

TEXAS A&M UNIVERSITY-KINGSVILLE

BUSINESS JOURNAL

THE OFFICIAL PUBLICATION OF THE COLLEGE OF BUSINESS ADMINISTRATION



04 INNOVATIONS

Human Resources Major | Master of Science in Taxation

07 COMMUNITY INVOLVEMENT AND IMPACT



FEATURES

- 04 INNOVATIONS**
Human Resources Major
Master of Science in Taxation
- 05 HUMAN RESOURCE MANAGEMENT**
New Student Organization
Faculty Introduction
- 06 PROMOTIONAL STRATEGIES
IN MERCHANDISING**
Retail Store Fronts
- 07 COMMUNITY INVOLVEMENT AND IMPACT**
- 08 DISCOVERING YOUR PASSION**
- 10 COLLEGE HONORS CEREMONY**
- 11 BETA GAMMA SIGMA INDUCTEES**



President Dr. Robert Vela and Commencement Speaker Sydney Hernandez, with the Spring 2023 graduates of the College of Business Administration. Commencement this year was held on May 12, 2023, at 1 p.m. and located at the Steinke Physical Education Center.

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Message from the Dean



At the College of Business Administration, we lift our students' college experience through experiential learning, a technology-driven curriculum, leadership opportunities and an extensive program of professional skills training. We are proud of our student success stories, and each day, we build on them through new academic programs and business partnerships.

Our faculty members bring a passion for teaching, service, and scholarship to their work. They produce cutting-edge research that is reshaping business practice and public policy. They also engage with business leaders who seek out insights into our economy and its future.

To best serve our students for their bright futures, we continuously assess and add programs to meet the needs of our students and their future employers. This year, we have launched new and innovative academic degree programs including specialized master's program in taxation, undergraduate minor in human resources management and graduate transcribed certificate in human resources management. We were recognized as one of the best Online MBA Programs in Texas and ranked fifth most affordable online MBA Programs in the nation. Our students, faculty, staff and alumni continue to power the economic engine that drives South Texas.

Dr. Natalya (Natasha) Delcours
Dean, College of Business Administration
Texas A&M-Kingsville



Texas A&M-Kingsville College of Business Administration Receives Extension from Prestigious Accreditation Body

The College of Business Administration at Texas A&M University-Kingsville received a five-year extension on their accreditation by the prestigious Association to Advance Collegiate Schools of Business (AACSB) on June 28. The College of Business Administration was first accredited by the AACSB in 2017.

"This is a testament to our commitment to excellence in academic programming. With this quality of education, we can ensure our students are well-prepared to compete in a global market," said Dr. Robert H. Vela Jr., university president.

"We are honored and extremely pleased to maintain the prestigious and rigorous accreditation by the AACSB International," said Dr. Natalya Delcours, dean of the College of Business Administration. "Employees and students look to AACSB accreditation as the gold standard of quality. The reaffirmation of AACSB accreditation is a tribute to the high-quality business programs offered as well as the excellence and the dedication by the faculty, staff, alumni and business community partners who curate an environment that allows our students to thrive."

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Story



Currently, the College of Business Administration (CBA) offers HRM as a minor at the undergraduate level and a transcript certificate at the graduate level. The NEW HRM curricula brings benefits to both the student body and the CBA. First of all, the update will strengthen the existing HRM programs at the CBA. According to a recent report released by the Society for Human Resource Management (SHRM, Maurer, 2020) based on data from the Bureau of Labor Statistics (Occupational Outlook Handbook, 2020) and Wall Street Journal (Oh, 2019), HR managers ranked 35th out of 800 occupations in the U.S., and HRM is one of the fastest-growing fields in the United States, with the employment of human resource managers projected to grow 7% by 2028 - faster than the average for all occupations (5.2%), translating to approximately 14,400 projected job openings annually in the U.S.

Secondly, the update of the HRM curricula will help to promote the competitive advantage of CBA programs and align with the CBA mission and value statement by providing high-quality business education to students in Texas and beyond. Furthermore, the updated HRM curricula will be aligned with the SHRM, a global professional HRM association, and potentially attract more students who are interested in HRM and increase CBA enrollment.

