

Rusche Review

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Nelson Rusche College of Business

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Stephen F. Austin State University

Students compete for scholarships, learn professional skills with new Student Success Passport Program

The Student Success Passport Program, which launched in early October, aims to help students hone their professional skills while competing for scholarships. Dr. Ann Wilson, associate dean of the Nelson Rusche College of Business, said the program received a gift that will allow the college to annually award \$130,000 in scholarships.

For the 2015-16 year, the Rusche College of Business plans to award \$50,000 in competitive scholarships to the top participants in the Student Success Passport Program. The top scholar in each classification: freshmen, sophomore, junior and senior, will be awarded \$2,500 and 10 runner-ups will be awarded \$1,000 per classification, with a total of 44 competitive scholarships being awarded in one year. Furthermore, \$80,000 will be used to support program participants in experiential learning and career development activities such as study abroad or student competitions.

In December, 11 seniors were awarded scholarships. Ana Romero, international business major from Nacogdoches, received \$2,500 as a top scholar. Ten students also received \$1,000 each as runner-ups.



SFA's Nelson Rusche College of Business announced the Student Success Passport Program senior scholarship recipients in December. Ana Romero, international business major from Nacogdoches, received \$2,500 as a top scholar. Ten students also received \$1,000 each as runner-ups. Pictured from left are Dr. Timothy Bisping, dean of SFA's Nelson Rusche College of Business; Mackenzie Hannah, accounting major from Fort Worth; Maria Garcia, management major from Nacogdoches; Briana Eaglin, management major from Houston; Matthew Rohloff, finance major from League City; Henry Wilson, international business major from Fort Worth; Eric Nambo, general business major from Houston; and Camden Rieder, general business major from Richmond. Not pictured are Ana Romero, international business major from Nacogdoches; Corey Belcher, finance major from Lufkin; Alejandro Galaviz, finance major from Lufkin; Kelly Gomez, international business major from Cleburne.

"The program encourages students to complete experiences outside the classroom curriculum for personal and professional enrichment," Wilson said. "The scholarship gives students a tangible incentive."

This program is designed to provide a formalized strategy for leadership development and career launch. Students will develop a personal portfolio of activities in D2L that will help prepare them to successfully

launch their careers after graduation. Students are automatically enrolled in the Student Success Passport Program, and can choose if they want to participate.

Dr. Timothy Bisping, dean of the Nelson Rusche College of Business, notes that helping students launch into successful careers is central to the mission of the college.

"The Student Success Passport Program aligns perfectly with our

mission, and it will serve as the foundation for future career success initiatives in the college,” Bisping said. “We are proud of the exceptional academic programs, faculty and staff members and students in our college, and the Student Success Passport Program is a great way to leverage this excellence in order to ensure that our students go on to be successful leaders in their chosen careers.”

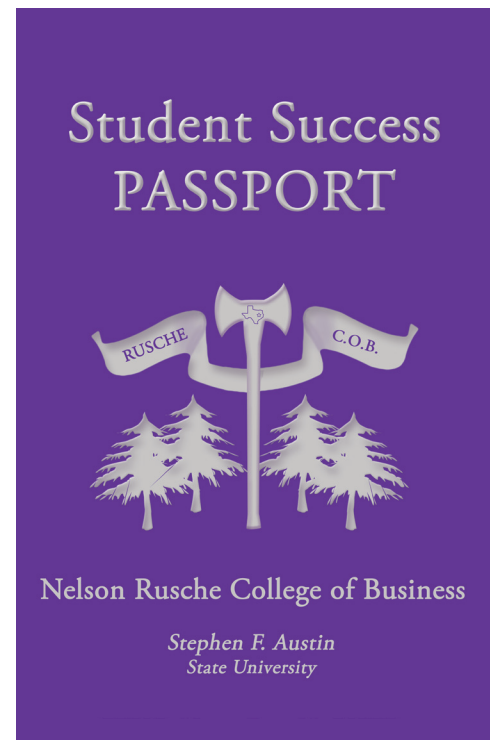
The program works on a point system similar to other SFA courses. Program activities are designed to help develop students in personal and professional branding, experiential learning, leadership development, and engage in college activities and events. Assignments include developing a personal mission statement, attending an etiquette presentation, completing an internship and more.

