

# BCEN Perspectives

Department of Business Communication and Entrepreneurship—Middle Tennessee State University—Spring 2011

## Chairperson's Corner

Dr. Stephen Lewis, Professor & Department Chair

### Dodging Bullets



In our last newsletter I bragged about the exploits of our program graduates and our faculty. I promised (threatened?) to brag about my grandchildren in the next issue. However, I think I'll forgo that temptation for now.

As a young boy, I thoroughly enjoyed watching movies at "The Ball Theatre" in Grimsley, Tennessee, the rural community where I grew up. (If you've ever been to Grimsley, you might question whether there ever was a movie theatre there—but believe me, there really was.) My favorite movies were westerns. Roy Rogers, Gene Autry, and Rex Allen; they were all good, but my all-time favorite cowboy was Alan "Rocky" Lane. Wow! He could really ride and shoot! Every western had a good shootout, but there was one thing I never quite understood. Why did the cowboys always duck when they heard the gun sound or the ricochet of the bullet? Did they think they could "dodge the bullets"?

You are no doubt aware of the budget crunch Tennessee has faced for several years. Higher education in general and MTSU in particular have been forced to operate with tremendously reduced budgets. One of the outcomes of MTSU's reduced budget was a proposal put forward to eliminate the Department of

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Business Communication and Entrepreneurship and to disperse the department faculty and programs to three different departments in three different colleges within the university.

Fortunately, our department rallied and through meetings with university officials was able to persuade them of the need for our programs and the absolute necessity of keeping our department intact. We "dodged a bullet."

As I write this, the department has 157 students majoring in Entrepreneurship, 83 in Business Education, and 31 in Office Management. The Master of Business Education continues to flourish with 35 students currently enrolled in courses. Surprisingly, many of our MBE students are individuals who hold baccalaureate degrees in non-teaching areas and who have decided to make a career change. They often come to us with the same enthusiasm as a first-time freshman. So with these four degree programs, we remain a strong and viable department.

The doors are always open for your visits to the Department of Business Communication and Entrepreneurship in the Business and Aerospace Building, Room N429. Telephone us at 615.898.2902 or visit our web site at <http://www.mtsu.edu/bcen/>. We would welcome the opportunity to speak to your classes about all of the programs offered in BCEN.

♪ Happy trails to you, until we "meet" again! ♪

# BCEN News & Events

## Global Entrepreneurship Week 2010

The Department of Business Communication and Entrepreneurship kicked off Global Entrepreneurship Week Monday, November 15, 2010. The Entrepreneurship Committee planned 19 events, leading up to our speaker series on Friday afternoon. This year's GEW celebration included a diverse group of speakers who shared business tips and experiences, field trips to observe two manufacturing facilities, and the screening of the inspirational film, Ten9Eight.

GEW's speaker series on Friday afternoon was entertaining, informative, and provocative. Sheila Griggs shared highlights of her advertising business and gave her audience a personal insight into the problems/opportunities women in business may face. She joined a panel of young entrepreneurs to talk about business start-ups, and one of the panel participants joined us from China via Skype. Deroy Murdock wrapped up GEW 2010 with a lively speech about business in today's economic/political climate.

Wisty Pender, director of Business Enterprise Resource Office Economic & Community Development for the state of Tennessee, presented a proclamation from Governor Bredesen encouraging "all citizens to support the goals and ideals of a 'Global Entrepreneurship Week' to inspire young people everywhere to embrace innovation, imagination, and creativity and to train the next generation of entrepreneurial leaders."

Participation in GEW 2010 was excellent—933 students/guests participated in the 19 events held Monday through Friday, and 155 students, faculty, and guests filled the State Farm Room on Friday afternoon to attend the speaker series, bringing this year's participation total to 1088 students/faculty/guests celebrating entrepreneurship.

Committee members responsible for GEW 2010: **Dorothy Warren, Rachel Wilson, Marsha Smith, Pat Geho, Doug Tatum**, Ramona DeSalvo, Department of Recording Industry, and **Kay Blasingame-Boike**, Chair. The Department of Business Communication and Entrepreneurship thanks Cedric Dent, School of Music, for his input and support.

