

Message from the Dean

As the fall semester winds down, we take time to recognize the tremendous contribution the School of Business is making to business education, research and community service in this latest issue of "The Splitter Report" newsletter.

We have many initiatives which are broadening our opportunities for our students and community as follows:

New Approved Online Undergraduate Program Concentration Additions

- BBA – Management Information Systems (MIS)
- 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) Submitted to LMU Academic Council – Vote

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

- BBA – Nursing Home Administration Administrator- In-Training – (approved by the State of Tennessee Department of Health & Tennessee Board of Examiners)
- BBA – Business Analytics concentration
- BBA – Operations Management
- MBA – Accounting concentration
- MBA – Finance concentration
- MBA – Logistics & Supply Chain concentration
- DBA – Accounting concentration
- DBA – Finance concentration
- Ph.D. in Management

Your participation is critical for advancing the School of Business mission of Business Education, Management, Marketing, Accouscience, mathematics and the health professions.

Sincerely yours,
Dr. James Maxwell, Dean | Professor of Management | School of Business

Partners In Sports

Graduate students with a Sports Management concentration and undergraduates with a Sport Management major were invited to attend "Partners in Sports Fall Conference," hosted by The University of Tennessee's Sport Management Department.

LMU's Sport Management professor and advisor, Dr. Aleasha McNeal, organized a trip for graduate

and undergraduate LMU students to attend this fall session. The students visited the Neyland Stadium in Knoxville, Tennessee.

The students listened and gained valuable knowledge from professionals working in sports management. The fall conference speakers included the Founder and President of Club Vibes, Sue Buckley; Founding Partner of



ESQ Agency, Che Mock; University of Virginia - Wise Athletic Director, Kendall Rainey; and Marketing Assets and Activation Manager for Coca-Cola Company, Brenda Staton.

Welcome Professor Dr. Lisa Blair-Cox

Dr. Cox began her role as Instructor-Business Administration, July 2019. Dr. Cox previously served as Vice President for Administration at Lincoln Memorial University.

Dr. Cox completed her Doctorate in Business Administration with a specialization in Human Resource Management. She holds a MS in Human Resource Management from Golden Gate University, a BBA from Lincoln Memorial University, and AAS in Office Administration from Southeast Community College.

Dr. Cox joined LMU in 2002, serving as Executive Assistant to the President. Dr. Cox came to LMU following a tenure at DeRoyal Industries where she served in a number of roles: Plant Manager for

the Technologies Division; Quality Manufacturing Liaison to the Vice President for Manufacturing; and Purchasing/Inventory Control Manager. Dr. Cox is a member of the Delta Mu Delta International Honor Society in Business-Lambda ETA Chapter. Dr. Cox was awarded the Mary Mildred Sullivan Award for her community and campus volunteerism in 2006 as well as the LMU Lincoln's Leader Award in 2011.



MBA and DBA programs designed for working adults.

Master of Business Administration (MBA)

Concentrations include:

- General Business
- Health Care Administration
- Management
- Marketing
- Operations Management
- Sport Marketing

Doctor of Business Administration (DBA)

- Entirely Online
- Designed for working professionals
- Comprehensive 60 credit hour program
- Up to 12 foundational credit hours may be transferred in for applicants with an MBA or equivalent

MBA Information [Click Here](#)

DBA Information [Click Here](#)

Abe makes his way to the School of Business



Dr. Cheryl Hild celebrates homecoming weekend.

Dr. Cheryl Hild received her PhD from The University of Tennessee in Management Science with a concentration in Statistics. She teaches in the business analytics program and the MBA program for LMU Graduate School of Business. Prior to joining LMU full-time in January of this year, she served for over 9 years as a Director and Vice President

of Quality and Operations in the healthcare laboratory industry in Nashville. Dr. Hild also taught graduate classes as an adjunct faculty member for LMU.

School of Business Advisory Board Meeting

Members of the School of Business Advisory Board met October 4th, 2019 to discuss LMU's School of Business.



Dean James Maxwell Presenting and Outlining the Agenda for the School of Business Advisory Board Meeting.

The central role of the School of Business Executive Business Advisory Board is to assist the Dean and School of Business team in strategic planning, developing short, and long-range goals, strengthening business community outreach and service, establishing mentoring and internship opportunities, sharing of business expertise and identifying funding sources.

Dr. Jay Stubblefield Discussing the Importance of the Advisory Board to the School of Business and Lincoln Memorial University at the Fall 2019 Meeting.



President Clayton Hess Welcoming the School of Business Executive Advisory Board Members at the October 4th Board Meeting.



