



your

COLLEGE *of* BUSINESS



College of Business photograph 1971 against COB 2015.



As we look back on the last year, an overarching theme presents itself: our desire as a college to continuously bring people together, adding value to student experiences and professional development. By working collectively to break down barriers between academic disciplines, we are ultimately providing employers with students who have co-curricular, discipline-based acumen, and highly valued, collaborative skill sets.

Expanding our focus from academia to include leadership development represents an original mindset, and one that has become inherent amongst our faculty, staff and students. Through internship, networking and experiential opportunities, we are equipping our students with the management, negotiation and collaborative skills that are expected of successful leaders.

Moving forward, professional development will continue to be a large focus within the College of Business, taking our highly successful Student to Career program to new heights. A concentrated emphasis on entrepreneurship and student contributions to value-added projects will complement our leadership development efforts, ensuring a seamless transition from college to career for our students.

A large part of our professional development and innovative initiatives within the college are rooted in partnerships with external organizations and corporate business partners. Given the realities of our funding structure, none of these initiatives would be possible without the advice, counsel and financial support from our stakeholders. Faculty, students and community partners are engaging in projects that are mutually beneficial, including initiatives in healthcare informatics and economic impact studies. As a result, we are moving toward the ideal: a bridging of academics and actuality, and a growing passion for cross-disciplinary interaction.

Over the past several months, I have observed an immense desire by our students to become top tier professionals. Regardless of whether the student is a first-generation student or comes from a history rooted in academia, the excitement is evident in their interactions with one another, and is becoming intrinsic within their lives and personalities. There is an air of tremendous enthusiasm within the College. Students have embraced the idea of not just earning a degree, but working to better themselves through interactions with each other, our faculty, and our stakeholders.

The results of investing in our students are paramount, as our value-add is evident throughout the College, University, and Cookeville community. By engaging in research that has a direct impact on the real world, and by launching initiatives that better serve our students and partners, we will continue our storied tradition of being a model college at Tennessee Tech, and one that affects change in our students and community.

Tom Payne, Ph.D.
Dean, College of Business

student success

imagine • inspire • innovate

STUDENT 2 CAREER PROGRAM GIVES COLLEGE OF BUSINESS STUDENTS A COMPETITIVE EDGE

Always a model college on campus, the College of Business has historically gone above and beyond in terms of student success. In the COB, student success represents not only investment in our students in the classroom, but also investment in them as young professionals. The COB combines academic excellence with professional development through a flourishing Student to Career (S2C) program, providing students with the resources they need to be productive collegians and represent themselves well in person, on paper, and online. Under the direction of Amy Jo Carpenter, the S2C program has grown to tremendous heights, engaging the college campus and Cookeville community to ultimately impact student lives.

INNOVATION

Throughout the decade of its existence, S2C has continually adapted to meet student need and demand. Perhaps the greatest innovation within the program is the Professional Clothes Closet, which originated in 2008 with a \$10,000 anonymous donation. From the time of its inception, the Clothes Closet – which provides professional attire to students for interviews and events – has received consistent donations purely due to word of mouth advertising. This aspect of the S2C program puts Tennessee Tech and the College of Business on the map because of its uniqueness within the TBR system and throughout the nation.

Beyond personal appearance, S2C places great emphasis on business etiquette. Carpenter recently earned an Etiquette and Leadership Certification from the Etiquette Leadership Institute in Georgia. She feels that this certification has enhanced her ability to prepare students for professional events such as the College of Business’s annual Etiquette Dinner, an event that provides students the opportunity to dine with working professionals, executives, politicians and university stakeholders.

ENGAGEMENT

Immense support for the S2C program has allowed for more exposure to students across a variety of platforms. Administrators including Thomas Payne (dean), Cheryl Montgomery (director of development), Michael Aikens (director of Student Innovation and Entrepreneurship), and Julie Galloway (director of Student Success) are actively involved in promoting the S2C program to stakeholders and other university officials.

Additionally, student involvement is at an all time high with participation from a variety of student clubs including the prestigious COB Student Ambassadors. The power of the S2C program at Tech lies in peer engagement, according to Carpenter. “Students are working with each other as peer leaders and mentors,” she explains. “Many of them have attended several events, so we’ve built a culture of expectation that enables students to nurture one another as young professionals.”

The Cookeville community has also demonstrated significant investment in our students through the provision of internship and job opportunities, scholarships, networking opportunities and, of course, major donations.