## BCEN Community Events

The BCEN Publicity Committee held the third annual Student and Teacher Appreciation Reception (STAR) for FBLA in February during state competitions. Refreshments, BCEN bags stuffed with BCEN brochures and candy along with MTSU backpacks were distributed to over 150 FBLA students and teachers from area high schools. The teachers received a special gift as well. In addition, **Dr. Rachel Wilson** visited Wilson Central High School, and **Dr. Robert B. Blair** conducted a parliamentary procedure session at Oakland High School.

# Faculty Focus



Dr. Robert B. Blair will complete a two-year term as Research Coordinator on the National Association for Business Teacher Education (NABTE) board this spring. He serves as chairperson of the National Business Education (NBEA) Administrative Awards Committee. Dr. Blair presented “The Professional Impact of Social Networking” at the 2010 NBEA Convention. He also co-authored a chapter with **Dr. Balachandran** in the 2010 *NBEA Yearbook*, “Professional Development on an International Scale.”



Dr. Patrick Geho, through his work with the Tennessee Small Business Development Center, received a \$2 million SBA grant for business development activities. He co-authored an article with **Stephen Lewis**, “Noncompetition Covenants: What Entrepreneurship Students Should Know.” Dr. Geho also co-authored another article with **Stephen Lewis** and Sara Smith, “Is Twitter A Viable Commercial Use Platform for Small Businesses? An Empirical Study Targeting Two Audiences in the Small Business Community.”



Dr. Stephen D. Lewis attended the 2010 SBEA Convention in Charleston, South Carolina. He serves on the National Association for Business Teacher Education (NABTE) Board as Editor. He edited Issue No. 37 of the *NABTE Review* in 2010 and will finish a two-year term as editor with the completion of Issue No. 1 of the *Business*

*Teacher Education Journal* (formerly the *NABTE Review*).



Dr. Virginia Hemby published an article, “Ain’t Miscommunicating: Business Communication at a Distance,” in the *Business Communication Quarterly*. She has been included in the 2010-2011 *Stanford Who’s Who Black Book*. Dr. Hemby presented “The Week in Review in Business Communication: an Audiocasting Experience,” at the 2010 Delta Pi Epsilon (DPE) National Conference. Also with DPE, she served as chairperson of the National Research Awards Committee and as a member of the Research Foundation, New Grants Committee.



Dr. Ronda Henderson co-authored an article, “E-Learning Quality Assurance: A Perspective of Business Educators and Distance Learning Coordinators,” in the *Delta Pi Epsilon (DPE) Journal*. She also presented two papers at the DPE National Research Conference in Philadelphia, PA and a paper at the 2010 SBEA Convention in Charleston, SC. Dr. Henderson earned the Microsoft Office Specialist certification in Excel 2007 and was awarded the 2010 MTSU Distinguished Educator in Distance Learning Award.



Dr. Sherry Roberts recently completed her term as Southern Business Education Association President and is now serving as Past President. She serves as secretary of the Tennessee Business Education Association and is serving on the NBEA Technology Committee where she co-developed NBEAConnect.Ning.com. She served as management/marketing section editor for the *Business Education Forum* and presented at the TBEA Conference in Murfreesboro as well as the ABC Conference in Chicago. Dr. Roberts was awarded the Jennings A. Jones College of Business Bridgestone/Firestone Distinguished

Assistant Professor Award for 2010-2011. She authored a secondary education textbook, *Fundamentals of Business Communication* and co-authored (with **Marlena J. Dixon**, **Dana Taylor**, and **Joshua Siemer**) an article, "Generational Differences in Text Messaging: Personal and in the Workplace," in the *Wisconsin Business Education Journal*.



Dr. Vincent W. Smith serves as President-Elect of the Tennessee Business Education Association (TBEA). He led "Online Learning" roundtable sessions for the 2010 Southern Business Education Association and co-presented "Navigating Desire2Learn" with **Dr. Sherry Roberts** at the 2010 TBEA Conference. He serves on the Delta Pi Epsilon National Publications Committee and has completed reviews for the DPE and NABTE Research Conferences.



