboration within the competition. Track three involved students from the College of Arts and Sciences and the College of Education, and facilitated a “freestyle” competition of unique business plans. The fourth and final track of the competition stemmed from this, as a student majoring in agriculture and human ecology (with a focus on merchandising) honed her “elevator pitch” tactics in a conversation with COB alumnus and former Saks Fifth Avenue CFO Kevin Wills.



“Successful innovations are those that create value for the investors and the inventors,” Wiant continues. “One of our goals in the College of Business is to create a sense of community amongst our students, faculty, and staff. One way to do that is to ensure that we are consistently meeting the demands of our students, who are largely represented right now by a call for experiential learning and entrepreneurial activity. The creation of an Entrepreneurship Certificate program is just one of many steps in our vision for becoming a leading university in entrepreneurial activity.”

– Dean Kenneth Wiant

The competition required significant faculty involvement and fueled the development of the college’s Task Force for Entrepreneurship, which will henceforth be responsible for directing future experiential learning opportunities within the college. Michael Aikens will serve as the director for student innovation and entrepreneurship, overseeing the Innovation to Value competition as well as the partnership between the COB and College of Engineering in the creation of the Innovation Discovery and Learning Institute in the Angelo and Jeanette Volpe Library. Aikens will also serve on the Task Force for Entrepreneurship, chaired by Ann Davis. The task force will include representatives from the BMC, the SBDC, and a variety of COB departments and will focus on developing the business entrepreneurship component of a TTU Entrepreneurship Certificate program.

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INNOVATION

231

ENTREPRENEURS
ASSISTED AT TTU TSBDC
— *through* —
476 SMALL BUSINESS
COUNSELING SESSIONS



Sarah Viar; School for IT Leadership

30 TOP LEADERS
FROM TENNESSEE HIGH SCHOOLS
PARTICIPATE IN GOVERNOR'S
SCHOOL FOR IT LEADERSHIP



RENOVATION In June, the college dedicated the Whewon Cho Classroom in honor of Whewon Cho's 40-plus years of teaching statistics and economic theories.

CONNECT

715
STUDENTS
EMPOWERED
— by —
PROFESSIONAL
DEVELOPMENT
TRAINING



75 DONORS
PROVIDE STUDENTS CLOTHES
FOR PROFESSIONAL
DEVELOPMENT EVENTS



RETIREMENT James Jordan-Wagner retired from his position as dean of the College of Business after five years of community building, Johnson Hall renovations, and service to the college.



innovation

experience • inspire • innovate



With the digital age becoming ever more progressive and pronounced within every aspect of the business world, the importance of innovation, entrepreneurship, and the student experience throughout an academic career cannot be discounted

Over the course of the past year, the Student Success Center has served students and met with prospects interested in joining our ranks. Under the guidance of Julie Galloway and Amy Jo Carpenter, the Student Success Center and its team of student ambassadors have successfully collaborated with numerous university partners to coordinate student events such as Ticket to Ride, the College of Business Board of Trustees Etiquette Dinner, and the Business Showcase.

Each event was planned thoroughly with the intended vision of benefitting participating students in as many ways as possible. Whether it was providing chartered transportation for students to attend the Nashville Career Fair or mentoring students in networking skills, “elevator talk,” and dining etiquette, these events boasted record turnouts this year and represented the college’s commitment to serving our students as they transition from the classroom to the boardroom. A growing emphasis has been placed on student success across the entire campus, and currently every college at TTU has a Student Success Center to facilitate this type of guidance. This long-standing history of success has made the College of Business Student Success Center the model program for the rest of the university to follow in developing additional centers.