“I start the program with the

statement ‘Begin with the end in mind.’ We are trying to get our students to self assess. We want them to know their strengths, choose a major to get ready for a career they will be good at and take classes that will target their career goals,” Wilson said. “This program provides students with experiential learning activities that go above and beyond the classroom.”

The college also will be providing workshops within the Student Success Passport Program with faculty and staff members and industry professionals educating students. Wilson said she is coordinating with SFA’s Career Services and Involvement Center to direct students to resources already available at the university.

Last semester, there were about 1,200 students involved in the Student Success Passport Program.



Message from the Dean



Greetings from the Nelson Rusche College of Business. We had a great fall semester, and I hope you share in my enthusiasm as we look to an exciting and productive 2016.

In this edition of the Rusche Review, you will find numerous articles related to the success of our students. We are always delighted to witness the accomplishments of our students and alumni. We recently adopted a new

mission and are finalizing our most recent strategic plan, which includes the “Learn, Launch, Lead” framework that summarizes the mission of our college. This mission is clearly focused on providing our students with the knowledge and skills to launch successful careers and be leaders in their chosen fields. Of course,

this implies that new initiatives will be underway to help advance our mission. One exciting new initiative is the Student Success Passport Program that began last fall. I believe this program has the potential to transform the student experience in the Rusche College of Business, and will help lead to many more student success stories in future Rusche Reviews. This program represents a great start to the implementation of a great mission, and I am sure you will be hearing more about this and other initiatives in the near future.

As we work to find new and better ways to help our students succeed, I fully understand the special opportunity that I, as dean, have been given to work in an environment surrounded by faculty and staff members, alumni, and friends who are all devoted to the lifelong success of our students. Your support is vital to the success of our mission and the success of our students. Thank you for your continued support!

Best Regards and Axe 'em, Jacks!
Dr. Tim Bisping, Dean

SFA accounting student places first in Project Run With It Competition

Jordan Maddox, a graduate student studying accounting in the Rusche College of Business, participated in the 2015 Project Run With It competition, where he and his team placed first for their work with the not-for-profit organization, Sojourner Family Peace Center. Maddox's team worked specifically on the Sojourner Family Peace Center's shelter, the Sojourner Truth House.



The competition was part of the annual Beta Alpha Psi meeting, which took place in Milwaukee, Wisconsin, in August. Beta Alpha Psi is an international honor organization for financial information professionals, and Maddox is a member of the SFA chapter, Epsilon Mu. Members must maintain a high GPA and commit to community service and professional hours.

Maddox was awarded a plaque, and the chapter earned a \$1,000 award.

"Winning was a big surprise," Maddox said. "It felt good because we put a lot of hard work into the project."

SFA Epsilon Mu co-faculty advisers Nikki Shoemaker and Kelly Noe attended the meeting with 10 students. Students who were not competing attended various workshops.

"We were so excited and thrilled when Jordan won," Shoemaker said. "He deserved it because he worked very hard on this."

Shoemaker said this accomplishment gives the college national recognition and gives the students a great networking opportunity.

"The opportunity for our students to network and learn from professionals is priceless," Shoemaker said.

Project Run With It involves 72 Beta Alpha Psi student representatives working in 18 teams of four for about 30 hours to develop solutions to real-life business problems of three not-for-profit organizations.

"This year we helped the Sojourner Truth House, which deals with domestic violence predominantly with women," Maddox said. "We were in charge of creating a model the organization could present to businesses with solid take aways that would invite businesses to donate and become part of the Sojourner family."

Six months before the competition, the project's head coordinator emailed participants a Dropbox link that included articles for individual research. Maddox was tasked with researching the effects of domestic violence. During the competition, Maddox and his teammates created a framework for their solution and built a 5-10 minute presentation. Maddox focused on the intangible and tangible effects of domestic violence.

"It made me feel a lot better about the competition because win or lose we all are helping not-for-profits that are helping people," Maddox said. "Overall, it was a good experience."