IMPACT

Inspiring students to build upon the foundation they bring to Tech is the philosophy behind the Student to Career program. “It’s all about empowerment,” Carpenter says. “We talk about taking what we have and working with it to develop into our best professional self.”

The extent to which S2C has and will continue to impact student lives is paramount. For one young woman, a first-generation college student from a single-parent family, the program represented hope for a future that seemed unattainable. Her dream was to be a lawyer, but reality appeared to be pointing her in the direction of the military. Everything changed after her first experience with the S2C staff, which resulted in her dining with a prominent attorney at the Etiquette Dinner. After coming to Tennessee Tech with little resources, she has since become a prominent leader on campus and in the college, working for the same attorney and pursuing her dream of going to law school.

The Student to Career program at Tennessee Tech allows students to emulate and become the people they admire. “Student to Career is about watching students become more confident versions of themselves, and overcoming fears of being different or disadvantaged,” says Carpenter. “It’s giving students the platform and resources to succeed as professionals, encouraging them to embrace that power and pass it on, becoming representatives of something bigger than themselves.”



PERFORMANCE

1,258

COLLEGE of BUSINESS
UNDERGRAD STUDENTS IN 2015

212

MBA STUDENTS IN 2015

35
UP



KEN WIANT

Excellence in Service



Virginia Wilcox Johnson took her first dance class at TPI.



1915



James P. Buck & Hazel Wall received the business degrees awarded at TPI.



1924



Lt. Governor Jared Maddux received his business degree.



1934

CONNECT



Mayberry Lecture

STEVEN F. HODLIN

Senior Director of Operational Excellence. Blackbaud Inc.

Curt Reiman, chair holder, W.E. Mayberry Chair of Excellence, planned and organized with Natarajan, associate dean and professor of Management, the Mayberry Lecture, “The Challenges of Achieving Performance Excellence in Software and Technology Companies,” by Steven F. Hodlin, senior director of operational excellence at Blackbaud Inc., February 2015.



Louis Johnson joined the staff of TPI.

1936



Earl McDonald graduated.

1937



Louis Johnson named dean.

1940



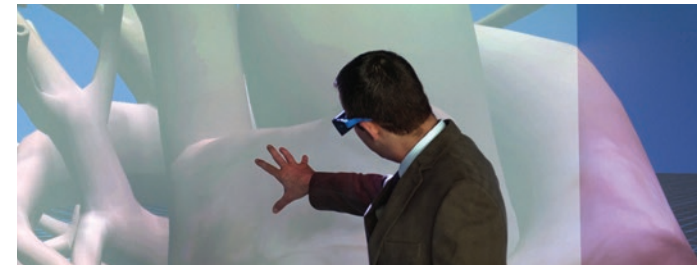
Virginia Plummer graduated from TPI.

1943

healthcare + informatics

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CROSS CAMPUS COLLABORATION LEADS TO PREDICTIVE SOLUTIONS WITH REAL WORLD APPLICATION



The establishment of the Center for Healthcare Informatics has made possible numerous collaborative opportunities for the College of Business, spearheaded by Debbie Ballou in the department of Decision Sciences and Management (DSM). By using predictive analytics in a secure environment, Ballou and her colleagues are providing information that assists healthcare providers and payers with managing healthcare provision and costs.

INNOVATION

Ballou and Brian Huguenard, another professor in the DSM department, led the effort to establish a new Business Analytics Lab that supports coordinated analyses with the Center for Health Informatics as well as other organizations with data analysis needs. This innovative learning environment allows both undergraduate and graduate students to participate in experiential, consultative projects for regional healthcare organizations. Students in Ballou's Healthcare Informatics class are tasked with finding solutions to real world issues through data interpretation and information technology design. By using state-of-the-art mining techniques on de-identified data sets, students are able to apply big data analytics to real information in order to identify risk for healthcare providers.

After teaching Healthcare Informatics for several years at the undergraduate level, Ballou became heavily involved in the Center for Healthcare Informatics in the summer of 2015. A project for WorldCare Inc., a Boston-based remote second opinion medical provider, prompted Thad Perry, the center's director, to reach out to Ballou. As a result, Dr. Ballou is currently programming an ROI calculator that potential customers of WorldCare Inc. can use to estimate the savings that can result from including a remote second opinion service in their employee benefits package. Additionally, she is developing a graduate level course in Healthcare Analytics, which will be integral to an upcoming MBA initiative implementing a cohort option focused on healthcare.

