

TEXAS A&M UNIVERSITY-KINGSVILLE

BUSINESS JOURNAL

THE OFFICIAL PUBLICATION OF THE COLLEGE OF BUSINESS ADMINISTRATION



Bloomberg Certification

Market platform used by financial market professionals all over the world — **P.4**



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Project Based Learning



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**Community
Engagement**

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<https://www.tamuk.edu/business/>

Message from the Dean

We have had a busy academic year at the College of Business Administration with dynamic speakers, immersive experiential learning opportunities, impactful research, and new program development. We are excited to announce the launch of our Master of Science in Taxation program beginning fall 2022.

As always, we are extremely proud of our students, faculty, and staff for their hard work and many successes. We have highlighted a few of their stories for you in this issue of Business Journal. Last but certainly not least, we are grateful to you - our alumni and friends - for your engagement, unwavering support, and connection with us!

Dr. Natalya Delcours



Dr. Natalya Delcours delivers the welcome address at the AACSB Innovative Curriculum Conference in Salt Lake City, Utah



Delcours led the panel discussion “Preparing Learners to be Ethical and Compassionate Leaders Through Curriculum” with **Frédéric F. Brunel**, Associate Dean for Undergraduate Programs, Questrom Business School, Boston University, and **Roderick Adams**, Principal, Talent Acquisition & Onboarding Leader PricewaterhouseCoopers. The keynote panel shared best practices in curriculum design, experiential learning opportunities, and career management.

Technology Literacy Strategic Initiative

Bloomberg Certification



In Spring 2021, the College of Business Administration (CBA) received a grant from the Texas Bankers Association to support educational and professional development opportunities in the areas of banking and finance. As part of that support, a number of scholarships were created in order to reward and recognize business students who complete the Bloomberg Market Concepts Certificate (BMC) offered through the terminals in the Bloomberg Lab located in BUSA 218.

The BMC is a self-paced, e-learning course that introduces students to the financial markets and teaches them how to use the Bloomberg terminal to gain a competitive advantage in analyzing and understanding them as well as the linkages between the various markets. Specifically, the BMC consists of four modules, Economics, Currencies, Fixed Income, and Equities, through which students learn 70 different Bloomberg terminal commands to access and apply the wealth of market knowledge and data contained in this industry standard platform used by financial market

professionals all over the world. Because students use the exact same platform that these professionals use, they gain very practical knowledge of the markets while keeping informed regarding current events and financial news. In addition, they can engage in research on broader market-related subjects as well as individual firms. As a result, students learn the structure and inner workings of markets as well as the types of news and events that move them and individual firms' securities. They also become familiar with key market benchmarks and indicators that professionals regularly monitor in guiding their economic and business decisions.

With the Bloomberg Terminal universally recognized by professionals as the gold standard in financial data, analytics, and news platforms, students who complete the certificate can make their resumes stand out by demonstrating that they have achieved a level of proficiency in unlocking its power. To date, nine CBA students have completed the certificate and earned Bloomberg scholarships, Daniel Arevalo,

Mark Shurley, Abigail Manning, Mostafa Alattas, Carl Rodriguez, Carlo Montalvo, Ramiro Gonzalez, Joshlynn Flores and Janett Flores.

In addition, Professor Procasky has given students in certain courses the option of completing the certificate as the course project required in that class. However, it is important to keep in mind that the BMC is not just for finance and banking students, as the topics and information covered are applicable to all areas of business as well as being useful in our daily lives.

Therefore, whether you are a finance, banking, management, marketing, information systems, or general business student, if you are interested in giving your resume a boost and pursuing the BMC, please stop by Professor Procasky's office, or send him an email at William.procasky@tamuk.edu. He will be more than happy to set up a time to discuss how you can go about adding this eye-catching credential to your portfolio of marketable skills.

CAREER READINESS BANKING CAREER EXPO

On Nov. 16-17, 2021, the College of Business Administration hosted the inaugural Banking Career Expo. Fifteen financial institutions were represented, including 12 banks, bank management consulting company Deltra Systems, the Texas Bankers Association, and most notably the U.S. Federal Reserve – Dallas Branch.