Accounting faculty members recognized by state organization

SFA's Gerald W. Schlieff School of Accountancy has a reputation of excellence. Graduates from this school can be found across the globe in various prestigious positions. However, despite the far-reaching talents of our students, this success often begins with a single person—a professor. This year, the Texas Society of Certified Public Accountants recognized two individuals who demonstrate excellence and ensure the success of our students.

Ms. Marie Kelly, lecturer, was recognized as one of four outstanding accounting educators in Texas in October at the annual Educators' Conference in Austin. Candidates for this award are judged on classroom innovation, learning opportunities for students, involvement in accounting organizations on student and professional levels, and research publications and recognitions. Kelly has been working in the Gerald W. Schlieff School for nine years. She began in 1987 and worked for four years, and then returned in 2011. Kelly currently teaches financial and managerial accounting principles.

"Receiving the 2015 Texas Society of CPA's Outstanding Accounting Educator Award is truly an honor," Kelly said. "I am grateful for the freedom and opportunity SFA's Gerald W. Schlieff School of Accountancy has given me to try new and exciting innovations in the accounting classroom in order to engage and motivate students."

In addition, Dr. Kelly Noe was recognized as one of 18 Rising Stars. Rising Stars are CPA's in Texas who have demonstrated innovative leadership qualities and active involvement in TSCPA, the accounting profession and/or their communities. Noe worked at SFA as a lecturer in 2005 and 2006. After that, she left to work on her doctorate at the University of Texas at San Antonio and returned in 2010. She currently teaches intermediate accounting II, accounting information systems and graduate accounting research. Noe also was recognized as an outstanding educator in Texas by TSCPA last year.



Hall awarded prestigious research grant



Professor Ashley Hall, a lecturer in the Department of Business Communication and Legal Studies, was recently awarded the Margaret Baker Graham Research Grant at the Annual International Conference of the Association for Business Communication in Seattle, Washington. This cash award is presented each year to doctoral students engaged in research within the discipline of business communication. Currently, Hall's research focuses on managerial communication in times of organizational change and how individual employee attributes impact the relationship between managerial communication and employee job satisfaction during times of change.

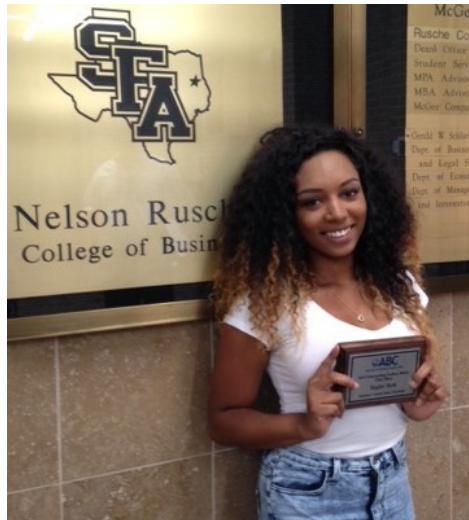
The grant money was used for travel expenses related to data collection and for gift cards to incentivize

participation in the electronic survey.

Hall received her undergraduate and master's degrees from SFA and is currently a doctoral student at the University of Texas at Tyler.

Management student wins national writing award

Taylor York, a sophomore management major from Katy, Texas, won third place in the Association for Business Communication 2015 Student Writing Contest. The ABC Writing Contest accepted student submissions from across the United States and the top three winners were recognized in October at the association's annual international conference in Seattle, Washington. York completed the case as an assignment in Dr. Carol Wright's business communication course during the spring 2015 semester.



Muir attends national academic symposium



In August 2015, Dr. Clive Muir, associate professor of business communication, was invited to attend the Nation Retail Foundation's Academic Symposium in New York City, which is funded by the National Retail Federation.

At the event, about 100 business professors and administrators from across the United States met with talent development executives, former CEOs and operational vice presidents to discuss disruptions in the retail sector, how they have adjusted to the expectations of omnichannel consumers, and why business graduates should seriously consider retail careers. Muir's attendance will allow him to bring cutting-edge information and opportunities into the classroom in the Rusche College of Business.

