Discover
UT MARTIN
College of Business & Global Affairs
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THE UNIVERSITY OF TENNESSEE AT MARTIN
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Martaveous Henderson, Oakland, Tenn.
Business Management

The business programs offered through UT Martin are accredited by the Association to Advance Collegiate Schools of Business (AACSB International) and provide quality instruction with a commitment to both student and regional development. The college promotes and supports cooperative alliances with stakeholders and outstanding teaching, research and service. There are a variety of undergraduate majors and minors available, as well as a master’s program in business administration (MBA).

The business college is not only involved in classroom instruction, but students also have the opportunity to interact with the UT Martin Regional Entrepreneurship and Economic Development (REED) Center, which serves existing and prospective entrepreneurs and supports economic development in rural Northwest Tennessee. The college is also home to both the Horace and Sara Dunagan Chair of Excellence in Banking and the Tom E. Hendrix Chair of Excellence in Free Enterprise.

College of Business & Global Affairs

Undergraduate degrees:
Business Administration
Political Science
International Studies

See the back cover for a full list of available subject areas.
For the past 15 years, UT Martin finance students have managed an actual stock portfolio, now valued at more than $500,000, as part of the Tennessee Valley Authority’s 25-university Investment Challenge Program. UT Martin students, working under the instruction of experienced faculty, have been among the top long-term performers in the competition. As part of the Investment Challenge program at UT Martin, student portfolio managers have access to the Kelly Murray Investment Management Room equipped with state-of-the-art technology, including a professional trading platform and real-time stock data. Using these resources, students work in teams to perform security analysis and portfolio management. The Kelly Murray Investment Management Room and the Portfolio Management Program provide UT Martin finance majors with experiential learning opportunities that enhance their knowledge of the art and science of finance.

All business programs in the College of Business and Global Affairs are accredited by AACSB International—The Association to Advance Collegiate Schools of Business.

The Bachelor of Science of Business Administration with a concentration in management is available both on campus and online.
Dr. Ashley Kilburn, associate professor of marketing, received her Bachelor of Science and Master of Business Administration degrees from UT Martin before earning her doctorate at the University of Memphis. She has published articles in numerous scholarly journals and presented at a variety of marketing and business conferences since she began teaching at UT Martin in 2005. She teaches advertising, service marketing and marketing research at both the undergraduate and graduate levels. She is also the creator and teacher of UT Martin’s only course in event planning. Kilburn’s favorite part of teaching is that moment when her students “walk out the door with their light bulbs on.”

“I try to marry content from a textbook … with current events,” she said. “They (her students) may not necessarily look at those current events or trends and think, ‘Oh, that’s marketing and I should think about this in a strategic marketing way,’ but if you can chat with them about it and get them to talk, then you can take what’s in that textbook … and bridge it with understanding and examples and history – how brands have failed miserably or managed to rise from the ashes.”
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