Part of serving our students involves listening to and addressing student demand. With inquiries focused on entrepreneurship and small business management flooding in from students from a variety of backgrounds, the college realigned one section of UBUS1020. The revamped course curriculum catered to students who had demonstrated an interest in entrepreneurship and value creation. Instructed by Jen Dangelo,

director of the Tennessee Small Business Development Center at TTU, the course addresses the intricacies of founding a small business, including drafting a business plan and seeking out funding and resources. Additional sections of UBUS1020 were also crafted with the goal of enhancing the student experience from a business perspective. Giving back to the community has long been recognized as a characteristic of a successful entrepreneur, and two UBUS classes partnered with the University Service Center on the “Blessings of the Backpack” project last fall. The college also initiated community-building activities such as the Welcome Back Business Bash, the Halloween Meet and Greet, Fall Finals Breakfast for Dinner, and the annual End-of-the-Year Block Party.

Of course, collaboration with various other departments continues to provide resources for students. The BusinessMedia Center continues to be a regular source of revenue via indirect costs for the university, contributing \$204,167 last year alone. The BMC also contributed immeasurable efforts with assistance in undergraduate and MBA recruitment and marketing.

The College of Business has quite clearly developed a collaborative mindset that has allowed for continuity, teamwork, and resourceful innovation amongst its students, faculty, and staff. Regardless of the initiative at hand, it is clear that the college has the knowledge and power to confront challenges, design solutions, and create value as a team.

scholarship

experience • inspire • innovate

It goes without saying that heightened levels of scholarship and innovation have taken precedence within the current College of Business curriculum. In an effort to expand beyond traditional boundaries and incorporate more entrepreneurial activity at the forefront of the curriculum, endeavors toward achieving innovation and experiential scholarship have become priorities for our faculty members.

A notable characteristic of the college is that faculty members consider perpetual learning to be equally as important as facilitating academic success in the classroom. The COB has a long-standing history of producing quality research publications, a trend that has continued over the past year.

There is perhaps no better example of a commitment to faculty research than that of Ferdinand DiFurio, associate professor in the Department of Economics, Finance and Marketing. Over the past year, DiFurio has conducted several economic impact studies that have created unanticipated value for the Upper Cumberland region.

In a private study entitled “Cookeville Regional Medical Center: Its Impact on the Upper Cumberland Region,” DiFurio partnered with College of Business Dean Kenneth Wiant to assess the impact of the medical center’s presence on the Upper Cumberland. The consensus of the study yielded that CRMC has a significant impact on the region in terms of employment, gross domestic product, and regional income. Beyond the general impact, however, is the more intriguing and immeasurable impact of the medical center’s influence within the Upper Cumberland.

“You can’t measure innovation easily,” DiFurio explains, “but [CRMC] has to hire new doctors and surgeons with specialized skills that progress medicine and bring in technologically advanced medical supplies. This wouldn’t necessarily happen [in this area] without the medical center.” In short, beyond just affecting local employment, income and GDP, the medical center contributes to regional innovation in health care with units such as its award-winning Heart and Vascular Center.

A second study in conjunction with Yolunda Nabors analyzed the impact of hosting the annual TSSAA football tournament, the BlueCross Bowl, at Tennessee Tech University. With seven divisions of high school football represented on campus, the tournament draws spectators and college scouts from throughout the state of Tennessee and beyond.

“The study shed light on some unexpected things,” DiFurio confers. “The tournament supports jobs in areas that you wouldn’t think were connected to a high school football tournament. It creates value in sectors



Ferdinand DiFurio: Curtis Kinslow Excellence in Teaching

outside of tourism and service, which are where we would traditionally expect to see an impact. But it affects sales, transportation, building, grounds, and construction sectors, as well.” A study will also be conducted on this year’s bowl.

The college recognizes the importance of community collaboration, and being able to provide economic impact statistics has allowed the COB to establish an even stronger community presence. With these established relationships in place, DiFurio is also envisaging a future study that will involve assessing the economic impact of a pandemic on the region. DiFurio explains that within his vision, this kind of study might represent anything from a flu outbreak to a biological or natural disaster. This study will be all about collaboration with others, from experts in the medical field to colleagues in the science departments with knowledge of natural disasters.

