



The M & M

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In this Issue:

- The Bearkat Course Page 1
- Business Database Management at Samuel Walker Houston Museum and Cultural Center .. Page 2
- DEI Learning, Collaboration and Service with Dr. Gina Brynildsen Page 2
- Management Capstone Class earned a spot in the Global Top 50 ranking Page 3



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THE BEARKAT COURSE AT SAM HOUSTON STATE UNIVERSITY New Name Established for the University Golf Course



► Professors John Newbold (Marketing) and Rich Ballinger (PGA Golf Management) spent part of their summers assisting the university in establishing a new name for the university golf course.

In June, Dr. Ballinger and Dr. Newbold conducted focus groups among current members of what was previously known as Raven's Nest Golf Club to sort among alternative new names designed to leverage the current marketing strategy for the university.

Groups included both current members and regular patrons of the golf course. The clear winner was The Bearkat Course

at Sam Houston State University.

Dr. Ballinger, who oversees golf course operations, will be implementing new marketing programs with the help of University Marketing & Communications to promote the name change.



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Business Database Management at Samuel Walker Houston Museum and Cultural Center



▲ Fall 2021 MIS students in MGIS 4330 Business Database Management II

In Fall 2021, MIS students in MGIS 4330 Business Database Management II under the supervision of Dr. Kamphol Wipawayangkool, Associate Professor of MIS, presented their Academic Community Engagement (ACE) work on the database and web site development for Samuel Walker Houston Museum and Cultural Center in Huntsville, Texas represented by Ms. Lajuana Glaze and

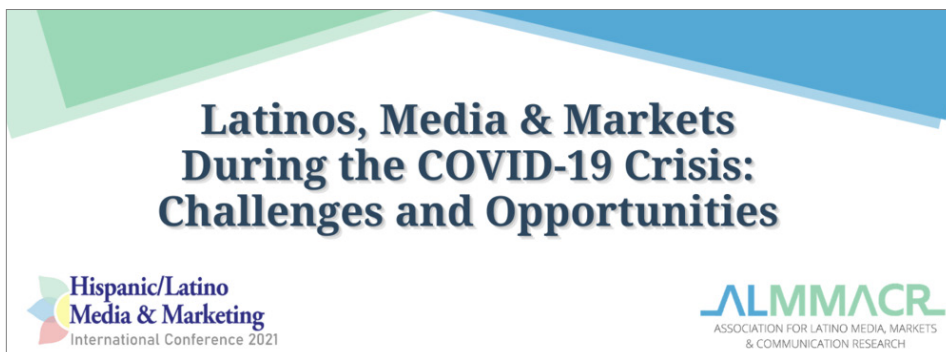
Ms. LaLinda Moten. The students are Ryan Rodriguez, Grant Green, Carla Zamora, Leah Thompson, Colin Morton, Klein Dillon, Anthony Hernandez, Nicholas Villarreal, Blake Howland, Josue Rios Romero, Andrew Huynh, Kameron Allen, Darryl Robinson, and Jake Barnhart.

The mission of the Samuel Walker Houston Museum and Cultural Center is to preserve and perpetuate the legacy of

Samuel Walker Houston and the African-American communities of Huntsville and Walker County, Texas. The facility also serves as a site for community gatherings: meetings, parties, weddings, showers, etc.

The Samuel Walker Houston Museum and Cultural Center is a Non-Profit 501 (c)3) Corporation. Donations are accepted (phone no. 936-295-2119).

Dr. Gina Brynildsen's DEI, Learning, Collaboration and Service



DEI Service

- Session Panelist, 2021 PhD Project/ Marketing Doctoral Students Association Annual Conference (08/2021)—“Breaking Through the Wall”: Starting—and Finishing—the Dissertation

DEI Conferences/Collaboration

- Marketing Ethnic Faculty Association (MEFA) x VMLY&R's Conference: Bridging marketing practice and classroom (Virtual)
- Latinos, Media & Markets During the COVID-19 Crisis: Challenges and Opportunities (Virtual)

DEI Training

- Office of English Language Acquisition (OELA) webinar series (Attended September 17, 2020)—The Office of English Language Acquisition (OELA), in collaboration with GlobalMindED hosted a two-part webinar series to inspire linguistically and culturally diverse students to cherish, nurture, and revere their primary culture, heritage, and language so they can realize the short- and long-term personal, educational, and professional benefits of being multilingual. The first webinar—“Retention of Heritage Culture and Language(s),” was a discussion of the cognitive, economic, educational, and sociocultural benefits of multilingualism with expert panelists from a variety of fields and professions.

Management Capstone Class earned a spot in the Global Top 50 ranking

Five teams (over half of the class) from Dr. Tiffany Maldonado's Strategic Management Capstone Class earned a spot in the Global Top 50 ranking in the GLO-BUS simulation from among 623 teams from 58 colleges/universities worldwide. Each week, GLO-BUS selects the best-performing companies worldwide based on Overall Score, Earnings Per Share, Return On Average Equity, and Stock Price.

In Dr. Tiffany Maldonado's Strategic Management Capstone class, students learn the connection between firm strategy, firm performance, and how to analyze business simulations. The goal is to formulate realistic strategies for a firm to successfully compete going forward. One tool that Dr Maldonado uses in the class is the GLO-BUS strategy simulation in which teams of students manage a company that is competing for global market leadership in the wearable video cameras and drones industry. Each decision round, teams make 30+ types of decisions from all business domains including elements of design and performance, facilities and assembly operations, compensation, pricing and marketing, the financing of company operations, and corporate social responsibility, among others.

Gregory Curatola, Eunice McCain-Davis and Lauren Randall the co-managers of FlightShot earned:

- the 32nd best Earnings Per Share performance
- the 30th best Return on Average Equity performance
- the 28th best Stock Price performance

Jennifer Clark, Adam Sumrall and Eric

Todd, the co-managers of Infinity Mode earned

- the 39th best Return on Average Equity performance

Elsy Orellana, Lindsey Parks and Hunter Pharis the co-managers of A-Tech earned

- the 17th best Return on Average Equity performance

Alyssa Dussetschleger, Kimberly Upshaw

and David Wood the co-managers of Bang Technologies earned

- the 22nd best Return on Average Equity performance

Clayton Cottle, Amanda Hearn and April Odell the co-managers of Ethereal Optics earned

- the 25th best Return on Average Equity performance



▲ Gregory Curatola



▲ Jennifer Clark



▲ Elsy Orellana



▲ Eunice McCain-Davis



▲ Adam Sumrall



▲ Lindsey Parks



▲ Lauren Randall



▲ Eric Todd



▲ Hunter Pharis