ENGAGEMENT

Ballou's research is truly interdisciplinary, extending beyond the DSM field. She has involved a number of students and colleagues in numerous

data analytics projects, as well as in the development of the ROI calculator. TTU's Chief Information Security Officer Deb Zsigalov has been integral in setting up physically secure, compliant environments that allow students to work with data in an authorized manner. Perry has provided the collaborative link between the College of Business and the Center for Healthcare Informatics. Several faculty members have also expressed interest in becoming involved with managed health and predictive analytics.

“So much new information is coming into the Center that the College of Business can help with,” says Ballou. “We [the COB] have professors who can act as consultants for many different types of organizations in the healthcare industry, and conduct research that can substantiate the economic impact of our projects.”

IMPACT

Some of the most obvious impact of Ballou's work stems from student projects for regional healthcare providers. One group interviewed a number of different types of employees – administrative staff, nurses, IT specialists – at a local physician's office, regarding the usability of their electronic health records (EHR) software. The group determined that opinions on usability varied greatly depending on the role of the user. By identifying the preferences of the end user, the team was able to make recommendations for the improvement of the system. A second group of IT students discovered that many EHR systems are not user friendly in their interface design, and designed a prototype for a new EHR application with a more intuitive interface. Finally, a third pair of students analyzed a de-identified set of insurance claims from Cobb County, Georgia, to highlight healthcare costs that were driven by chronic conditions. These students were awarded a URECA Grant for their research, and presented their findings at the Informatics Healthcare 2015 Conference sponsored by Vanderbilt University. The research results have a potential impact on health screenings that may be encouraged or mandated by employers.

The Department of Economics, Finance and Marketing can also use similar data and techniques to support economic impact studies that focus on Cookeville, the Upper Cumberland region, and Tennessee as a whole. The healthcare industry is one that currently dominates Middle Tennessee, putting the College of Business in a prime location to leverage resources to serve the market. Ballou's work has paved the way for interdepartmental engagement and multi-disciplinary collaboration, facilitating innovative research with authentic impact.

innovative programming

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RESTRUCTURED ADVISORY BOARD BRINGS ACCOUNTING STUDENTS, STAKEHOLDERS AND ALUMNI TOGETHER



Building on a tradition of academic success, the Accounting Department is expanding opportunities for students by providing a variety of co-curricular experiential learning opportunities. Layering professional development, study abroad, and internship opportunities on top of the strong tradition of academic excellence greatly enhances student learning, career preparation, and future success.

INNOVATION

Fueled by a campus-wide focus on retention and student success, the Accounting Department implemented a voluntary pre-semester active learning program. Accounting Boot Camp invites students to return to campus a day before the start of the semester to engage in exercises, discussions and activities in preparation for the upcoming year. In its inaugural year, Boot Camp received an overwhelmingly positive response, with more than one third of declared accounting majors returning to campus early to participate. Early evidence suggests that the program has also been effective in improving classroom performance.

Currently seeking approval from TBR and THEC, the faculty are also championing a new Master of Accountancy (M.Acc.) Program. The M.Acc. is designed to prepare students for a career in professional accounting and earn their degree primarily online. M.Acc. students enrolled will also be able to finish the CPA exam while simultaneously completing their degree.

ENGAGEMENT

The restructured 12-member Accounting Advisory Board is tasked with specific responsibilities to bring current students, faculty and alumni together to develop ideas and implement value-added changes. By re-defining the role of the Board and providing members with increased self-governance, the Accounting Department expects to increase engagement among students, faculty, and accounting professionals. With broad representation on the Board, including members from a variety of businesses across three major markets – Nashville, Knoxville and Chattanooga, the tradition of excellence in accounting at TTU will continue into the next decade.

IMPACT

In addition to encouraging freshmen membership in the student-run and faculty-supported Accounting Club, the Department offered a new freshmen orientation class for students who have expressed an interest in accounting. This, in addition to the Boot Camp “start-up” primer for upper division students are aimed at improving retention and academic performance. At the graduate level, the new M.Acc. program will provide the accounting industry with a needed source of “ready to work” CPAs. The atmosphere of entrepreneurship and experiential learning has permeated the TTU campus, the College of Business, and the Accounting Department. “Essentially, we are taking our traditionally strong academic foundation, and supplementing it with additional resources,” says Department Chair Richard Rand. “By adding layers of co-curricular and extracurricular experiences, we are enhancing student opportunities both as students and as young professionals.”