“This is about finding someone who can complement the research and enhance the study in meaningful ways,” he explains. Surrounding himself with capable colleagues has proven extremely beneficial for DiFurio. Recently, Nabors has taken a more primary role in conducting impact research. One of her future projects includes a university impact study, which will measure the expenditures of students and faculty members within the community to assess the revenue that TTU brings into the community.

“This has been a great opportunity to work with constituents of our community and to provide them with unbiased results as to the potential of Cookeville,” Nabors said. “It allows us to evaluate what this yield is over time, and I am enjoying not only teaching these applications to my students, but also applying the knowledge firsthand.”

SUCCESS



Meral Anitsal:
Jordan-Wagner Excellence in Research



PICKETT DEDICATION The friends of Gary Pickett donated funds for the computer lab in the Decision Sciences and Management Department to honor his memory. Before passing away in 2010, Pickett served as assistant dean for the College of Business.



LEAD



THE BMC
A NATIONAL LEADER
in the
TRAFFIC SAFETY INDUSTRY



14 SCHOOLS VISITED
by
STEM MOBILE DEPLOYMENT
APP AND CAREER VIDEOS
DEVELOPED BY THE
BUSINESSMEDIA CENTER



OVER 3,000
LAW ENFORCEMENT
OFFICERS BENEFIT
from the
BUSINESSMEDIA CENTER
TRAINING & REPORTING
INFRASTRUCTURE



technology

experience • inspire • innovate



In concordance with the university's strategic plan, the College of Business has placed great emphasis on the importance of utilizing emerging technologies effectively and efficiently, both within the classroom and throughout the college as a whole.

To say that innovation is key to future success is a drastic understatement. Over the past year, the College of Business has demonstrated its ongoing commitment to the pursuit of knowledge and value creation via technology.

The BusinessMedia Center, a unit within the College of Business, has once again taken the lead with regard to creative applications of current resources. This past year, the BMC made several advancements in digital application development with the design of fully functional mobile applications for the Millard Oakley STEM Center for the Teaching and Learning of Science, Technology, Engineering and Mathematics; the Tennessee Aquarium; the Tennessee Trucking Foundation; the Tennessee Highway Patrol; and the Governor's Highway Safety Office. The growth of strategic partnerships is key to having a forward-thinking mindset and maintaining a presence within the university and communities, both locally and regionally. App development represents just one of many endeavors that the BusinessMedia Center has undertaken en route to building relationships and representing the college across the state of Tennessee.

A second endeavor includes the expansion of the BMC to include the university's new Hybrid Immersive Visualization Envi-

ronment (HIVE). The HIVE will combine cutting-edge technology with academia, enabling students to benefit from and utilize the most innovative technologies on the market. The HIVE lab will provide a learning environment that is vastly different from the traditional classroom by featuring a virtual reality cave offering both 3-D and high-definition visualization technologies.

With the HIVE lab as a resource, an R&D team will work to apply virtual reality solutions to modern-day problems in medicine, engineering, communication, conservation, and training. The lab can simulate wind currents through cities and blood flow through arteries and can even allow surgeons to make perfect incisions and perform flawless operations before they ever touch a patient.

Emerging technology within the College of Business is not limited to outside the classroom. Recently, a team of faculty members piloted methods for monitoring integrity in online course offerings. Evidence currently suggests that the simultaneous use of remote monitoring tools – audio, video, and screen capture technologies, for instance – can be very effective in preserving veracity. Not only does this benefit the student body as a whole from a learning perspective, but it also maintains the college's Assurance of Learning (AoL) policies and contributes to the strength of our Association to Advance Collegiate Schools of Business (AACSB) Accreditation.

Technology has been applied directly to the curriculum, as well. The MBA business strategy class utilizes simulation software called Capsim in teaching graduate students the nuances of managing a company and product line. Students are required to make interrelated decisions regarding marketing, production, human resources, finance, and R&D, and are shown the effects of their decisions on a firm's bottom line as the simulation advances.