Chief operating officer of Frontier Airlines visits with Rusche students



Chief Operating Officer of Frontier Airlines William "Bill" Meehan visited with several SFA courses during the fall semester to discuss his story and other topics related to the airline industry.

Meehan spent a full day with students in the Rusche College of Business and spoke with several marketing and management courses. Meehan's son is currently a marketing student at SFA and worked with Dr. Robert Crocker, chair of the management, marketing and international business department, to set up the visit.

Meehan grew up in Chicago. He began his career as an engine build-up technician with Continental Airlines. He worked his way up through various executive positions, with the most recent position being the executive vice president of airport services where he was responsible for more than 17,000 employees and 2,500 daily departures. After Continental, Meehan served as the CEO of Pemco World Air Services. Meehan joined Frontier Airlines in 2014, and he is responsible for flight, inflight, maintenance and airport operations, as well as the airline's safety and security program.

Social media interns help promote the Nelson Rusche College of Business

With their smartphones in hand, marketing majors Holli Harrison and Tori Thurman are busy at work promoting SFA's Nelson Rusche College of Business on social media. A status update on Facebook, a tweet on Twitter and a post on Instagram help spread the news of upcoming events, accomplishments and fun facts within the college.

Since August 2015, Harrison and Thurman have been social media interns for the college. The interns work under the direction of Chelsea Heidbrink, adviser in the college, and Dr. Charlotte Allen, professor of management, marketing and international business.

"It's really amazing for us to utilize our own student talent for this," Heidbrink said. "Social media use and marketing has grown tremendously over the past two years in this college. This opportunity not only gives our students real-world experience with real-work expectations, but it also gives our college the student edge we need to make our social media and marketing plans more dynamic as we appeal to current and prospective students."

Harrison and Thurman meet every Monday to plan their weekly posts and discuss upcoming events.

"I think our job is important because we see situations from a student's perspective, and it is better to connect with students through social media," Harrison said.

Harrison and Thurman have taken several classes together and have realized they make a great team. Both agree their classes at SFA have helped prepare them for this internship.

"A lot of our classes are hands-on with a lot of group projects," Thurman said. "The professors want us to succeed, and I think that's why SFA business students do so well when they graduate."

Harrison agrees the professors are integral to student success.

"They are not just professors; they are industry professionals who have worked in the field. They have lived it and can prepare us for things a book can't," Harrison said.

The rapidly changing technology also has prepared the students for their fast-

paced work.

"We grew up when social media was getting more and more popular. Right now, it is at a high point and still steadily gaining popularity," Harrison said. "Technology changed so much and it taught us that business changes a lot, life changes a lot, and you have to keep up."

As part of their training, the two reviewed previous posts on the college's social media sites to understand the tone of the accounts.

"We try to keep the content as interesting as possible. We want to stay consistent with our tone and style because we are trying to portray a certain reputation and culture for the Rusche College of Business," Thurman said.

Through this process, Harrison and Thurman have noticed a difference between professional and personal use of social media.

"You need to think about what kind of perception you want people to have of you. As far as personal social media goes, it is more relaxed, but you don't want to post something that could possibly taint people's perceptions of you," Thurman said.

Harrison commented on the professional side of running social media accounts.

"If you are working for a company and doing its social media, you are promoting a brand. You need to keep posts appropriate and more business like," Harrison said.

Harrison plans to graduate this summer. She hopes to work in the business industry with social media and marketing.

"This internship has helped me learn the basics and hone my skills," Harrison said.

Likewise, Thurman is set to graduate in May. She plans to attend Liberty University and earn her master's degree



SFA marketing majors Tori Thurman and Holli Harrison receive real-world experience as they serve as social media interns for the Nelson Rusche College of Business. Their responsibilities include updating the college's Facebook, Twitter and Instagram accounts.

in international business.

"My goal is to work for a non-profit organization, specifically with children, and to hopefully do social media for them," Thurman said.

Business SFA 101 class develops professional skills through workshops

Students in an SFA 101 class orchestrated a mini-event, Business for Dummies, within the Rusche College of Business in November 2015.