AWARDS



SEAN ALLEY
Curtis Kinslow Excellence in Teaching

COB STUDENT TO SUCCESS CENTER TUTORS

Student to Success tutors provided 180 hours of tutoring assistance to Basic Business students during the Fall 2014 and Spring 2015 semesters. Eight COB tutors participated in training sessions during the year.



Don Cook graduated from TTU. He came back to TPI in 1956 as an accounting professor.

1951



Charlie Hawkins received a degree in Industrial Management.

1953



Business alumnus Don Ervin was on the TPI football team that played in the Orlando Tangerine Ball on New Year's Day. The Ervin family donated the funds to renovate the Johnson Hall Auditorium in Don's honor.



Business Ball.



Jimmy Mackie graduated with a Business Management degree.

1955

IMPACT

Student to Career
Event Stats

Etiquette Dinner
125 students and 65
business professionals

Professional
Development Week
280 students

COB Professional
Clothes Closet
182 Students



ISMET ANITSAL
Excellence in Overall
Performance



economic development

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STUDENTS USE SOPHISTICATED STATS PROGRAM TO GIVE BACK TO THE COMMUNITY



To say that Cookeville, Tennessee, is a “college town” would be a bit of an understatement. With a central-location within the city and an enrollment approaching one third of the city’s total population, it’s safe to say that Tennessee Tech is a treasured institute in Cookeville. In the spirit of community engagement, the College of Business has combined experiential learning with economic impact to provide insight into another one of the region’s respected organizations: the Putnam County Habitat for Humanity.

INNOVATION

In the first for-credit class of its kind, economics lecturer Yolunda Nabors guided six undergraduate seniors through an economic impact study for Habitat for Humanity, which is building 46 new homes on the west end of Cookeville. The students were responsible for learning how to use REMI (Regional Economic Modeling, Inc.), a sophisticated stats program which allows for the projection and forecasting of policy changes over time. REMI allows users to run a simulation of the Upper Cumberland economy and introduce “shock” factors to that simulation. The shock can then be analyzed for effects on key economic factors.

ENGAGEMENT

While clients fund most economic impact studies, the College of Business’ Department of Economics, Finance, and Marketing (EFM) chose to design a class specifically for the not-for-profit organization in lieu of funding. The course allowed Nabors’ students to not only provide a service to the community in the form of the impact analysis, but also by contributing service hours on the build sites. Students will gain additional experience in working with a real client by presenting the results of their study to Habitat for Humanity stakeholders and faculty members within the EFM department at Tennessee Tech.

IMPACT

By working with the program and REMI associates, these students have been exposed to professional opportunities most students do not receive. They were charged with the responsibility of both learning and utilizing the program effectively for identifying real-world impacts in the Upper Cumberland Region.

“The teaching is what makes it all worthwhile,” says Nabors. “My goal is to make them informed and knowledgeable about the world around them and how it works. I want them to feel confident in applying what they’ve learned to everyday life.”

[*We dedicate this publication to beloved faculty Virginia Plummer, Bill Bonnor and Whewon Cho.]



Grady P. Williams graduated.

1957



Paul Scarlett graduated.

1959



William Bonner hired as professor and business education department chair.

1962



Whewon Cho hired.

1963



Allen McCampbell received his degree.

1965



School of Business officially renamed College of Business.



TPI officially renamed TTU.

entrepreneurship

imagine • inspire • innovate

COLLEGE OF BUSINESS TAKES THE LEAD ON COLLABORATIVE INNOVATION, ALIGNING ENTREPRENEURSHIP WITH INTERDISCIPLINARY ACADEMIA

Perhaps some of the most progressive and enlightened initiatives of the last fiscal year involved the university as a whole answering student demands for supplemental entrepreneurial knowledge. With the inception of the iMakerSpace in iCube– a collaborative effort between the College of Business and College of Engineering – and a proposal for a cross-disciplinary Entrepreneurship Certificate sent to the Tennessee Board of Regents, the College of Business is truly helping to break down barriers between disciplines. By encouraging students to understand and embrace the academic languages of their peers, they are truly beginning to comprehend the interdisciplinary nuances of entrepreneurship and innovation.