John "Brent" Morrison of Knoxville was one of 1,760 students from 36 countries who participated in Capsim during his final semester in the MBA program. Morrison's outstanding decision making put him within the top 1.5 percent of competitors, ranking him 23rd in the world. Christine Miller, who oversees the capstone project, maintains that Morrison's work is a brilliant endorsement of Tennessee Tech's MBA program through the quality of students that it attracts and the excellence of our instructors.

resources

experience • inspire • innovate

Perhaps due to its specific academic purpose, the business of development and resource utilization is, and will continue to be, a top priority for the COB. Providing students with unique opportunities to learn acts as a primary motivator for all financial initiatives. This past fiscal year, the College of Business contributed resources to every initiative, from scholarships and internships to classroom renovations and student experience programs. As a result, \$434,946 was used or secured for opportunities that will give our scholars an edge with regard to real-world experiences and the transition from student to career.

In a society that now requires both higher levels of education and field experience simultaneously, students are left feeling overwhelmed by the seemingly impossible demand to obtain one or more degrees and accumulate several years of work experience before landing a full-time job. As a result, internship and assistantship opportunities have become a greater, more significant need to students – a need that the COB has worked tirelessly to meet.

The BusinessMedia Center has historically played a key role in the integration of students into its initiatives via internship roles. In 2014, the BMC employed 12 funded interns, effectively utilizing over \$12,000 to promote learning opportunities for students. Additionally, the BMC and COB Office of Development secured \$25,000 to be used for 17 future internships, made possible by donations from alumni Charlie Hawkins and Dick Murphy. In total, the BMC will offer 21 new funded internships in the coming fiscal year. Hawkins was honored with the naming of the Hawkins Lobby, a newly renovated space in Johnson Hall meant to modernize the COB infrastructure and improve the undergraduate experience.

A variety of alumni have also donated by way of contributions to the College of Business Professional Clothes Closet via a five-year sustained gift as well as sponsorship of the College of Business Board of Trustees (COBBOT) Etiquette Dinner. Distinctive programs such as these are what enable the COB to provide our students with a professional edge upon entering the competitive job market.

In an effort to enhance the student experience, the Tennessee Small Business Development Center (SBDC) continued to direct the Student Operation Center. Through this center, students are able to apply for internship opportunities for course credit or a stipend working with SBDC counselors to “review client business strategies and provide recommendations for improvement.” Not only does this lend insight into owning a business, but it also provides networking opportunities to students of all disciplines.



Scholarships have also played a large role in sustaining several of our students over the course of their academic careers. In April of 2014, the COB Board of Trustees announced the creation of the Barbara Medlin Glasscock MBA Scholarship to honor the retirement of Barbara Glasscock, MBA administrative assistant of 30 years. The scholarship was made possible by MBA alumni and the College of Business family. In February, COBBOT member Grady P. Williams was honored with the Outstanding Business Leadership Award and Outstanding Alumni Award. Williams graduated with a degree in accounting in 1957 and established the Williams scholarship endowment in 1997.

Perhaps the college just has an edge when it comes to financial management. Perhaps the knowledge of obtaining and utilizing funds is inherent for the COB family. But simply utilizing resources is not enough to create a sustainable learning environment. The college's ability to allocate resources in a manner that directly benefits the student body is precisely what places the COB at the height of success in innovative education and experiential learning. With the ever-present demands of the professional culture, such success cannot be discounted.



CELEBRATION Former senator, author, presidential candidate, NBA star and gold medalist Bill Bradley attended the College of Business' celebration reception and dinner as this year's guest speaker to over 200 attendees, including almost 70 students.