Doug Tatum serves as chairperson of an educational advisory board funded by the Edward Lowe Foundation and the NASDAQ Foundation. He served as a judge for the "Which Comes First: People or Profits?"

debate at the Inc. 500/5000 Conference in National Harbor, Maryland. Mr. Tatum served as a panelist for "Too Big to Be Small, Too Small to Be Big: Navigating No Man's Land" at the Young Presidents' Organization in Austin, Texas. He also presented, "Navigate Your Company's Future" at the B.I.G. Summit in Orlando, Florida.



Dr. Raholanda White (Gamma Chi Chapter) received an award for the best paper for **Innovative Instructional Practices** at the 2010 Delta Pi Epsilon National Conference in Philadelphia. The

paper will be published in the *Journal of Applied Research for Business Instruction*.

## Department of Business Communication & Entrepreneurship

### 2010-2011 Faculty

Martha E. Balachandran, Ed.D., professor  
Robert B. Blair, Ph.D., professor  
Kay Blasingame-Boike, M.B.A., instructor  
Dwight Bullard, Ed.D., professor  
Patrick Geho, J.D., associate professor  
K. Virginia Hemby, Ph.D., professor  
Ronda G. Henderson, Ph.D., assistant professor  
Stephen D. Lewis, Ph.D., professor and department chair  
Sherry Roberts, Ph.D., assistant professor  
Wayne Rollins, Ed.D., associate professor  
Marsha O. Smith, Ed.D., professor  
Vincent W. Smith, Ed.D., professor  
Doug Tatum, associate professor & Wright Travel Chair in Entrepreneurship  
Dorothy Warren, M.B.E., instructor  
Raholanda White, Ph.D., professor  
Rachel Wilson, Ph.D., assistant professor



Look us up at **MTSU Department of Business Communication and Entrepreneurship!**



# Student Spotlight



Pictured—**Fall 2010 Student Teachers:** (L-R)-Mary Beth Allen, Tiffany Rochelle, Melissa Bashore, Ashley Schmidt, Jeremy Thomas, and Roger Osborne.



Pictured—**Spring 2011 Student Teachers:** (First Row – L-R) -Emily Fyke, Karla Munoz, Nicole Burgess, Valerie Thornton (Second Row – L-R) -Isaac Copens, Shanna Swift, Brad Herrera, Kristen Hogue.

## Phi Beta Lambda



Pictured—**MTSU PBL and Oakland Middle FBLA Members November 2010 Thanksgiving Food Drive:** (L-R, First Row) Oakland Middle FBLA Student; Ms. Tate, FBLA Adviser; Jayna Anand, PBL Professional Member; Oakland Middle FBLA Student (L-R, Second Row) Jeremy Thomas, PBL Student; Michael McKinney, PBL Parliamentarian; Kelvin Bragg, PBL Student; Joe Horvath, PBL Student

The Lambda Alpha Tau chapter of Phi Beta Lambda (PBL) sponsored its fourth annual community service project in November 2010. The chapter partnered with the Future

Business Leaders of America (FBLA) chapter at Oakland Middle School. Students were able to provide Thanksgiving food boxes to over 15 needy families in the local community!

PBL students are preparing to compete in state competitive events to be held in April at Cumberland University in Lebanon, TN. They also hope to compete in national competitive events in Orlando, FL in June 2011. Last year's competitive events were held in Nashville, TN. PBL past president, Jayna Anand, placed 9<sup>th</sup> in the nation in the Small Business Management Plan competition! The MTSU PBL Adviser is Dr. Ronda Henderson.



Pictured—**PBL Past President, Jayna Anand, holding her award at the 2010 PBL National Conference held in Nashville.**

# Who's the New Guy?



Doug Tatum was the Founding Partner and largest executive services consulting firm in employees and professionals in 30 offices. He

Chairman and CEO and completed his service on the Board. Tatum LLC was merged with the public company Spherion Group in early 2010. He currently serves as Chairman and CEO of The Co-Investment Partnership, a small private equity co-investing fund organized for the benefit of Tatum LLC partners and employees and also serves as Associate Professor and Wright Travel Chair of Entrepreneurship at Middle Tennessee State University (MTSU).