INNOVATION

In partnership with the College of Engineering, the College of Business has designated space in the new, state-of-the-art iCube specifically meant for students who desire to work on innovative projects. The iMakerSpace is a student-led space that welcomes students from all majors. Once students enter the iMakerSpace, they are devoid of “labels” that tie them to a specific major. Rather, they are labeled “makers” and are responsible for communicating their various skill sets to one another.

“We’re trying to create a culture of caring,” says Michael Aikens, director of Entrepreneurship and Student Innovation. “We want students to have a sense of social responsibility, and a desire to be engaged with their peers, the university community, and the city of Cookeville.”

The efforts surrounding the cultivation of this type of environment are inherently student-driven. Regular meetings with the Social Entrepreneurship Society provide unique approaches to creating value for students within the iMakerSpace, and the results of this creative atmosphere are astonishing. In the short time since its inception, SEDS students (Students for the Exploration and Development of Space) along with the Autonomous Robotics Club have used the iMakerSpace to contribute to InMoov, the world’s first open-source, 3-D printed, life-size robot. This world-wide initiative currently consists of a robotic head, forearms, and hands. After Tennessee Tech students contributed altered designs back to the project, the InMoov robot included 3-D printed, working robotic fingers. Technology within Tennessee Tech’s iCube also allows makers to take advantage of virtual reality. For example, when makers design a cog for 3-D printing, the design can also be input into a virtual reality setting to test for workability. This process incorporates academic knowledge stemming from business, art and computer science disciplines, to name a few.

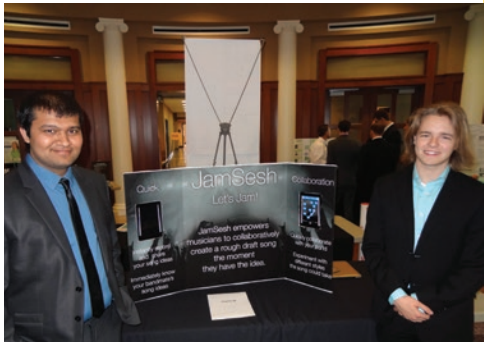


While the iMakerSpace fosters a creative atmosphere within a resourceful area, the university has also come together to create an Innovation and Entrepreneurship Certificate, which recognizes students in a tangible way for their entrepreneurial activities. Chaired by Ann Boyd Davis, assistant professor in the Department of Accounting, a cross-disciplinary Innovation and Entrepreneurship Committee has developed an 18-hour certificate program that combines traditional academic classes with equivalency hours in the form of external, entrepreneurial activities. The certificate program is unique in that it will leverage foundational or subject matter expert knowledge for three credit hours and require nine credit hours in innovation and entrepreneurship classes. The certificate will also require six hours of external activity, at least three of which must be interdisciplinary in nature. Such activity might include the Eagle Works Innovation and Entrepreneurship Competition, Student Research Day, or another approved activity. Under Davis’ direction at the college level, the proposal for the new certificate came together in short order, and is currently being reviewed by TBR.

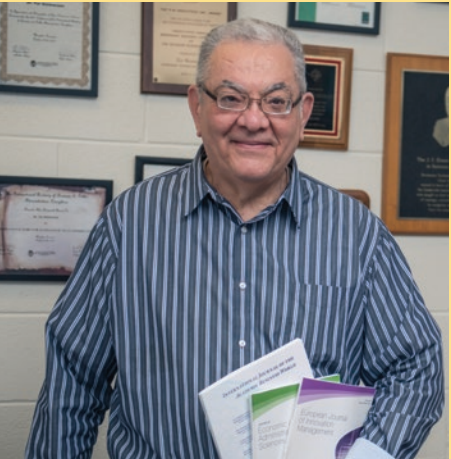
ENGAGEMENT

Both the development of the iMakerSpace and the creation of the Innovation and Entrepreneurship Certificate have facilitated student, administrative, and community engagement on a large scale. Students are taking the initiative to engage their peers by promoting the iMakerSpace meeting room and encouraging tours of iCube. Faculty members have also begun to bring students, or even entire classes, to tour the spaces. As a result, iCube and the iMakerSpace have been exposed to a large number of students from a wide variety of academic backgrounds. In fact, iMakerSpace was exhibited to over 1,000 students within the first six weeks of its inception. The response, as one might imagine, was overwhelmingly positive, and the iMakerSpace staff is currently training approximately 175 student volunteers who are eager to be involved.

