The WT Tech Club is hosting its Annual Video Game Tournament on Saturday, November 20th, 2010 in Classroom Center rooms 207 and 209 (The Joachim Business Innovation Classroom). This year, the WT Tech Club has secured sponsorship from local Game Stop franchises to feature a competition featuring the top-selling game Call of Duty: Black Ops. Additionally, there will be competitions in Madden NFL 2011 and FIFA 2011. Gamers will also have “free play” sessions, on both the Sony Play Station 3 and Microsoft XBox 360 game systems, featuring Halo Reach, NCAA Football 2010, and Fight Night Round 4.

The winner of the Call of Duty: Black Ops competition will receive a Call of Duty: Black Ops T-shirt and Visa gift card. Winners of the Madden and FIFA tournaments will receive Game Stop gift cards. All WTAMU students, faculty, and staff are encouraged to participate and prove their mettle.

The Mission/Purpose of the West Texas A&M Technology Club is: “...to enrich and inspire the students of WTAMU, the surrounding community, and ourselves with technology: hardware, software, and any application of technology. We will strive to
learn and grow as students while sharing our skills and knowledge to benefit other students on campus.”

Business Students to Study Abroad in London

Nov 18 2010

The London 2012 Summer Olympics is the focal point of a study abroad trip planned for May 2012. Students from both the College of Business and Mass Communication will travel to London May 14-24, with courses being offered at the undergraduate and graduate levels. The College of Business will offer MKT6350 Contemporary Issues in Marketing: Sports Marketing (taught by Dr. Nick Gerlich), while Mass Comm will offer MCOM3392 Special Topics: Contemporary Issues in Global Advertising and Branding (taught by Professors Lori Westermann and Leigh Browning). At present, 31 students are committed to the trip.

Highlights of the experience include numerous tours of companies sponsoring the Olympics, a visit to the BBC, and a day trip to Stonehenge. Class lectures will focus on sports marketing at the international level, the role of the Olympics in corporate sponsorships, and how social media are being used by both the Olympics and companies to promote the event. Faculty and students on this trip will also use social media extensively to document and share their experiences abroad.
COB Welcomes Two New Faculty Members

Nov 18 2010

Dr. Jonathan Shaffer and Dr. Meagan Brock have joined the College of Business in the 2010-2011 academic-year. Dr. Shaffer earned his doctorate degree from the University of Iowa and is an Assistant Professor and Pickens Professor of Management at West Texas A&M University. Dr. Shaffer teaches in the areas of leadership, organizational behavior, and human resource management. Dr. Shaffer’s research has appeared in several leading journals, including *Academy of Management Perspectives, Journal of Applied Psychology*, and *Personnel Psychology*. Dr. Brock earned her doctorate from the University of Oklahoma and will start at West Texas A&M University in January as an Assistant Professor of Management. Dr. Brock teaches in the areas of human resource management, business ethics, and organizational behavior. Dr. Brock’s research has appeared in several leading journals, which include *Human Resource Management Review, Public Personnel Management*, and *Science and Engineering Ethics*. Dr. Brock and her research in the area of Time Banditry will be featured in the December edition of *HR Magazine*. 
One-on-one conversations with CEO’s of major companies was just one highlight of the Finance trip to the Hodges Capital Management’s Annual Investment Forum in Dallas. On September 2, 2010, six students along with over 200 professional money managers listened to investment presentations by fourteen companies identified as having compelling investment merits by Hodges Capital Research. In particular, the students learned about the direction of the natural gas industry, the concentrated focus on higher-end customers by retailers, and the expanding market for railroads. Additionally, WT COB alumni Don Hodges, Eric Marshall and Derek Maupin took time out of their hectic day to discuss different investment philosophies and their views on the direction of the stock market and the economy with the students. The event, held at the Crescent Hotel, also included a luncheon presentation by former Dallas Federal Reserve president and Texas A&M Chancellor Dr. Bob McTeer.

