

Message from the Dean

With the Spring 2020 semester underway, I welcome you back to the School of Business. We have introduced a number of market driven innovative programs that are in demand by employers, new "Corporate Tuition Rate Program Agreement", marketing club and introduced a new ENACTUS student organization, Delta Mu Delta Academic Honors Society, American Marketing Association (AMA) Collegiate Chapter, Entrepreneurial Scholarship Pathways (ESP) – Sullivan Grant opportunity and many more new initiatives

for our students and potential employers.

We will be providing much more information in the forthcoming "Splitter News Report" from the School of Business.

It is a privilege to serve as the Dean of the School of Business. If I have not had the opportunity to meet you, I would appreciate doing so. I am located in the Business Education Building RM# BE106.

Have a great semester!



Sincerely,
Dr. James Maxwell

Dean's Undergraduate Student Advisory Council

Dean's Undergraduate Student Advisory Council

The advisory council met for their first meeting of the Spring 2020 semester.

The purpose of the Advisory Council is for the betterment of the School of Business and to advise the Dean and School on issues of importance to the students with the intent to address student needs.

Members of this year's Dean's Undergraduate Student Advisory Council are as follows:

Jordan Crawford – President
Mariana Diaz Lopez - Vice President
Felipe Charry
Evan Cory
Sebastian Colla
Bailey Crowder
Ethan Dyer

Alexis (Gracie) Gralyon
Christine Hansen
Alexis Kiser
Edward Overholt
Audrey Petroskey
Alyssa Richards
Xavier Royo
Harli Standish
Mason Yamada
Matthew Walczak
Brice Woody

Introduction of “Corporate Tuition Rate Program Agreement”

Dean Maxwell announces the introduction of “Corporate Tuition Rate Program Agreement”, in conjunction with our Master of Business Administration (MBA) and Master of Science in Business Analytics (MSBA), brings

together the bright minds of the organization with Lincoln Memorial University School of Business top business educators. Benefits of the Corporate Tuition Rate Programs Agreement enhances employee benefits

package while enjoying significant advantages for the employer and employees. Employee receive a tuition discount and is a morale booster.

Dean Maxwell announces new degree concentrations and a new graduate certificate program.

Business has never been so broad and provided as many opportunities as it does today. Our mission in the School of Business at Lincoln Memorial University is to prepare our students to thrive in an ever-changing economic and business landscape and to adapt to the opportunities at every milestone in their career.

To meet those ever-changing needs, we are innovatively changing to the demands of the marketplace and industry and offering the following additional new degree programs.

New Approved Online Undergraduate Program Concentration Additions

- BBA – Management Information Systems (MIS)
- BBA – Business Analytics concentration
- BBA – Operations Management
- BBA – Healthcare Administration - approved by the State of Tennessee Department of Health & Tennessee Board of Examiners
- BBA – Nursing Home Administration Administrator- In-Training – (approved by the State of Tennessee Department of Health & Tennessee Board of Examiners)

New Approved Online Graduate Program & Concentration Additions

- MBA – Healthcare Administration
- MBA – Operations Management
- MBA – Business Analytics
- Master of Science Business Analytics (MSBA)
- Graduate Certificate Nursing Home Administration – Administrator- In-Training – (approved by the State of Tennessee Department of Health & Tennessee Board of Examiners)
- DBA – Fully Online with no residency

Future Feasibility/Market Studies Underway

- MBA – Accounting concentration
- MBA – Finance concentration
- MBA – Logistics & Supply Chain concentration
- DBA – Accounting concentration
- DBA – Finance concentration

First Recipient of the ESP Grant



Lincoln Memorial University and the School of Business received a grant from The Sydney Algernon Sullivan Foundation for a proposal “Entrepreneurial Scholarship Pathways” (ESP), written and prepared by Dr. James Maxwell, Dean of the School of Business.

The foundation voted unanimously and granted Dr. Maxwell and Lincoln Memorial University with the opportunity to participate in the Foundation’s redesigned scholarship program and provide a tuition scholarship match for each scholarship student equal to the amount of funding provided by the Foundation.

This scholarship provides \$5,000 scholarship for an incoming freshman; will add one scholarship per year so that in the fourth year and beyond, the Foundation will be providing a \$20,000 grant to LMU. LMU matches the Sullivan grant through discount or matching funds. Students keep scholarship for four years provided they meet the criteria.