Continued (Page14)



SUCCESS



TOR GUIMARAES
Jordan-Wagner Excellence in Research



BONITA BARGER
Retirement



The first business classes were taught in new Business Building. In 1975, the building was officially renamed “Louis Johnson Hall.”



Business Alumnus and former Lt. Governor Jared Maddux received the very first “Outstanding Alumni Award.”



Robert Gardenhire graduated with a marketing degree.



MBA program officially started.

POSSIBILITIES



NAT NATARAJAN
Appointed Associate Dean of the College of Business

TICKET TO RIDE
PROGRAM
Out of those who participated

95%
WERE REVIEWED
OR FOLLOWED UP BY
A COMPANY

LIST 4093
A course containing a major service component through which COB students provided over 400 hours of service to communities across Tennessee.



Students are also being engaged by way of the annual case competition, officially known as the TTU Eagle Works Innovation & Entrepreneurship Competition. Participants in this competition are highly encouraged to create interdisciplinary teams and, in doing so, are realizing the benefits of collaborative efforts across several disciplines.

“The competition is the glue that holds everything together,” says Aikens adamantly. “The competition is EVERYTHING – it opens their eyes to how everything is interrelated.”

The business community has become involved in entrepreneurial efforts on campus as well. External stakeholders have volunteered as judges for the Eagle Works competition, and Launch TN has partnered with the iMakerSpace by way of donations and sponsorships.

Students and faculty members have also proven to be overwhelmingly excited about the Innovation and Entrepreneurship Certificate, especially about the cross-disciplinary and collaborative opportunities that will stem from the new program.

“We have an awesome committee that is highly interested in entrepreneurship, and have demonstrated that they care about the case competition,” says Aikens.

“It really speaks to the nature of what Tennessee Tech stands for,” adds Davis. “Our faculty are willing to think outside the box and participate in opportunities to provide this supplemental knowledge to our students.”

And student demand truly is coming from the desire for additional knowledge.

“So many students have business ideas and are unclear how to focus those ideas,” Davis points out.

Through the grassroots student efforts and collaborations between colleges, the certificate and the competition are steps forward in bringing the entrepreneurial spirit to Tech’s campus.

IMPACT
Entrepreneurship is a perspective, and the College of Business is making great strides to instill that perspective in as many students as possible.

“We want these students thinking about things in an innovative and creative way,” explains Aikens. “We want to change the way that students think and interact with one another, and teach them to create something new that contributes value. We want them to understand how they can effect real change and solve real problems through their own creativity.”

In short, both the iMakerSpace and the Innovation and Entrepreneurship Certificate are impacting students with regard to how they can improve their own or another’s situation through creativity and innovation. Simultaneously, the COB and the university as a whole is being impacted by the interdisciplinary nature of both initiatives.

“[Entrepreneurship] is important for the university because it’s important for the community,” explains Davis. “The certificate fulfills a need for businesses to grow and thrive in this area, and the College of Business stepped in at the right time to have an impact on this movement and an impact in students’ lives.”

The Innovation and Entrepreneurship Certificate is slated to launch in Spring 2016 with the ultimate goal of helping students become more employable and capable of starting their own companies. The potential for students equipped with this knowledge is limitless. Charles Jordan, a former participant in TTU’s Eagle Works competition, developed a mobile app that provides restaurants with “a quick and easy way to take reservations and seat guests. Wait Saver takes the inconvenience out of lobby wait times for consumers while providing a modern hosting platform that cannot be rivaled.” Since introducing his idea at the Eagle Works Competition, Jordan has grown his mobile application into a viable company, valued at upwards of \$200,000.

“We really are tying together academic standards and rigors with the entrepreneurial perspective,” says Aikens.

The COB is playing an active role by sponsoring a University Innovation Fellow and through administrative representation. Tennessee Tech, and specifically the College of Business, boasts outstanding physical spaces for creativity and innovation, but is shifting focus efforts regarding the student perspective, which is imperative to entrepreneurial success. Professional development, positivity, creativity and collaboration are integral components to the success of the entrepreneurial movement, and the COB has incorporated all of them into this initiative.

“These programs have the potential to make a significant difference in people’s lives,” says Davis. “Even if it just changes a handful of lives, it’s worth it.”



Bob Bell joined the faculty of the College of Business.



Bill Arthur named Dean of the College of Business.



Nevada “Al” Kent graduated with an accounting degree.



Undergraduate program accredited by AACSB.



Seven students graduated from the MBA program which included Lark Mason.

