



Executive Education Fall 2024 Catalog



Jones College of Business
EXECUTIVE EDUCATION



JONES COLLEGE of BUSINESS

The Jones College of Business at Middle Tennessee State University is an engine of innovation, entrepreneurship, and economic development. Our world-class faculty, nationally ranked programs, double accreditation from AACSB International, and flexible coursework make Jones College a top choice for those aspiring to leadership roles in business.

The Jones College Executive Education program is ideal for any professional seeking to take their career to the next level.

REGISTER AT execed.mtsu.edu



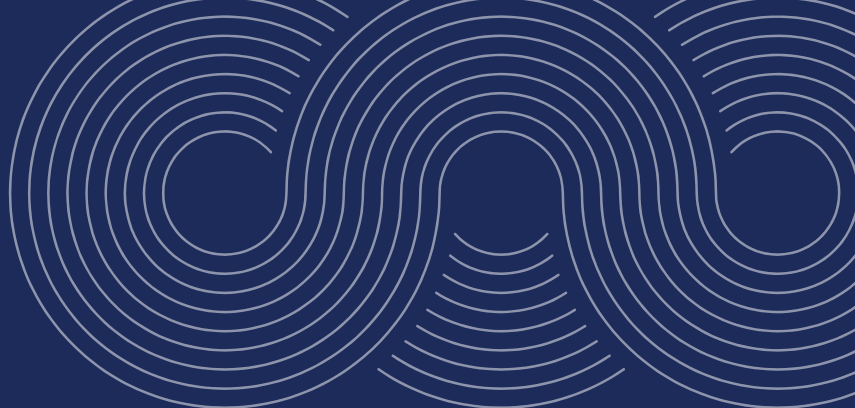
**Jones College Executive Education Center
Andrew Woodfin Miller Sr. Education Center
503 Bell St., Murfreesboro, TN 37130
615-898-2352**

- Free parking is available on-site.
- All full-day workshops will include an hour for lunch with the meal provided.
- Half-day or evening programs will offer coffee and snacks.
- All listed prices are per participant and include the cost of materials.

To schedule a session for your organization, contact JonesExecEd@mtsu.edu.



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Course	Instructor	Sept	Oct	Nov
Masterclass in Professional Selling: Certificate Program for Lifelong Learners	Thom Coats		Oct. 1-Nov. 5	
Social First: A Masterclass in Modern Social Media	Raj Srivastava		Oct. 18	
The Leadership Challenge®: Empowering New Leaders	Deana Raffo Leigh Anne Clark		Oct. 22-23	
Mastering Data Analysis and Visualization with Excel, Power BI, and Tableau	Scott Seipel		Oct. 31-Nov. 1	
Unlocking Business Potential with Location Analytics	Michael Erskine			Nov. 7
Engaging and Retaining the Next Generation Workforce	Carly Escue			Nov. 14
Elevating Customer Experience: Harnessing Data and Creativity	Lucy Matthews Diane Edmondson			Nov. 15
Church Leadership in a Changing World	Amelia Bozeman			Nov. 19
AI for Business Managers: Boosting Productivity and Future Impact on Business	Carlos Coronel Keith Gamble			TBD

Masterclass in Professional Selling: Certificate Program for Lifelong Learners

Start Date: October 1, 2024



Format

In-Person

Led by

Thom Coats, M.B.A.



Price

\$1,800



Commitment

12 Hours | 6 Sessions of 2 Hours
October 1-November 5
Tuesday Nights, 6:15 p.m.-8:15 p.m.



Certification

Upon Successful Completion



This course is designed for business professionals responsible for influencing interactions on behalf of their organization, including business owners, salespeople, sales support, and operations and service personnel.

Social First: A Masterclass in Modern Social Media

Date: October 18, 2024



Format
In-Person

Led by
Raj Srivastava, Ph.D.



Price
\$1,200



Commitment
7 Hours | 1 Session
October 18, 9:00 a.m.–4:00 p.m.



Social First is designed for individuals seeking to develop foundational social media skills or enhance their current expertise for business purposes. It offers a comprehensive introduction to content marketing, web analytics, social media strategies, and best practices for key social media platforms.