This free event featured four 30-minute workshops to help educate students on various topics, including networking, social media, business dress and degree/major opportunities. Approximately 50 students attended.

Chelsea Heidbrink, adviser within the Rusche College of Business, worked with her SFA 101 class to prepare for this event since August 2015.

"The SFA 101 students did a wonderful job. They received great experience from speaking in front of their peers and presenting in a more formalized setting," Heidbrink said.

Heidbrink divided her class into three groups with each group having a specific task in the event planning.

"This was a neat event because the

students planned the whole thing, and they were given grant money from the Center for Teaching and Learning to execute their plans,” Heidbrink said.

Two groups planned two sessions each, and one group was in charge of marketing promotions.

The grant allowed the class to work within a budget. The marketing promotions group built a marketing strategy to promote the event, which included fliers, posters and social media.

“This assignment allowed the class to explore different professional topics and collaborate with others within the college,” Heidbrink said. “Students now have a deeper understanding of the effects of marketing, event planning and acceptable practices in the business world.”

The networking workshop featured a question-and-answer format and open discussion with guest speaker Dr. Chris McKenna, SFA professor in the Department of Business Communication and Legal Studies. McKenna also served as the guest speaker in the degree/major opportunities workshop, and educated students on the many real-world opportunities available with their major.

Social media interns Holli Harrison and Tori Thurman offered insight about maintaining a professional and effective social media presence for professional branding in the social media workshop.

The group hosting the business dress workshop showcased a PowerPoint presentation outlining what is appropriate to wear in the professional business world. A question-and-answer session and fashion show followed the presentation.

Overall, Heidbrink believes this event provided students with a unique college perspective and helped hone their organization, communication and interpersonal skills.

“This gave students a different spin on developing college success and professional development skills,” Heidbrink said. “I am really proud of the students and the work they put in. It definitely paid off.”

New Faculty Appointment/Retirement



Dr. Mikhail Kouliavtsev is serving as the Interim Department Chair for Economics and Finance.



Dr. Dale Spradling in the Gerald W. Schlieff School of Accountancy retired.

Brown, Wilson named associate deans



Dr. Todd Brown and Dr. Ann Wilson will join Dr. Timothy Bisping, dean, as permanent administrators in the Nelson Rusche College of Business. Brown and Wilson have served in interim positions, and will continue on a permanent basis effective Feb. 1. Brown will serve as associate dean of faculty and administration and Wilson will serve as associate dean of student services.

“Having highly qualified individuals in these two positions



is crucial to advancing the mission of the college, and I am elated that we were able to secure two exceptional candidates in Dr. Todd Brown and Dr. Ann Wilson,” Bisping said. “These positions are at the very foundation of an exceptional administrative team that is devoted to success of our students, and the support of outstanding faculty and staff members and programs.”

Beta Gamma Sigma students travel to leadership summit

Accounting student Jennifer Nicely and management student Lauren Tutt were invited to the first Beta Gamma Sigma Leadership Summit in Orlando, Florida, earlier in the fall semester. Beta Gamma Sigma is an international academic honor society for business students in colleges accredited by the Association to Advance Collegiate Schools of Business. Being inducted to BGS is the highest honor one can receive while pursuing a business degree.

During the summit, Nicely and Tutt joined more than 300 students from across the globe and were able to attend a career fair, hear testimonies from several prominent business leaders, participate in leadership workshops and utilize a strengths assessment to identify their top leadership strengths. In addition, all students participated in a case competition and presented their cases at the end of the summit.

"I was honored to attend this event and be given the opportunity to grow as a leader," Nicely said. "I learned what my strengths were as a leader and how to apply those strengths when working in groups, when speaking with professionals and when guiding others. I think this was a valuable experience for me that was unique from the normal classroom experience."



Trip abroad gives exposure to cultures, field experience

By Michael Herrington, The Pine Log

SFA's Nelson Rusche College of Business will offer a study abroad trip to Europe from July 8 to Aug. 9, which will include visits to the German cities of Frankfurt, Bonn and Munich. Students also will meet with sports organizations like Adidas. Students who participate also may get to see the ending of the Tour de France in Paris.