1976

1977

1978

adding value

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EXPANSION OF SMALL BUSINESS DEVELOPMENT CENTER ALLOWS FOR ADDITIONAL INTERNSHIP OPPORTUNITIES



A recent increase in funding for the Tennessee Tech Small Business Development Center (SBDC) has allowed for augmented experiential learning opportunities for students, as well as increased visibility for the center within Cookeville and its nine county territory. The center has recently confirmed relocation to Regions Bank in the center of Cookeville, a move that will triple the size of the center's Entrepreneurship Development Lab. The move positions the SBDC to be a more prominent resource for clients and increases opportunities for students to be connected with real business clients.

INNOVATION

The SBDC is currently under the leadership of Director Jen Dangelo. Both Dangelo and Assistant Director John Woodard, have extensive backgrounds in technology, management information systems and technology purchasing, the three pillars of innovation within the center that allow staff to effectively meet client needs. Such backgrounds allow the center to give clients a competitive edge with regard to recent technology, social media and high-tech innovations. This technological background also gives Dangelo's staff expertise and experience with online education, allowing TTU to host the only online training website in the state. Combined with marketing, branding and communications expertise, Tennessee Tech's SBDC is poised to serve the Upper Cumberland region both effectively and competitively.

ENGAGEMENT

While extensive expertise in business, training and entrepreneurial development is evident within the SBDC, no level of skill can transcend the need for manpower. With a full-time staff of

four, Tennessee Tech's SBDC depends on student interns to provide help with client cases. A competitive internship program ensures that top tier junior and senior students are selected to work with startup clients and existing business owners. The students stem from a variety of business backgrounds such as accounting, finance and marketing, and have demonstrated both success within their respective disciplines and the determination to go above and beyond the demands of a conventional internship. Faculty members have also revealed an overwhelming willingness to help by teaching seminars for the center and promoting it within the community.

IMPACT

Dangelo believes that an underlying change in the way our economy functions has led to an increased need for a presence of entrepreneurship, especially among the Millennial generation. There appears to be a shift from corporate job opportunities to self-employment and the creation of small businesses.

"It's critical that we give the students the ability to function in a business capacity on a local level if they want to," says Dangelo.

By providing supplemental knowledge to classroom content, and by pairing students with people who need them within the community, the SBDC finds itself in a position to impact not only the co-curricular activities that students are exposed to, but also the small business infrastructure of the Upper Cumberland region.



BRIAN NAGY
Decision Sciences & Management

BRITTANY COLE
Economics, Finance & Marketing

STEVE GARNER
Accounting & Business Law

The College of Business welcomed three new tenure-track professors this past year, one in each of the three academic departments. Brittany Cole holds a Ph.D. in Finance from the University of Mississippi, and will be taking over the prestigious Investment Challenge class at both the undergraduate and graduate levels. Steve Garner joined the Accounting department after earning his Ph.D. in accounting from the University of North Texas. One of Garner's research interests is international accounting, and he has presented his findings in both Hong Kong, and Sao Paulo, Brazil. The Department of Decision Sciences and Management welcomed Brian Nagy, who earned his Ph.D. in strategic management with a concentration in entrepreneurship from the University of Alabama. Nagy's insight will be particularly helpful as the College explores the development of new courses in entrepreneurship. Larry Smith and Susan Wells were appointed instructors.



LARRY SMITH
Economics, Finance & Marketing



SUSAN WELLS
Decision Sciences & Management

LEAD



BRUCE THROCKMORTON

I had just completed my PH.D. at the University of Arkansas when I joined the economics faculty at Tennessee Tech in the fall of 1971. This was to be my first stop on my higher education career. As it turns out, it was my only stop. We found Cookeville a great place to live and Tennessee Tech a great place to work. All five of my children graduated from Cookeville High School and all took classes at TTU with three of them receiving degrees. In 2011, in honor of my 40 years on the faculty and in memory of my wife Virginia, I endowed the renovation of a classroom (JH318). Virginia was by my side for nearly 55 years.

231
ENTREPRENEURS
ASSISTED AT TTU TSBC
— through —
**476 SMALL BUSINESS
COUNSELING SESSIONS**

MENTOR



CHARLIE HAWKINS
Lobby Dedication

Over the years, Hawkins has served on the College of Business Board of Trustees, including several years as its president. He has received the university Outstanding Alumni award and Louis Johnson award.