The Leadership Challenge®: Empowering New Leaders

Start Date: October 22, 2024



Format

In-Person



Price

\$1,800



Commitment

14 Hours | 2 Sessions, 7 Hours per day
October 22-23, 9:00 a.m.-4:00 p.m.



SCAN TO REGISTER



Led by

Deana Raffo, Ed.D.

Leigh Anne Clark, Ph.D., J.D.



The Leadership Challenge®: Empowering New Leaders is designed to provide new leaders and team supervisors with practical insights into the behaviors of exceptional leaders. Grounded in the renowned work of Jim Kouzes and Barry Posner and their best-selling book, “The Leadership Challenge: How to Make Extraordinary Things Happen in Organizations,” this hands-on and interactive workshop draws upon over three decades of rigorous research on what leaders do when they are at their best. Participants will gain a comprehensive understanding of exemplary leadership and engage in practical exercises to apply these principles effectively, regardless of their position within the organization.

Mastering Data Analysis and Visualization with Excel and Power BI

Date: October 31, 2024



Format
In-Person

Led by
Scott Seipel, Ph.D.



Price
\$1,800



Commitment
14 Hours | 2 Sessions, 7 Hours per day
Oct. 31-Nov. 1, 9:00 a.m.-4:00 p.m.



Unlock the full potential of your data by diving into data analysis and visualization techniques using Excel, Power BI, and Tableau. This comprehensive two-day workshop is designed to enhance your data analytics and presentation capabilities by connecting disparate data, analyzing it, and communicating the results with powerful visualization tools. Participants will explore and utilize Excel's data connections using Power Query, transform data in the Query Editor, utilize Power Pivot and Excel's Data Model to define and explore relationships, and visualize data using Excel, Power BI and Tableau. Depending on the class composition, basic Python for data analysis and visualization may also be discussed. The course focuses on providing you with the confidence and skills to leverage analysis and presentation tools effectively.

Unlocking Business Potential with Location Analytics

Date: November 7, 2024



Format
In-Person

Led by
Michael Erskine, Ph.D.



Price
\$1,200



Commitment
7 Hours | 1 Session
November 7, 9:00 a.m.–4:00 p.m.



In the era of data-driven decision-making, businesses are constantly seeking innovative strategies to gain a competitive edge. Location analytics, a powerful tool that successful companies use to stay ahead, provides insights into consumer behavior and market trends to optimize operational efficiency, store placement, and marketing strategies. This course will unravel the intriguing realm of location analytics, spotlighting the potential of often-overlooked spatial data. Through captivating examples and industry-specific use cases, participants will learn how to use location data to uncover unexpected insights and drive informed, profit-driving decisions.

Engaging and Retaining the Next Generation Workforce

Date: November 14, 2024



Format

In-Person

Led by

Carly Escue, M.B.A.



Price

\$1,200



Commitment

7 Hours | 1 Session

November 14, 9:00 a.m.-4:00 p.m.



Many organizations struggle with how to keep younger employees engaged, develop them into future leaders, and retain them. This class will focus on understanding this demographic through comprehensive insights and data, and taking the initial steps in creating programs that enable executives to foster an environment where multiple generations can work together effectively. Additionally, the workshop will delve into how to show appreciation for the next generation of employees, based on the principles of "The 5 Languages of Appreciation in the Workplace."

Elevating Customer Experience: Harnessing Data and Creativity

Date: November 15, 2024



Format

In-Person



Price

\$1,200



Commitment

7 Hours | 1 Session

November 15, 9:00 a.m.-4:00 p.m.

Led by

Lucy Matthews, D.B.A.

Diane Edmondson, Ph.D.

SCAN TO REGISTER



Unlock the full potential of your company's customer experience by mastering advanced survey research techniques and boosting creativity within your leadership and teams. This dynamic workshop provides a comprehensive approach to elevate customer satisfaction through innovative and data-driven strategies.

Church Leadership in a Changing World

Date: November 19, 2024



Format

In-Person



Price

\$1,200



Commitment

7 Hours | 1 Session

November 19, 9:00 a.m.-4:00 p.m.

Led by

Amelia Bozeman, M.S.