The total trip cost is \$6,675, which will include expenses such as airfare, hotels and European transportation. The trip counts for two courses: International sports marketing and special topics in European sports business.

While the trip is aimed primarily at sports business majors, it also is open to other students who can use these classes.

Dr. Mitch Crocker, chair of the management, marketing and international business department, explained the trip covers quite a bit of ground, and almost any student is bound to gain valuable insights from the experience.

"The courses apply mostly to people who are in the college of business, specifically sports business, but upper-level management and marketing are things that also apply," Crocker said. "People want to go on these trips for a lot of reasons."

The trip is planned to be lengthier and much more extensive than previous ones as it will last for a month.

Dr. Jason Reese, assistant professor of marketing, is coordinating the trip due to his past experiences with similar study abroad trips.

"Dr. Reese is sort of going home, in many ways. He's done this before and has worked with people in Germany before, so he's really excited to be able to offer this trip," Crocker said.

Studying abroad is something many college students look forward to. Rachel Gee, an SFA senior majoring in advertising, spent time studying music in Germany and Austria as part of an orchestra.

"I learned a lot while I was abroad," Gee said. "I feel like I am the person I am today because I was exposed to rich cultures different than my own. I loved every second of it, and I hope that I have the opportunity to travel a lot more in my lifetime."

Crocker praised how study abroad trips broaden students' horizons, give them experience and education that can be put to use in a variety of jobs, and expand their idea of what a job in the sports industry can be.

"In general, I think students tend to have a very myopic view of sports business," Crocker said. "When I hear sports business, I'm thinking, 'I want to work for the Cowboys!' or, 'I'm going to work for the Astros.' When you take sports globally, it's a \$6-to-\$9 billion industry and it broadens the field for people interested in sports business. Also, because these are actual companies, many people could be working for them regardless of their degree."

For more information on the trip, contact Reese at (936) 468-1465 or reesejd1@sfasu.edu.

Marleta Chadwick student financial advisors serve campus, community

The Rusche College of Business' Marleta Chadwick Student Financial Advisors' benefits are twofold. Not only do the advisors offer students and the community free financial advice and money management tips, but advisors also are practicing skills that will benefit them once they leave the university and begin their careers.

The Rusche College of Business created the Student Financial Advisors organization in 2014 to emphasize financial literacy and smart money management to

help people dealing with financial crises. The advisors assist individuals with budgeting, credit card and debt management, identity theft, and fraud.

Student director and SFA business administration graduate student Brian Cook has been with the program since its inception and is looking forward to the program's development. "We counsel people financially. We help them make smarter decisions and realize the impact these decisions have on their lives," Cook said.

Four student assistants work alongside Cook as student advisors. Mi-Kayla Lemon, Clark Taylor and Flo Soto specialize in community efforts, while Corey Belcher and Cook focus on the SFA campus. In addition, Soto handles Web and media projects and Belcher is in charge of the organization's social media presence.

The five-member group shares their financial knowledge through presentations to community and campus organizations, groups and teams. Women's and homeless shelters, United Way, and churches are some of the organizations the advisors assist.

The advisors also reach out to students at both SFA and beyond. Lemon explained the organization works with Center High School students to help them prepare for the real world, and at SFA, the advisors talk to SFA 101 freshmen seminar and other students to help educate them on financial issues.

"I feel students have a closer connection with us because we can relate to them," Lemon said. "It's a good feeling to see the transformation when students understand their financial situation."

Last semester, the organization moved into a new office on the first floor of the R. E. McGee Building, Room 169. This location has a reception area and private offices for each advisor to counsel individuals on sensitive financial issues.

Cook said the new location also enables advisors to meet with walk-in clients. Walk-ins are welcome from 9 a.m. to 4 p.m. Monday through Thursday and 9 a.m. to noon Fridays. Visitors also can schedule advising appointments.

"It is an easy process. Clients can come in and fill out a quick form telling us the area they want to focus on," Lemon said. "It takes less than 20 minutes."

Cook encourages visitors to partake in this free service and stresses that the advisors have all been in their shoes and know the struggles they may be facing.