STEPHANIE SCARBOROUGH
Outstanding Staff Award



invest

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STUDENT RECRUITMENT AND RETENTION RESOURCES DOUBLE, THANKS TO PHILANTHROPIC SUPPORT FROM UNIVERSITY STAKEHOLDERS

Philanthropy is a vital component to the success of our College of Business. Initiatives in faculty and staff innovation, alumni and student engagement, and student impact are all made possible through munificent donor support.

INNOVATION

The spirit of innovation has permeated every facet of the College of Business, and much of this innovation can be directly attributed to the alumni and friends who provide philanthropic support through unrestricted giving and endowment creation. Newly piloted projects such as iCube's Google Cardboard, the Eagle Works Competition, iCube internships, and the advancements in the College of Business' Student to Career program, were all made possible because of unrestricted private giving. While unrestricted giving is vital for the production of innovative ideas, endowment creation allows those ideas to become sustainable programs and ensures future students similar opportunities. With ever dwindling state support, the college relies on both types of philanthropic support to meet the needs of our students and to support our faculty and staff as they produce innovative ideas for student success.

ENGAGEMENT

The College of Business Development Team is truly invested in providing students and alumni with unique engagement opportunities. Throughout our history, the College of Business has been a campus model for student and alumni engagement. From the annual College of

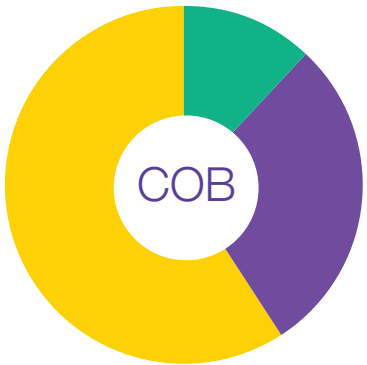
Business Board of Trustees Scholarship Banquet to the interactive and engaging Fall Celebration, the College of Business produces events to assist our students in building a professional network long before they cross the commencement stage.

"Each of our alumni have a story worth telling and we hope everyone will continue to play an active role in the College of Business following graduation," says Cheryl Montgomery, director of development.

Our Distinguished Lecture Series is open to all alumni and we are often looking for alumni to share their life experiences with our students. If you are interested in becoming a speaker please contact the Development Office at 931-372-3649 or via email at COBdevelopment@tntech.edu.

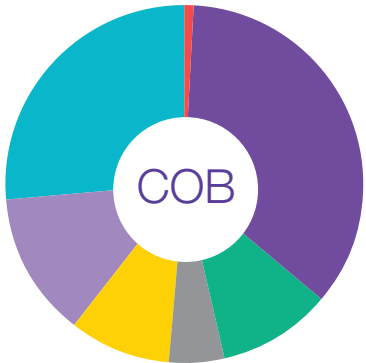
IMPACT

The impact of private financial support is felt in every corner of Johnson Hall, with over 50 percent of philanthropic spending dedicated to student scholarship awards, faculty research and staff support. Private funding dedicated to scholarship support helped us increase our overall scholarship spending by \$10,000 for a total of \$163,400 this past year. By effectively utilizing our unrestricted funds, the College of Business ensures the continual enhancement of academic and extracurricular student experiences.



2014-2015 Philanthropic Revenue

Cash Gifts	29%	\$184,205
Interest Earnings	59%	\$372,144
Pledged Support	12%	\$77,628



Impact of Your Gifts (Gifts & Endowment Spending)

Scholarships	35%	\$163,400
Renovations & Construction	10%	\$47,261
COB Program Support	5%	\$23,086
Student Recruitment & Retention Activities	9%	\$39,649
Alumni & Dev. Activities	13%	\$61,315
Faculty Research & Staff Support	26%	\$120,693
Supplies & Postage	1%	\$6,333

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VISION: The vision of the College of Business is to be the destination of choice for rich and diverse learning experiences that inspire innovation, leadership and value creation.



Join us for Distinguished Lecture Series

Mike Lane

Vice President and CIO,
Technology and Broadcasting
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Feb. 16, 2016, 11 a.m. | Johnson Hall



Daymond John

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April 9, 2016, 2 p.m.
Oakley STEM Center

These events are part of the College of Business Board of Trustees Distinguished Lecture Series and are open to all alumni of Tennessee Tech University and friends of the College of Business. For parking information the day of the event, please contact 931-372-3649.

Learn more at **TNTECH.EDU/COB**