Present in the photo:

- Dr. Adrian Doss, DBA Program Director & Associate Professor
- Ms. Kelsey Metz, Graduate & Professional Recruiter; Assessment & Accreditation Coord.
- Dr. Tanya Noah, Assistant Professor
- Dr. Tom Javarinis, MBA Program Director & Associate Professor
- Mr. Aaron Fraustro, Administrative Assistant
- Ms. Rachel Eaton, Graduate Assistant & Editor - School of Business "The Splitter Report"
- Dr. James Maxwell, Dean & Professor of Management
- Mr. Anthony Mountain, Advisory Board Member
- Ms. Jennifer Thacker, Advisory Board Member
- Mr. Brian Pendleton, Advisory Board Member
- Dr. Eric Abelquist, Advisory Board Chair

- Ms. Callie Archer, Advisory Board Member
- Ms. Nan Bobbett, Advisory Board Member
- Mr. Jay Shoffner, Advisory Board Member
- Mr. Rob Barber, Advisory Board Member
- Dr. Ronald Dubin, Advisory Board Member
- Mr. Dustin Fowler, Advisory Board Member
- Mr. Greg Maciolek, Advisory Board Member
- Dr. Amy Ross, Advisory Board Member
- Mr. Michael Hatmaker, Advisory Board Member

Advisory Board Members not in picture:

- Dr. Kala Perkins-Holstclaw
- Mr. Bruce Hayes
- Mr. Jamie McCune
- Ms. Teresa Giles
- Ms. Sue Wilburn
- Mr. Larry Cutlip
- Mr. Tom Segelhorst
- Dr. Michael Wieting
- Mr. Rick Lawson

Dean's Undergraduate Student Advisory Council

Undergraduate students are initiated on October 10, 2019 into the Dean's Student Advisory Council.

A new Dean's Undergraduate Student Advisory Council was implemented this Fall 2019 and met October 10th. The purpose of the Advisory Council is for the betterment of the School of Business and to advise the Dean and School of Business on issues of importance to the students of the School with the intent to address student needs. Members of the council are responsible for bringing concerns, requests, solutions,

and ideas that represent the School of Business at Lincoln Memorial University to the Dean.

Meetings are one time a month with student members participating with the Dean in activities such as meeting with the Executive Advisory Board of the School. Members will be highlighted in the new School of Business newsletter "The Splitter Report" and posted on the School of Business – LMU Website.



Members:

Harli Standish
Matthew Walczak
Julia Loos
Evan Cory
Ethan Dyer
Audrey Petoskey
Bailey Crowder

Mason Yamada
Christine Hansen
Felipe Charry
Sebastian Colla
Alexis Kiser
Bryce Woody
Edward Overholt
Macey Barnes

Alyssa Richards
Mariana Diaz-Lopez
Jordan Crawford
Dr. James Maxwell, Dean
Aaron Fraustro, Administrative Assistant
Spencer Anderson, Special Assistant to the President

Guest Speaker in the School of Business

Dr. Eric P. Chiang, Director of the Department of Economics at Florida Atlantic University on November 11th was a guest lecturer in Dr. Okila Elboeva's macro and micro economics courses. Topics covered were Monetary Policy: Challenges in the Macro ECON211-AO and Externalities in the Micro ECON212-AO.

In 2009 Eric was the recipient of Florida Atlantic University's highest teaching honor, the Distinguished Teacher of the Year Award. Among

numerous other teaching awards, he also was named the Stewart Distinguished Professor at the College of Business. He has written over 35 articles in peer-reviewed journals on a range of subjects, including technology spillovers, intellectual property rights, telecommunications, and health care. His research has appeared in leading journals, including the Review of Economics and Statistics, Journal of Technology Transfer, and Southern Economic Journal. He is a frequent presenter at

major economics conferences and at universities across the country and around the world.



In the Halloween Spirit



Our Very Own Stephanie Mullins dressed as a Hippie for Halloween at the Cedar Bluff LMU Campus

Podcast of the Month

NOVEMBER PODCAST:

"The Tim Ferriss Show"

Tim Ferriss is a self-experimenter and bestselling author, best known for *The 4-Hour Workweek*. In this show, he deconstructs world-class performers from eclectic areas, digging deep to find the tools, tactics, and tricks that listeners can use.

Dr. Sparks Presents Research Project

Dr. Betsy Sparks presented one of her research projects at the ACBSP Region 3 Conference. The presentation was on November 3rd in Pigeon Forge, Tennessee. Her presentation was titled, "Servant Leadership and Perception of Quality Instruction in a Student-Centered World."

Dr. Sparks continues to work on other research projects that will soon be in the publication phase.



On October 25th the Dollar General College Symposium held this biannual event in Nashville Tennessee at their corporate office. Currently enrolled college students (or 2019 graduates) who plan to pursue careers in the following fields are encouraged to apply to attend the symposium: Finance, Supply Chain, Human Resources, Real Estate, Construction, Merchandising, Risk Management, Store Operations, and Legal. The application process is competitive as only a few applicants will be invited to attend. As a Fortune 200 company with more than 16,000 retail locations nationwide this is a very unique opportunity for college students to get a glimpse into the inner workings of the company.

The School of Business is proud to announce that Mr. James Howard's application to attend the symposium was



accepted. James is a junior at Lincoln Memorial University and is currently working on a Bachelor's of Business Administration degree with a concentration in Finance, Dr. Tanya Noah is his faculty advisor. Dr. Noah encouraged James to apply for participating in this event. He traveled to the corporate office of Dollar General and had a day filled with learning and networking opportunities. Learning about business strategies and tactics, as well as, meeting with leadership were just a few of the outcomes of his visit. The visit with such a small group of other students provided a unique perspective on the Dollar General company.