"We have people from all walks of life come here. We never talk down to or judge anyone," Cook said. "We are here to help and genuinely want to meet our clients' needs."

Dr. Banker Phares, SFA economics and

finance professor and director of the financial banking program, is impressed with the students' work and dedication. "Their commitment to helping others reassures me that this generation of students is going to make a significant and positive contribution to society," Phares said.

The office and program's growth is a result of a gift to the university by the Marleta Chadwick Trust. This gift resulted in the naming of the Marleta Chadwick Student Financial Advisors, as well as the Chadwick Family banking program within the Nelson Rusche College of Business. The college also is working on getting a banking major approved for fall 2016.

"We are so appreciative of the generosity of the Chadwick Family, as these programs will support hands-on learning experiences that are very beneficial to our students and will be an asset to the entire community," Dr. Tim Bisping,

dean of the Nelson Rusche College of Business, said.

The gift also will support a scholarship program for Center High School graduates who wish to pursue degrees in either SFA's James I. Perkins College of Education or the Nelson Rusche College of Business.

"We have a great relationship with the Chadwick family and this has opened so many doors," Cook said. "Having the capital to set long-term budgets, goals and grow the program as needed is great."

To take advantage of the free services and schedule an appointment, email student.financial.advisors.sfa@gmail.com. Request a presentation by accessing sfastudentfinancialadvisors.wordpress.com and click on the "Request a Presentation" tab.



Several students in SFA's Nelson Rusche College of Business serve as Marleta Chadwick Student Financial Advisors. The advisors counsel clients on financial matters free of charge Monday through Friday through walk-ins and appointments in a new office space in the McGee Building, Room 169, and also are available to give presentations to community and campus organizations. The new office space and program expansion are the result of a recent gift to the university by the Marleta Chadwick Trust. The gift resulted in the naming of the Marleta Chadwick Student Financial Advisors, as well as the Chadwick Family Banking Program at SFA. Pictured back row, from left: Marleta Chadwick Financial Advisors Corey Belcher and Brian Cook; Dr. Banker Phares, SFA economics and finance professor and director of the financial banking program; and advisor Clark Taylor. Front row from left: advisor Flo Soto; SFA graduate and founding member Jenny Rosales; advisor Mi-Kayla Lemon; and SFA graduate and founding member Antonio Badillo.

Rusche College of Business to offer international sports marketing course

Decked out from head-to-toe in their favorite sports team's regalia, crowds from around the world gather in the stadium to watch as the game unfolds.

Whether it is the Olympics, Super Bowl or World Cup, hosting and marketing mega sporting events requires a certain skill set.

This semester, the Rusche College of Business will offer a new international sports marketing course for students studying sports business.

Dr. Jason Reese, SFA assistant professor of marketing who helped create this course, explained the class is an examination of the global sports industry. Students can expect to discuss various topics ranging from hosting sporting events to selling and activating sponsorship deals with global corporations.

"I'm looking forward to conversations. This class will use both a case study and discussion-based approach," Reese said. "Students will have the opportunity to solve real-time problems facing industry professionals."

Most of the cases studied will come from situations industry professionals encountered in recent years.

"These cases will likely lead students to discussions that they otherwise would not have," Reese said.

This course will be offered in the traditional classroom setting, and students

must be a junior or senior to enroll. This addition to the course list is in line with the college's sports business major, which was implemented in fall 2015.

"The program and this course are responses to student demand and industry needs. Executives from professional sports organizations to local sports clubs and facilities are seeking graduates with an understanding of business principles and knowledge of the participant and spectator industry," Reese said. "This course adds to the new program by providing students an opportunity to dig deeper into global cultural differences and the universal appeal of sports."

According to Reese, SFA's sports business program is the only one offered in higher education in Texas where students earn a Bachelor of Business Administration in sports business from a college accredited by the Association to Advance Collegiate Schools of Business. This degree helps students gain a competitive edge and stand out when entering the workforce.