The expo kicked off with a social hour, dinner, and program. Jack Cissna, the first banking minor, and Elijah Hughes, a 2020 graduate shared information about how the banking program had prepared them for careers at Kleberg Bank and the Bank of South Texas, respectively. The other speaker was Brianna Arevalo, who described her great internship experience at the Bank of Falfurrias during the summer of 2021.

Twenty-three students were interviewed by the bankers. Students had a minimum of two-prearranged interviews, while banker guests were set up with five of the CBA students. Almost all bankers took advantage of the opportunity to add other students to their interview schedule.

With a conservative estimate of eight interviews on average, a total of approximately 112 interviews were held. In addition, students had the opportunity to visit with the bank representatives over the prior evening's dinner and social hour.

In preparation for Banking Career Expo, the finance faculty assisted the students with the task of creating resumes that put them in the best light. Each student participated in a mock interview with business managers from the Kingsville community.

In addition, all attended a special Job Campaign session of the SPDP curriculum in which the host was a banker from the International Bank of Commerce. The event was funded by Mr. Darryl Lemke, President of the Bank of South Texas.



Leaders from numerous financial institutions will have the opportunity to network with students and interview them for summer internships and permanent positions. This is a free event, and there is no cost to register.

NOVEMBER 16, 2022: Industry Highlights Panel, Career Fair, Dinner & Program; Caesar Kleberg Wildlife Center



NOVEMBER 17, 2022: Bank Advisory Board Meeting, Interviews, Alumni/ Employer Input Session; CBA Building



For more info visit www.tamuk.edu/bankingexpo

Project Based Learning

Retail Store Front



In MKTG 4310 Retail Marketing Management student teams participated in a simulation related to the development of plans for creating a small retail entity. This project was developed in large part based on the experience of merchandising alumna Cameron Moon, owner of Magnolia Moon - a small fashion boutique. In previous presentations to students, Moon shared insight into how a young entrepreneur had successfully opened and operated a small retail operation.

Over the course of the semester, student teams developed plans for a small-scale single or multi-channel retail operation. Deliverables included both a written document and an oral presentation with visual support.

The scope of the project included:

-  Overview and description of the retail entity
-  Identification and description of the retail marketing strategy including the target market, retail format, retail channels, and plans for developing a sustainable competitive advantage
-  Retail and site location including type retail location selected, particular site selected, and characteristics of the site within the trading area selected
-  Merchandise management and pricing, including types and assortment of merchandise offered to the targeted market, merchandise procurement plans, and pricing strategies as well as determination of retail pricing to ensure profitability; (e.) customer relationship management, including strategies, programs, and systems used to identify and build customer loyalty
-  Retail communication mix to attract customers and encourage the purchase of merchandise and services offered
-  Human resources and organization structure, including organizational structure and roles and responsibilities of employees within the organizational structure
-  Store layout, design, and visual merchandising, including descriptions and illustrations of floor layout illustrating placement of fixtures, aisles, dressing rooms, and storage, stock areas, and back store areas, as well as illustrations of concepts regarding floor, window, and/or wall displays and store atmospherics to be employed via lighting, color, sound, and signage
-  Customer service to meet or exceed expectations of the target market via personalized or standard service and service quality.

Student teams successfully met opportunities and challenges posed through this assignment as they created plans for diverse retail operations ranging from a brick-and-mortar fashion boutique with multichannel internet offerings and live selling via social media to an upscale full-service gym in South Texas.



EXPERIENTIAL LEARNING

STUDY ABROAD IN GERMANY



Nine students traveled to Lüneburg, Germany to participate in a study abroad program hosted by Leuphana University in May. Living with German host families, students attended lectures and heard from professors, business executives, and management consultants about how the culture, perspectives, and priorities are different between the continents. The motto of the program is "It's not better, it's not worse – it's different." This program has a 25+ year history and students were grateful that after a two-year hiatus due to Covid-19, they were able to continue this tradition.



As part of the class, we took a field trip to the Airbus airplane factory where they saw commercial planes being manufactured. On the flight home, we flew from Germany to London on a plane that was likely built at this facility.



Texas A&M University-Kingsville students on their way to Germany. Photo was on first flight that several of the students have ever been on.



Germany is a very densely populated country (as compared to Texas). They do, however, protect nature and the environment. Leuphana University's Professor Thomas Schomerous took our students through the nature trails in the forest next to the university.