The first recipient of the

ESP grant is Ethan Dyer a freshman majoring in the Bachelor of Business Administration (BBA) General Business degree program. Ethan made the Dean’s List Fall 2020 and is from Union County, Tennessee.

The ESP will function as an independent high school-based program delivered in collaboration with the School of Business. The program is designed to develop the economic and entrepreneurial intellect of high school students and open their minds to how they can use what they are learning to create economic opportunities for themselves and their communities in the future. Its core, classroom-based curriculum is a complete, free, highly flexible, unit of study that includes all program materials, lesson plans, and multiple optional program extensions that a teacher can integrate into any existing economics, business, social studies, or other high school class.

The School of Business is introducing an entrepreneurship learning unit in high school business

classes. The learning unit is to be provided to the teacher, and then integrated into the class. After instruction, the students have a group learning opportunity consisting of a social entrepreneurship project. Following the project, each student writes a reflective essay on their experience with the project, briefly describing the project and detailing his or her understanding of the learning unit. The experience, learning, and completion of the essay will provide an avenue of consideration for the ESP Scholarship.



First Recipient of the ESP grant, Ethan Dyer

FALL DEAN'S LIST

The Dean of the School of Business is pleased to announce the student's making the Dean's List for Fall 2019. This is an academic award to recognize the level of high scholarship demonstrated by students in the School of Business at Lincoln Memorial University.

Crigger, Bradley
Clark, Desirae
Justice, Kristen
Mikels, Matthew
Nartker, Lindsey
Potter, Zane
Watkins, Harry
Woods, Matthew
Zhang, Angie
Asami, Yuka
Bergamo, Caio
Alves de Araujo Neto, Julio
Davis, Cierra
Eiken, William
Wilson, Hayley
Avera, Allison
Barnes, Macey
Overholt, Edward
Cooper, Nathan
Dyer, Ethan
Guarino, Bianca
Hensley, Roxanne
Howe, Faith
Keene, Jeremiah
Kiser, Alexis
Strefezzi Vinha, Joao Pedro
Acuff, Chelsea
Jenkins, Benjamin
Grabeel, Jacey
Armstrong Jr., Michael
Colla, Sebastian
Cory, Evan
Garrett, Roger
Herrell, Matthew

Howard, James
Roark, Braydan
Soliman, Attia
Vogel, Kristin
Zhang, Maggie
Crowder, Bailey
Loos, Julia
Bradbury, Daniel
Bradley, Matt
Davis, Brady
Galyon, Alexis
Giles, William
Hill, Sarah
Hughes, Jonathan
Kerney, Seth
Lask, Lauren
Lauber, Kasimir
Marti Royo, Xavier
Mathis, Sonnie
Queener, Patrick
Risavy, Arthur
Sandefur, Carly
Vanover, Austin
Williams, Austin
Wright, Thomas
Yamada, Mason
Altheden, Johanna
Alvarez, Noah
Fox, Makayla
Hansen, Christine
Harvey, Tyler
Harville, Morgan
Heitkamp, Morgan
Hucklebee, Sierra

Lamont, Casey
Petoskey, Audrey
Richey, Brent
Yazeji Leite Da Silva, Pedro
Briggs, Andrew
Bridenbaugh, Matthew
Brookover, Justine
Calhoun, Kamaran
Charry, Felipe
Dahlstrom, Amanda
Graf, Christian
Hermann, Robin
Hughes, Nolan
Kelley, Mason
Kioussis, Kriton
Lambertz, Maximilian
Rankin, Chase
Stroble, Hunter
Titus, Jacob

Knox.biz 40 U 40 Gala



On January 16th the 13th annual Knox.biz 40 Under 40 class was inducted and was presented by Lincoln Memorial University School of Business. Dr. James Maxwell, Dean of the School

of Business was the guest speaker for the event. Each year the list features the best of the best in the Knoxville area's business community.

This year's recipients were selected for their leadership, innovation, service and drive. The recipients will be featured in the January issue of Knox.biz magazine and honored at the 40 Under 40 Gala and Book of Lists Launch on Jan. 16 at the Knoxville Convention Center.



Pictured is Dr. James Maxwell, Dean of the School of Business addressing the inductees and audience. Also pictured is Kelsey Metz, Graduate & Professional Recruiter; Assessment & Accreditation Coordinator.