"Students who have a Bachelor of Business Administration show prospective employers that they have knowledge of sound business practices. Many graduates applying for jobs in the industry do not have this type of degree," Reese said. "This course also will give students the ability to show global sports organizations

that they have specifically studied and have an understanding of the importance of cultural diversity."

Dr. Mitch Crocker, department chair of management, marketing and international business at SFA, said several factors contributed to the creation of this degree, including how popular the college's sports marketing minor has been.

"SFA alumni are employed at every major professional sporting venue in Texas, and many more have careers in sports-related fields," Crocker said. "Sports is a multi-billion dollar global industry, and we have faculty members with experience teaching and conducting research in this area."

The new degree has exceeded expectations with more than 20 students enrolled in the sports business BBA degree program last fall and more than a dozen students who plan to major in sports business this spring, according to Crocker.

"Sports business students have a passion for sports, and we hope we help make their dreams come true," Crocker said. "The heart of the sports degree is the business foundation that ensures our students understand the fundamentals of business. This foundation provides students with a broad understanding of all business operations and this will make them marketable to all business, not just those in the sports sector."

Rusche College of Business offering human resource management degree

SFA's Rusche College of Business has expanded its degree options with a new human resource management major.

"We believe this new major will assist students wanting to work in the human resource field," said Dr. Mitch Crocker, chair of the management, marketing and international business department.

The creation of this major is in response to students requesting a specific degree in the human resource field. Also, Crocker said the college has been seeking opportunities to offer more specialized degrees.

"We believe that students equipped with the knowledge this degree program affords would enjoy greater success in their professional careers, and simultaneously, this degree would elevate the stature of the university," Crocker said.

Students majoring in human resource management would take four foundation courses: human resource management, employee and labor relations, compensation and benefits, and employment and agency law. In addition, students could select 12 more hours from courses such as training and development, supervisory management, organizational behavior, and nego-

tiations and alternative dispute resolution. Students also are encouraged to pursue an internship prior to graduation.

"We find that students who have emphasized courses in HR and obtained work experience in the field are highly sought after when they graduate," said Dr. Marcus Cox, who teaches some of the human resource management courses. "Our goal is to continue to grow our network of organizations, both locally and throughout the state, that are willing to offer internship experiences for our students."

Alumni who are interested in offering internship opportunities in their human resource departments are encouraged to contact Crocker by email at rcrocker@sfasu.edu.

"At the end of the day, we want our students to be successful in their chosen professions," Crocker said. "For those students wanting to work in the field of human resource management, we believe this new major will give them the skill set they need to hit the ground running."

Student Advisory Council hosts mock career fair

Each semester the Grand Ballroom in the Baker Pattillo Student Center fills with employers and recruiters from across the country looking for their newest future employees. SFA students searching for internships or their post-graduation jobs file in with their résumés looking for the opportunity they've been preparing for over the past four years. This semester, the Student Advisory Council in the Rusche College of Business wanted to give business students an extra boost to prepare for the big event by coordinating a mock career fair. Kaili Crow, a junior accounting major, created the idea.

"I have been to career fairs before, but I've noticed that it can be really awkward for students—especially if it is their first time at a career fair. They're nervous, they don't really know what to say, and students sort of wander around looking lost and confused. I wanted to give students a chance to practice and perfect their skills so they would feel more confident during the actual Career Expo."

Crow worked with her fellow Student Advisory Council members to create the Mock Career Fair. The event boasted several components. For example, students were encouraged to wear their Career Expo attire, which professors critiqued. If students did not wear professional attire, a station was set up to discuss the do's and don'ts of professional dress. In addition, SFA's Career Services office set up interactive videos and a Q&A session about working career fairs. Professors also volunteered to review résumés and serve as sounding boards for students to practice their "30-second pitch."

The event was an informal, come-and-go workshop where students received advice and encouragement on the areas in which they were less confident.

"For our first time, I was really happy. Students were engaged and they received the information and practice they needed," Crow said. "Some students may feel better about trying to land their first job, and freshmen may feel less intimidated about the Career Expo. I hope this is an event the Student Advisory Council continues every semester because it is valuable for the students who need it."

The Mock Career Fair was hosted as one of the events connected with the Student Success Passport Program.

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