Undergraduate Level: BBA in HRM (Minor)

- Introduction of HRM
- Staffing, recruiting, and performance management
- Employment law
- Training and development
- Managing compensation and benefits
- Strategic HRM

Graduate Level: MBA HRM Transcript Certificate

- Overview of HRM
- Managing individual and team performance
- Managing change for competitive advantage
- Managing risk in human resources
- Training and development of human resources
- Strategic HRM

To cover these topical areas, the following courses were developed:

- Recruitment & Staffing (undergraduate level)
- Human Resource Development (undergraduate level)
- Employment Laws and Labor Relations (MBA level)
- Talent Acquisition and Development (MBA level)

New Master of Science in Taxation

Fall of 2022 saw the exciting launch of the brand-new Masters of Science in Taxation. While open to anyone, this specialized graduate degree focuses on accounting students by allowing them to deepen their understanding of organizational processes and to fulfill requirements for the Certified Public Accountancy certification exam. Since its inception enrollment for this program has doubled.

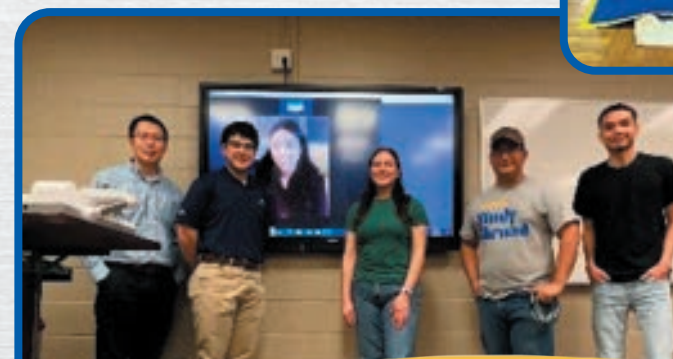
HUMAN RESOURCE MANAGEMENT STUDENT ORGANIZATION

The TAMUK Human Resource Management Student Club (a.k.a., HRM Student Club) was established in September 2022 and committed to providing TAMUK students who are interested in human resource management (HRM) or plan to start careers in HRM with a platform to enhance knowledge, skills, abilities, and practices in HRM, provide support to members' job application, and get members connected to HR professionals in Texas and beyond.



The HRM Student Club hosted a guest speaker talk featuring Mr. Roberto Montoya in November, on the topic of managing professional relationships in the workplace.

The HRM Student Club participated in the Spring 2023 TAMUK Student Organization Fair and officers introduced the HRM Student Club and recruited new members.



The HRM Student Club hosted a guest speaker talk featuring Ms. Sarah Chapa in March, on the topic of managing employment agencies and competencies that are needed in today's job market.

Meet Dr. Xiaochaun Song, Assistant Professor



This fall 2023, the College welcomed Dr. Xiaochaun Song as one of its new faculty members.

Departments:

- » Management
- » Marketing
- » Information Systems

Degrees:

- » B.B.A., Nanjing University of Finance and Economics
- » M.A., Ph.D., University of Alabama

Teaches:

- » International Business
- » Human Resources
- » Management

Research Interests:

- » Organizational Justice
- » Human Resource Management in Technology-Enhanced Work Environment
- » Abusive Supervision
- » Employee Well-being
- » Employee Attribution
- » Corporate Social Responsibility

PROMOTIONAL STRATEGIES IN MERCHANDISING

During the fall semester 2022, students in MRCH 4330 Promotional Strategies in Merchandising were provided opportunities to gain “real world” experience in visual merchandising. The culminating experiences in this course involved student teams engaging in community-based projects in which they developed and executed plans for both window displays and merchandise floor moves for select local retailers, The King Ranch Saddle Shop and Cactus Flower. Students were required to arrange appointments with the retailers’ representatives to gain permission to work with them on these projects, with follow-up meetings to review plans for completing these assignments.



King Ranch Saddle Shop Project:
*Patsy Garza De Leon,
Joe David Alaniz, &
Jacqueline McClendon*



Cactusflower Boutique Project:
*Danyelle Green
Amanda Barrera, &
Meredith E. Mcfall*



Student teams were very successful in carrying out both the window displays and floor moves requiring re-merchandising the stores’ interiors displays. Retailers with whom the student teams worked, as well as the students, reported a very high level of satisfaction with their work, and several team members were extended part-time offers by one store owner to continue work! We would like to extend our thanks and gratitude for local businesses who partner with us in providing outstanding opportunities for students to apply knowledge and skills they acquire through their programs of study in the College of Business Administration.

