



DEAN'S REPORT 2025

MIDDLE TENNESSEE STATE UNIVERSITY

MESSAGE FROM DEAN HEAMES

It has been a year of momentum and growth, marked by significant achievements that reflect our commitment to future-ready education.



Jones College, in collaboration with the Nashville School of Law, has launched a versatile Master of Science in Legal Studies degree...

Our new Center for Cybersecurity Management is driving innovation in cybersecurity education.

Strategic Initiative: Training Problem Solvers for the Tennessee Workforce

Looking ahead, we are focused on two major projects: developing a cutting-edge cyber range, including a state-of-the-art educational Securities Operation Center...

Joy Heames

Visit jones.mtsu.edu or follow JCB socials to learn more about Jones College of Business programs, events, and opportunities.

MAKING THE GRADE



#5 Best AACSB MBA Programs in Tennessee

#7 Best Finance Programs in Tennessee

#7 Best Accounting Programs in Tennessee



Research.com

2026 Best Business Degree Programs Ranking in America



Roll Call Jones College Fall 2025 Enrollment 3,446, up 7.25% from Fall 2024



Graduate enrollment held steady, while undergraduate enrollment experienced 8.8% GROWTH

Fastest-growing programs included Accounting up 20% Economics and Finance up 17%

872 BUSINESS DEGREES CONFERRED in the 2024-25 Academic Year

70% bachelor's 29% master's 1% doctorate



38% 1st GENERATION STUDENTS

Almost a quarter of Jones College students qualify as nontraditional students.

76% Traditional 24% Nontraditional



GLOBAL ENTERPRISE



3% INTERNATIONAL STUDENTS

TOP 3 COUNTRIES: India, Nigeria, The Bahamas

EARNING POTENTIAL

College of Business graduates have the highest average long-term earnings compared to graduates with other MTSU degrees.*

MTSU Business Degrees Average MTSU Non-Business Degrees Average

Average Annual Entry Wages +13%

Average Annual Median Wages +20%

Average Annual Experienced Wages +34%

*Sources: MTSU Office of Institutional Effectiveness, Planning and Research; 2019 TN Wages by Occupation, Tennessee Department of Labor Workforce and Development data

LET'S TALK AI

As technology continues to evolve rapidly, Jones College is adapting to meet market demands and equipping students with the skills they need to succeed.

In March, the Department of Marketing held "Brain Behavior in the Age of AI: How Neuromarketing is Changing Business," a symposium consisting of an international panel of world-renowned experts...

Jumping rope on stage in 3-inch heels is impressive in its own right, so throw in also continuing an engaging public talk to an audience of hundreds...

As the keynote speaker for the September 2025 Jones College Leadership Summit, themed "The AI Revolution at Work: Leading Change and Overcoming Fears in a Rapidly Evolving World," Matthews urged those attending her presentation to fully embrace artificial intelligence...

The jump rope Matthews deftly used toward the end of her presentation was actually an invention she helped develop a few years ago...

In October, Jones College hosted Alessandro Cannas, a Google Gemini marketing manager, for a guest lecture on how Google is shaping the future of marketing and customer experience through AI innovation and product strategy.

Launched initially as Bard, Gemini now powers tools across Google's ecosystem, including Gmail, Maps, Docs, and the Gemini app on iOS.

From the neural pathways of the human brain to the multimodal power of Gemini, these sessions proved that AI is more than just a tool—it is a catalyst.



Neuromarketing Symposium Paul Zak, Ph.D. March 19



Leadership Summit Jessica O. Matthews September 26



Distinguished Lecture Series Alessandro Cannas October 27



Neuromarketing Symposium Paul Zak, Ph.D. March 19



Neuromarketing Symposium: Brain Behavior in the Age of AI March 19



Midsouth Supply Chain Summit State Sen. Heidi Campbell March 4



Leadership Summit Jessica O. Matthews September 26



Midsouth Supply Chain Summit March 4



Distinguished Lecture Series Art Laffer, Ph.D. March 26



Tech Vision Conference Josh Byrd April 14



Distinguished Lecture Series Alessandro Cannas October 27



Forum on Growth and Challenges March 21



Back to Business Courtyard Bash September 4

IGNITE career development program

The IGNITE career development program equips students with the knowledge and skills needed to secure a professional entry-level job after graduation.

CAREER READINESS Career fairs aren't just about landing a job or an internship.

In addition to MTSU's BIG Career Fair attended by 560 business students, Jones College departments held six business major-focused career fairs...

800+ TOTAL STUDENT ATTENDANCE

100+ PARTNERING ORGANIZATIONS



FACULTY MAKING HEADLINES



DR. RAJ IS ON BRAND

Marketing professor and TikTok celebrity "Dr. Raj" Srivastava made his national TV debut, competing on NBC's On Brand with Jimmy Fallon.

"It was such a positive experience," Srivastava said of his time on the show.

When he's not teaching at MTSU, you can find Dr. Raj posting to his TikTok account, which has more than 180,000 followers.

LOCAL CELEBRITY

Finance lecturer Melissa Cohen made her third appearance on the "MTSU on 2" segment on Local on 2...



LEADERSHIP NEW APPOINTMENTS

Tim Greer, Ph.D. Director, Center for Cybersecurity Management

Keith Jacks Gamble, Ph.D. Weatherford Chair of Excellence

Kelly Manix, Ph.D. Tolbert Faculty Fellow of Ethical Leadership

Audrey Scarlata, Ph.D. Chair, Department of Accounting

Kristen Shanine, Ph.D. Pam Wright Chair of Entrepreneurship

Pam Wright Chair of Entrepreneurship Director, Center for Entrepreneurial Innovation

2026 JONES COLLEGE EVENTS

MARCH 4 Supply Chain Summit

MARCH 20 Forum on Growth and Regional Challenges

APRIL 10 Tech Vision Conference

OCTOBER 23 2026 LEADERSHIP SUMMIT

featuring author, creator, and speaker

Kyle Scheele "The Patron Saint of Crazy Ideas"



I AM trueBLUE

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