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Church Leadership in a Changing World is designed to equip leaders in both religious and educational institutions with the tools and strategies needed to navigate and lead through significant changes in their organizations. The course combines insights from church leadership dynamics in a post-pandemic world with proven organizational change models used in academia as well as discussions on congregational leadership with Dr. Glen Money, pastor of First Baptist Church, Murfreesboro.

Through a holistic approach, participants will explore the unique challenges of leading change in both environments, understand generational differences, and learn how to implement effective strategies for sustainable change.

AI for Business Managers: Boosting Productivity and Future Impact on Business

Date: TBD



Format

In-Person



Price

\$1,200



Commitment

7 Hours | 1 Session

Date TBD, 9:00 a.m.-4:00 p.m.

Led by

Carlos Coronel, M.S.

Keith Gamble, Ph.D.

SCAN TO REGISTER



Major developments in artificial intelligence (AI) have led to several powerful new tools for boosting productivity. This workshop will introduce you to some of these tools and demonstrate their use. Designed for businesses and entrepreneurs, this engaging workshop will demystify AI, reveal its current impact on various industries, and guide you in exploring AI options for your organization.



Thom Coats, M.B.A.

Director of the Center for Professional Selling
Jones College of Business, MTSU

Thom Coats is the director of the Center for Professional Selling at MTSU and a professor of practice whose entrepreneurial instincts and clear vision have assisted in the growth of multiple companies and individuals. He is responsible for providing world-class sales education, training students to be productive on day one, building business relationships with businesses seeking high-quality sales applicants, and helping students and the business community connect. Coats' passion is to help his students succeed by implementing solutions that work.

Coats stands at the forefront of professional sales education. He is a bestselling author with 25-plus years of experience in new business development, serving roles from sales district manager to vice president of sales with corporations such as Century II, Paychex, and NFIB.

With an array of interests and affiliations, Coats stays connected to the community through investing time and energy as the president and founder of C-SUITE, an invitation-only networking organization, and as the founder of the UnStuck Business Academy. He is also active in the Kingwood Church of Christ.

Raj Srivastava, Ph.D.

Professor of Marketing
Jones College of Business, MTSU



With an extensive academic background encompassing a B.E. in Production Engineering, an M.B.A., and a Ph.D. in Marketing, Raj Srivastava has taught in three different universities and brings 26 years of teaching experience to his role. His expertise spans various facets of marketing, including social media marketing, retailing, principles of marketing, international marketing, health care marketing, and facilitating the departmental capstone Marketing Management course. Beyond traditional teaching methods, "Dr. Raj" is a recognized influencer on TikTok (@drrajprof), leveraging social media to engage and educate audiences on marketing concepts.

Srivastava's academic research focus is on B2B marketing, sales management, and Gen Z marketing. He has published 24 scholarly articles in several marketing journals. His academic journey is marked by his dedication to marketing education. Armed with a diverse educational background, he imparts comprehensive knowledge in various marketing domains. His 26-year teaching tenure showcases his commitment to shaping the marketing professionals of tomorrow.



Deana Raffo, Ed.D.

Department of Management Chair and Professor
Jones College of Business, MTSU

Deana Raffo's expertise encompasses organizational behavior, with a focus on leadership and generations at work, strengths-based leadership, authentic leadership, leader credibility, and The Leadership Challenge®. Her work is characterized by a deep investigation into the introspective qualities in leadership, emphasizing personal development intertwined with leadership competencies.

Raffo earned her Ed.D. from Tennessee State University and an M.A. from Middle Tennessee State University, culminating in a rich academic background spanning student services, student leadership development, and leadership education at the undergraduate and graduate levels. Recognized for her impactful contributions, she has served as the director of MTSU's Institute of Leadership Excellence and coordinator for Leadership Studies, earning distinctions such as the Association of Leadership Educators' Outstanding Program Award and the Jones College Bill and Kathy Jones Outstanding Faculty Award.

With over 25 presentations at national conferences and publications in esteemed journals like the *Journal of Managerial Issues*, *Journal of Leadership Education*, and *Gender in Management*, her research shapes the landscape of leadership and organizational behavior.