Chairman Emeritus of Tatum, LLC, the the United States with over 1,000 led the firm for over 17 years as its

Mr. Tatum is a recognized expert on capital markets and entrepreneurial growth businesses, having testified before the U.S. Congress multiple times concerning the financing issues faced by growing companies and U.S. tax policy, and he has been a keynote speaker at the Securities Exchange Commission Forum. He is currently involved in a number of research initiatives designed to provide keys to understanding the strategic importance of growing businesses and their impact on the U.S. economy and other economies abroad.

Doug is a graduate of Florida State University where he received his Bachelor of Science degree (Magna Cum Laude) and Masters in Accounting degree. He later served as adjunct faculty at the business school. Mr. Tatum has served on a number of various corporate and “non-profit” boards and presently serves on the Board of the Association for Corporate Growth, the largest association of private equity firms and intermediaries in the United States.

Mr. Tatum is a highly sought speaker, presenting to CEOs nation-wide the material in his book **No Man's Land: What to do when your company is too big to be small and too small to be big**. His book has received four national Best Business Book awards and has been recently launched in mainland China, Taiwan, and slated for publication in South Korea and Vietnam. He has spoken in the U.S., India, China, and Europe at industry associations, corporate and academic institutions including universities on the microeconomics of middle market entrepreneurial growth companies.

Mr. Tatum adds such quality to our BCEN faculty, and his contacts benefit our students as well as the College of Business faculty. He recently secured Mr. Stephen Moore, editorial board member and senior economics writer for the Wall Street Journal, to speak on MTSU's campus. He thinks the BCEN Department at MTSU is unique because our faculty deeply enjoy teaching. We welcome him to join us in that noble endeavor!

# Alumni Spotlight



MTSU currently uses the phrase “I’m One!” in its promotions. The phrase certainly applies to **Teresa Thomas** as

she is one our alumni, one of our employees, and one of our local high school graduates! Teresa graduated from Oakland High School in 1987, and she earned her Two-Year Certification in business administration, BBA, and MBA degrees from MTSU by 1994. Teresa has always been a “worker,” and she worked (outside the classroom) while pursuing her academic certification and degrees. After employment with Mid-South Bank and Trust, she became the BMOM (now BCEN) Departmental Secretary for three years. Teresa strengthened her academic knowledge by becoming the College of Business Undergraduate Advisor (1994-1997) before becoming the Jennings A. Jones College of Business Program Coordinator and Academic Advisor (1997-2001).

Seeking more opportunities, Teresa became Associate Director of Records for Student Information at MTSU (2001-2004) and the Interim Director of Records during 2003-2004. Those who knew Teresa realized the “interim” was indeed temporary, and she was selected Director of Records soon in 2004.

MTSU needed a leader with knowledge and flexibility while converting from the SIS computer system to the Banner computer system. In 2009, Teresa became our Director of Enrollment Technical Systems where she leads, guides, and supports students, faculty, and administration today.

She has accomplished these career advancements during consistent student enrollment growth at MTSU. We are very proud of her accomplishments during this student growth, further challenged by budgetary constraints. Teresa exemplifies the “worker” attitude that insures growth and success.

# What We Offer...

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## BCEN Degree Programs

**Business Education:** The Business Education major leads to a Bachelor of Science. Students who complete this degree are licensed to teach business and business technology subjects in Grades 7-12.

**Business Education Non-Teaching or Business Education Training and**

**Development:** These two options lead to a Bachelor of Science degree with a minor in Business Administration.

**Entrepreneurship:** The Entrepreneurship major, which leads to a Bachelor of Business Administration degree, is designed for students interested in starting and running their own business.

**Office Management:** The Office Management major leads to a Bachelor of Business Administration and is designed for students interested in managing the administrative support functions of a business.

**BCEN Minors:** Business Communication, Entrepreneurship, Marketing Education, Office Management

**Master of Business Education (available online):** The graduate program leads to a Master of Business Education where students can teach business subjects at the junior high and secondary levels, technology centers, and community colleges. They can also train individuals in a corporate environment.

**BCEN Communications Committee:** Martha Balachandran, Robert B. Blair, Ronda Henderson (chair), and Wayne Rollins