POSSIBILITIES



NEW APPOINTMENT Richard Rand has been appointed to serve as chair of the Department of Accounting. Rand is noted for his involvement at TTU through publishing over 25 articles and presenting at national and regional conferences, serving as president of the Tennessee Society of Accounting Educators, acting as a Beta Alpha Phi advisor, and directing the Distance MBA Program during development of TTU's first online graduate degree program.



TICKET TO RIDE PROGRAM

68%

HIRED

82%

INTERVIEWED



Robert Seay: Excellence in Overall Performance

MENTOR



Rebecca Leimer: Outstanding Staff Award



LIFETIME ACHIEVEMENT AWARD The College of Business Board of Trustees has recently created the Barbara Medlin Glasscock MBA Scholarship to recognize this Lifetime Achievement Award winner, who is retiring after 30 years of service.



RETIREMENT Katherine Kumar has announced her retirement after 25 years at TTU, serving as an academic advisor in the College of Business, developing the growth of the International Business and Cultures program, and coordinating the Window on the World International Festival.



ALUMNI AWARD Grady Williams, a 1957 TTU accounting graduate and scholarship donor, was awarded with this year's Outstanding Business Leadership Award and was recognized as one of eight 2014 outstanding alumni.



invest

experience • inspire • innovate

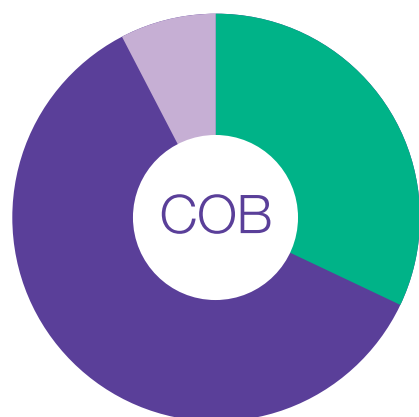
As do all colleges at TTU, the College of Business depends on private support in order to provide a unique and rich experience for our students. Our long-standing history of generous gifts from alumni and friends has distinguished the College of Business from other colleges on campus.

Exposure to notable speakers through the distinguished lecturer series and the annual Fall Celebration banquet has allowed us to give our students a well-balanced worldview and is made possible by benefactions to the College of Business. Additionally, professional development resources within the "Student 2 Career" program are completely funded via private gifts in the form of monetary donations and contributions to the Professional Clothes Closet.

The College of Business has been blessed with over three decades of private philanthropic support leading to 57 permanently endowed scholarships. Last year, the college awarded a total of \$153,325 in endowed

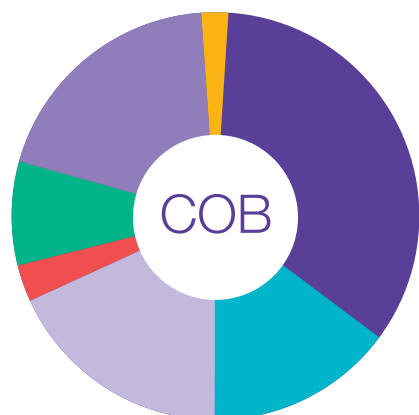
and annual scholarships, which benefitted 131 students. Furthermore, a number of alumni have begun pledging gifts to specifically allow students to participate in internships. As a result, Tennessee Tech students are setting themselves apart from others by participating in experiential learning opportunities while still in school. The college is also nearing completion of its classroom renovation effort. Only two naming opportunities remain, and the college looks forward to the conclusion of the project in full.

"We are so proud to have alumni who are dedicated to the success of our current students and are willing to pay it forward," says Cheryl Montgomery, director of development in the College of Business. "Our alumni understand the value of investing in today's students the same way previous generations invested in them. So it has been an absolute blessing and joy to work in this office and to host College of Business events that allow our alumni and their families to enjoy the community that they have helped to create."



2013-2014 Philanthropic Revenue

Cash Gifts	32%	\$221,019.00
Interest Earnings	59%	\$412,305.00
Pledged Support	9%	\$60,939.00



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