Leigh Anne Clark, Ph.D., J.D.

Professor of Management
Jones College of Business, MTSU



Leigh Anne Clark combines her psychology, law, and management education in her research and training focused on organizations. She has created and delivered many training sessions on management and leadership, ethics, and innovation topics and most recently partnered with Deana Raffo to create a course to share The Leadership Challenge® with MTSU students.

She teaches courses at the graduate and undergraduate levels in leadership, organizational behavior, ethics, and nonprofit management. Her research focuses on leadership credibility, the ethics of technology, privacy, and organizational behavior.

Clark obtained her law degree from Emory University in 1992 and previously worked for private law firms, the Georgia Attorney General's Office, Atlanta Legal Aid Society, AARP, and the Governor's Council on Developmental Disabilities. She served as a consultant with government and nonprofit organizations in Georgia before forming and serving as the executive director of a legal nonprofit before obtaining her doctorate with a focus in Organization Studies from Southern Illinois University in 2007.



Amelia Bozeman, M.S.

**Faculty Lecturer, Department of Management
Jones College of Business, MTSU**

Amelia Bozeman is a dedicated management consultant with a passion for driving positive change across the business, nonprofit, and government sectors. Armed with a wealth of experience in organizational development, strategy formulation, fundraising, marketing, and financial operations, Bozeman has orchestrated successful turnarounds for multiple entities.

Beyond her impactful consulting work, Bozeman served as director of the Tennessee Small Business Development Center at MTSU, where she led a team that assisted businesses across south central Tennessee. In addition, she served as executive director of a nonprofit organization, and she has lent her expertise to several nonprofit boards of directors, including serving in executive leadership roles.

Currently, she channels her passion for education as an instructor within the Jones College of Business. Bozeman imparts knowledge in courses in entrepreneurship, management, not-for-profit management, and leadership.

Ever open to new challenges, Bozeman actively seeks opportunities in consulting, speaking engagements, workshop presentations, project management, and any compelling roles that allow her to continue making a meaningful difference in the world.

Scott Seipel, Ph.D.

**Associate Professor of Information Systems and Analytics
Jones College of Business, MTSU**



With a doctorate in statistics and operations research from the University of Texas at Arlington, Scott Seipel boasts a rich background in decision modeling. His extensive industry tenure includes executive roles in a petroleum company, entrepreneurship, and consulting with Arthur Andersen (now Accenture).

His expertise spans statistical analysis for operational improvement, litigation support, and corporate finance operations, notably contributing to companies like Bridgestone/Firestone, Bell Helicopter, Textron, Nissan, and Burlington Northern. With a 23-year tenure at MTSU, Seipel has been instrumental in teaching advanced Excel and Tableau courses, drawing from his extensive industry experience to enrich the learning experience for students.



Michael Erskine, Ph.D.

Associate Professor of Information Systems and Analytics
Jones College of Business, MTSU

With a Ph.D. from the University of Colorado Denver, Michael Erskine's expertise spans disaster management, geospatial analytics, educational technology, and spatial decision support systems. A former director of the Educational Technology Center at Metropolitan State University of Denver, he led pivotal technology projects, contributed to design guidance for university-wide tech processes, and spearheaded numerous technology implementations.

Erskine's prolific research has been showcased by prestigious conferences such as AMCIS, ConflRM, DEST, and ProjMAN, exploring themes of disaster management, geographic information systems, and educational technology. His impactful contributions are evident in publications across distinguished journals like the *International Journal of Human-Computer Interaction*, the *International Journal of Electronic Government Research*, and the *Journal of Computer Information Systems*. Beyond academia, Erskine holds notable awards, including AMCIS Outstanding Reviewer and the Award for Innovation in Teaching from the Association for Information Systems.

Carly Escue, M.B.A.

Director of Executive Education Center
Jones College of Business, MTSU



Carly Escue is the director of executive education at the Jones College of Business, where she shapes the strategic direction of executive education programs. Escue collaborates with faculty, industry leaders, and professionals to design and deliver high-impact learning experiences that address the evolving needs of today's business environment.