COMMUNITY INVOLVEMENT



Community Breakfast 2023



Volunteer Income Tax Assistance (VITA)

- Student hours worked: **159**
- Number of Student Volunteers: **12**
- Total Returns Filed: **212**
- Refund Total: **\$159,841**
- Average Adjusted Gross Income of Taxpayers: **\$20,178**
- Earned Income Tax Credit: **\$38,070**
- Child Tax Credit: **\$22,6892**
- Additional Child Tax Credit: **\$8,564**
- Education Credits: **\$14,448**



SPDP Etiquette Dinner 2023



Economic Forum 2022

DISCOVERING YOUR *Passion*

Accounting Society



TAMUK Accounting Society Officers, Deveon Ollison, Martin De Los Santos, Kymberly Godfrey, Clarissa Gonzalez, Alondra Rivas, Mitzi De La Cruz, Angel Perez, at the Texas A&M University-Kingsville's Fall Carnival, where they sold Chamoy Candies with pickles to the student body.



Accounting Society officers & members, Deveon Ollison, Clarissa Gonzalez, Mitzi De La Cruz, and Iliana Rosales, volunteering at the Habitat for Humanity of Corpus Christi. They spent the day assembling wooden houses with TXCPA of Corpus Christi's current President, Brittin Stange, CPA, and board member, Jeff Smith, CPA. Throughout this event, Brittin and Jeff shared advice on the qualities of a good entry level resume and gave us insight on the duties of a public accountant in both tax and auditing.

Financial Management Association (FMA)



The TAMUK Financial Management Association (FMA) chapter attended the Finance Leaders' Conference at Baruch College in New York from Mar 1st - Mar 4th, 2023. The students interacted with more than 230 FMA representatives from all over the U.S. and several prominent industry leaders. They listened to various speakers, attended workshops and panel discussions on topics such as inflation, credit ratings, ETFs, higher education in finance etc.



THROUGH *Student Engagement!*

Delta Sigma Pi



Joshua Macareno, Delta Sigma Pi President 2022-2023 had the honor to represent the Zeta Nu chapter and attend the LEAD School in Washington D.C. this past Spring.



On March 9, 2023, the Zeta Nu chapter welcomed pledges into our co-ed fraternity. Joshua Macareno said, "The opportunity to work with these pledges has been so rewarding. I cannot wait for more experiences with the bonds I have already created. So many memories have already been made so far and I'm looking forward to this new chapter with new brothers." Adam Perez, one of the pledges initiated, said that he enjoyed the formality of the initiation ceremony.



Brothers Alyssa Trejo, Aimee Bueno, Candice Cantu, Martin De Los Santos, and Joshua Macareno, on April 13, 2023, were recognized for their dedication to the co-ed fraternity. Delta Sigma Pi is a co-ed professional business fraternity that fosters professional development, diversity & ethics, service, and philanthropy, social and leadership.

Javelina Marketing Association (JMA)



JMA had a blast participating in Spring Fling.



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.



Beta Gamma Sigma Chapter Honorary Inductee
Daniel Morales



Student Leadership Award
Joshua Macareno

Delta Sigma Pi Key Award
Martin De Los Santos
Theodore H. Reyna
& **Alyssa Trejo**

Distinguished Innovator
of the Year Award
Dr. Xiaochaun Song

Distinguished Service
of the Year Award
Dr. Genevieve Scalan

2021-2022 Texas Society of CPAs'
Accounting Excellence Award
Martin De Los Santos

Students' Choice Distinguished
Teaching Award
Dr. Jose Luis Daniel

Distinguished Educator
of the Year Award
Dr. Francesco Haces Fernandez

Distinguished Researcher
of the Year Award
Dr. Thomas Krueger



Beta Gamma Sigma Inductees



Elsa Angelica Alvarez
Ramsey Amador
Chaitanya Belwal
Andrea Raquel Cantu
Candice Cantu
Mauricio Castillo
Matthew Daniel Castro
Mikael Garcia
Jacob Douglas Gonzalez
Micah J. Nash
Ruben A. Olvera
Trenton Payne
Colton Pruett
Joel Reyes Jr.
Ernesto Reyna
Andrea Surita

Wall of Honor Inductees



Maria Elena
Perez Crowley



John H. Moon, Sr.

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Distinguished Student Award recipient,
Theodore H. Reyna

Why I Chose TAMUK?

“The size of the University was the biggest reason why I chose TAMUK! I wanted to go to a University where my questions can directly be answered by the professor. This was one of the biggest drivers for me in choosing TAMUK, and I can say the reality was well beyond my expectations! I have formed great relationships with my professors, and they have also been a great source of advice and encouragement. Professors at TAMUK make sure students succeed both in and outside the classroom. I am excited to say that the University's CBA's Accounting and Finance program gave me the tools I needed to land a summer internship that led to a secure full-time job offer post graduation from the Federal Deposit Insurance Corporation (FDIC).”



Congratulations Spring Class of 2023