Students: J.D. Morrison, Jacob Ortega, Zaid Maaytah, Kolten Wilder, Laura Beth Hallman, and Karina Lindary.
International Management Student Team Places in Global Top 100

Nov 18 2010

A student team in Dr. Jane Xiao’s MGT 4335: International Management course has earned the distinction of placing in the top 100 in the BSG Business Strategy Simulation Game. The simulation annually attracts over 5,000 student participating teams from 531 different colleges and universities from around the world. The Errbdy Grade Wnt Dw (EGWD) Team from West Texas A&M University is currently ranked 91st overall and 58th in the category of stock price. Students on the team are Raela Ornelas, Monisa Escoto, Chasta Pham, Kennon Horrocks, Braeger Sprague, and Lori Terry. Four additional student teams from Dr. Xiao’s MGT 4335 class are recognized by BSG with a Gold Star for being Most Outstanding Corporate Citizens.

SIFE Team Attends Training Conference in San Marcos

Nov 18 2010

Thirty members of the WTAMU SIFE team traveled to San Marcos, Texas, in late September for a SIFE Training Conference at Texas State University. The team divided into groups for officer training, project management training, and new member training. A Dale Carnegie Training Course on leadership was offered in each track, and project managers received training from the Project Management Institute. SIFE teams from across Texas shared best practices as they trained together in this conference funded and sponsored.
College of Business Professor Establishes Relationship with University in Denmark

Nov 18 2010

The College of Business has initiated a new and potentially fruitful association with the Copenhagen Business School this year starting with Dr. Jeffry Babb’s visit to the Department of Informatics this past summer. Copenhagen is a key city in Scandinavia and presents an interesting variant on market capitalism given the region’s social democratic past. This trip has also paved the way for new opportunities in the future for cooperation between the two schools. Dr. Jacob Nørbjerg, Head of the Department of Informatics at the Copenhagen Business School, is slated for a reciprocal visit to the Computer Information and Decision Management department in Spring 2011. Among the outcomes of this visit in the Spring are research partnerships among scholars and groundwork for student exchanges for study abroad in both directions.

COB Graduates Weathering the Storm

Nov 18 2010

The College of Business (COB) believes that employment of our graduates is a key indirect assessment tool. The University surveys undergraduate students at the spring graduation to obtain general job market information on current graduates. The College of Agriculture, Science and Engineering (ASE), College of Business (COB), College of Education and Social Sciences (ESS), College of Fine Arts and Humanities (FAH), and Nursing and Health Sciences (NHS) all participate in the survey. Although current labor market conditions are not ideal for new college graduates, College of Business students
appear to navigate the recessionary storm better than other areas. Below is a comparative summary report of the employment status of College of Business and WT spring (May) 2009 and 2010 graduates:

### Employment of Graduates by College (WT Spring 2010)

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<tr>
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<tbody>
<tr>
<td>ASE</td>
<td>40%</td>
<td>53%</td>
</tr>
<tr>
<td>COB</td>
<td>64%</td>
<td>65%</td>
</tr>
<tr>
<td>ESS</td>
<td>43%</td>
<td>40%</td>
</tr>
<tr>
<td>FAH</td>
<td>47%</td>
<td>56%</td>
</tr>
<tr>
<td>NHS</td>
<td>60%</td>
<td>56%</td>
</tr>
<tr>
<td>WTAMU Average</td>
<td>49%</td>
<td>52%</td>
</tr>
</tbody>
</table>

Source: WTAMU Institutional Data (5-15-2010)

### Dallas Fed Economist Speaker at Investment Series

Jul 06 2010

Dr. Kenneth J. Robinson, research officer for the Federal Reserve Bank of Dallas, was the spring 2010 speaker for the College of Business Investment Series. Robinson joined the Federal Reserve Bank of Dallas in August 1986 as an economist in the Research Department, specializing in macroeconomics as well as
money and banking. He joined the Financial Industry Studies Department in February 1989.

Robinson was promoted to senior economist in March 1990, senior economist and policy advisor in March 1993 and research officer in January 2008. He holds a B.S. degree from the University of New Orleans, an M.S. degree from Louisiana State University and a Ph.D. from Ohio State University. His current research focuses on how financial structure, monetary policy and economic activity affect U. S. financial markets. Robinson is a member of the American Economic Association. He has published articles in several academic journals, including the *Journal of International Money and Finance, Journal of Financial Services Research*, and *Journal of Macroeconomics*, as well as in Dallas Fed publications.