Before joining MTSU, Escue led graduate career services at the University of Florida's Warrington College of Business, where she was responsible for career programming and employment outcomes for over 2,000 graduate students across diverse M.B.A. and specialized master's programs. Prior to beginning her career in higher education, her corporate experience included serving as a global human resources advisor at ExxonMobil in Houston. She also held roles at General Electric and international education organizations in Russia and South Korea, enriching her global perspective on talent management.

Escue holds an M.B.A. with a specialization in Marketing from the University of Florida and a Bachelor of Arts from Belmont University. She also is certified to deliver training on the principles of appreciation in the workplace, based on *The 5 Languages of Appreciation in the Workplace*. Her extensive experience in executive education, career services, and global HR positions her as a knowledgeable leader in workforce development.



Lucy Matthews, D.B.A.

Associate Professor of Marketing
Jones College of Business, MTSU

Lucy M. Matthews holds a B.S. in Marketing and Management from Indiana University and an M.B.A. with a concentration in Marketing from Georgia State University. She worked in sales and credit management for over 15 years, predominantly in the steel industry, before returning for her doctorate at Kennesaw State University. She joined MTSU in fall 2015. Matthews has over 40 peer-reviewed publications in sales, burnout, engagement, grit, and cross-discipline topics like innovation and entrepreneurship.

Matthews has conducted organizational workshops on sales, employee engagement, and creativity. Matthews is a past president and board of governors member for both the Atlantic Marketing Association and the Society for Marketing Advances.

Diane Edmondson, Ph.D.

Professor of Marketing
Jones College of Business, MTSU



Diane Edmondson is a distinguished professional and scholar, holding expertise in sales and sales management as well as marketing education. Her research has been widely recognized, receiving Best Paper in Track awards at prominent conferences. She is actively engaged in the academic community and holds memberships in esteemed associations like the Society for Marketing Advances and the Atlantic Marketing Association. She serves as editor for the *Atlantic Marketing Journal* and associate editor for the *Journal of Global Scholars of Marketing Science*. Currently serving as chair of the board of governors for the Society for Marketing Advances, Edmondson's influence extends to the strategic direction of the field.

Edmondson earned her Ph.D. and M.B.A. from the University of South Florida. With almost 50 publications to her credit, including works in renowned journals like the *Journal of Personal Selling & Sales Management*, *Journal of Business & Industrial Marketing*, and *Journal of Business Research*, her scholarly endeavors significantly contribute to advancing knowledge in sales and marketing in business settings.



Carlos Coronel, M.S.

Information Technology Resources Director
Jones College of Business, MTSU

Carlos Coronel is an expert in database systems, data analytics, IT, and education, and is recognized as a Microsoft Certified Professional. With an extensive background in technology, Coronel specializes in database systems, wielding expertise in their design, implementation, and management. He co-authored the 14th edition of *Database Systems: Design, Implementation, and Management*, published by Cengage in 2023, a testament to his contributions in the field. His proficiency extends to data analytics and the intersection of information technology in education, showcasing a holistic understanding of IT applications in academic settings.

Coronel holds an M.S. from Middle Tennessee State University and a B.S. from Polytechnic University. His impactful contributions through publications and practical insights into database systems and IT education highlight his multifaceted role in academia and the IT industry.

Keith Gamble, Ph.D.

Professor of Finance, Jones College of Business, and
Director of the Data Science Institute, MTSU



Keith Jacks Gamble earned his B.A. at Harvard University and a Ph.D. at the University of California at Berkeley. His research primarily focuses on financial decision-making, behavioral finance, and aging. Prior to joining the MTSU faculty, Gamble taught at DePaul University and Yale University. His most impactful research has been in the area of aging, with a focus on the financial decision-making of seniors, including the consequences of cognitive decline and financial fraud.

Gamble has taught courses in economics, finance, and data science across four universities from the undergraduate to the Ph.D. level. He employs versatile teaching methods that can translate to on-ground, hybrid, and online classroom formats. His recent development of an online course in personal financial planning won an Outstanding Achievement in Instructional Technology Award. He has served as an Honors thesis advisor, dissertation committee member, and dissertation chair for many students. He is a member of the Positive Aging Consortium.



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I AM *true* **BLUE**.

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