As part of the weekend excursion to Berlin, we visited the summer palace of Frederick the Great, King of Prussia. The day earlier we got a tour of Berlin where our guide taught us about the history of Germany and the fall of the Berlin Wall. Our visit also visited the German Parliament.



We had a great celebration to conclude the program at the Lüneburg Museum. Here is our group with diplomas in hand.



College Honors Ceremony

The College of Business Administration held their annual College Honors Ceremony on Friday, April 29, 2022. College faculty, staff, students, alumni, and friends gathered to recognize the outstanding accomplishments of their peers and greatest supporters.



Wall of Honor 2022 Inductee the late Marianne Duthu

Pictured representing the late **Marianne** is her family. Left to right; Brother, **Jeffery Fowler**, Close Family Friend, **Norine Jaloway**, Husband, **David B. Duthu**, and Sisters, **Maggie Spencer**, **Melody Whittemore**, and **Michelle Halstead**.

Wall of Honor 2022 Inductee Leticia O. Watts

Pictured: **Ed and Leticia Watts**





2021-2022 Texas Society of CPAs'
Accounting Excellence Award
Crystal Lopez



Ralph C. Russell Endowed Chair
in Accounting
Dr. Genevieve Scalan



Student Leadership Award
Martin De Los Santos



JR Manning Faculty Fellowship
Dr. Francisco Haces Fernandez



MBA Hooding Ceremony

College Honors Ceremony Recipients included:

Delta Sigma Pi Key Award - Thomas Miller
Students' Choice Distinguished Teaching Award - Dr. Brent Kinghorn
Distinguished Educator of the Year Award - Dr. Jing Chen
Distinguished Researcher of the Year Award - Dr. William Procasky
Distinguished Service of the Year Award - Dr. Hans Schumann
Distinguished Innovator of the Year Award - Dr. Francesco Haces Fernandez

Beta Gamma Sigma Inductees

Amanda N. Arriaga-Sanchez (Masters)
Javier Barron (Sophomore)
Joseph A. Cruz (Sophomore)
Mitzi T. De La Cruz (Junior)
Ishaan Godbole (Masters)
Robert G. Knerr (Senior)
Nisa M. Rodriguez (Senior)
Leticia A. Salinas (Masters)
Enrique L. Sandoval (Masters)
Milou S. Ter Morsche (Sophomore)
Alyssa N. Trejo (Junior)
Bethany R. Vasquez (Masters Second Recognition)
Liana R. Vasquez (Masters)





Community Engagement



Javelina Launch



Toys for Toys Holiday Campaign



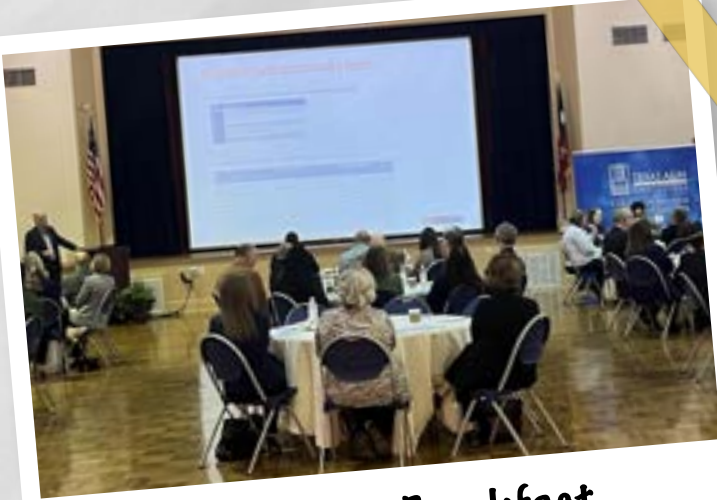
Animal Rescue Kleberg Drive



TAMUK College for Kids



Celebrating Porky's Birthday



Community Breakfast



Economic Forum

College Announcements

College of Business Administration announces academic leadership appointments



Dr. Brent Kinghorn has been appointed as Associate Dean and MBA Director.



Dr. Kathleen Rees has been appointed Chair of the Department of Marketing, Management and Information Systems.

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