



## GENERALLY SPEAKING

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### Frequent Flyer Miles!

The Department of General Business has recently developed an exciting travel program called "Wall to Wall Business" that enables students to experience the dynamic global marketplace firsthand. Undergraduate and graduate students in the Nelson Rusche College of Business had the opportunity to travel to Washington D.C. and New York City during spring break and to China and Singapore in May. Both courses involved classroom lectures that prepared the students for touring businesses and government agencies. Students composed a final report following the trip, with graduate students conducting additional research about the travel locations.

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*SFA group at  
the Great  
Wall of China*

prepares you for being on the ground in China. That is the true value of the program, allowing the students to see first-hand what it is like to be in one of the fastest growing marketplaces in the world. In addition, the insight that our business contacts provided was invaluable," Cox said.

"I would also like to thank Mr. Edward Burnam, an SFA alum who is working for Nabors in China. Edward went out of his way to line up our visit with EGL. In addition, he took time to visit with our students about what it is like for an American to live in work in China."

The Department of General Business is looking forward to offering other travel abroad opportunities and is appreciative to the Office of International Studies and Programs, which provided assistance and coordination.

The "Washington to Wall Street" program allows students to learn about government regulation of business and international agencies that impact the business world. Students tour the New York Stock Exchange as a guest of Lehman Brothers and spend an hour on the floor of the exchange during trading hours. Additionally, students toured the Federal Reserve building in Washington, D.C. and were treated to a lecture in the Board of Governors boardroom. ...Continued on page 2

Mr. Marcus Cox, GBU faculty member, spearheaded the "China 2006" trip this summer. A total of 19 students and faculty members participated in the 18-day excursion to China and Singapore. Students were able to meet with several businesses including Texas Instruments-China, Digital Light Production (DLP), Eagle Global Logistics (EGL), The Haier Group, Tsingtao Brewery, the Espalade Fine Arts Center, and Singapore Airlines. In addition to the 12 students--10 undergraduates and two graduate students-- seven faculty members also attended. This group included: Mr. James Thompson, Regent and president of Team Associates Inc.; Dr. Marlin Young, Associate provost & vice president for academic affairs; Dr. Violet Rogers, dean of the College of Business; Dr. Aileen Smith, professor in the Department of Accounting; and Dr. Keaton Grubbs, associate professor in the Department of General Business. In addition to visiting with businesses, the group toured the Great Wall of China, the Forbidden City, the Terra Cotta Warriors, and the Ming Tombs, and they climbed Mt. Hau Shan. "You can read and study all you want, but nothing



*SFA group at  
UN Security  
Council in New  
York City*

## New Department Chair

The Department of General Business has a new chair, Dr. Debbie DuFrene. Dr. DuFrene joined the SFA faculty in 1988 and teaches in the field of business communication. She completed her undergraduate and graduate work at Nicholls State University and earned her doctorate from the University of Houston. Publishing more than 80 scholarly articles, she also is co-author on a leading business communications text used widely throughout the U.S. and abroad.

The chair position was previously held for 20 years by Dr. Betty Johnson, who retired as the department chair in the summer. She will remain on the faculty, teaching in the spring of following development leave this fall.

Dr. DuFrene is very excited about the new position: "The Department of General Business is a vital part of the Rusche College of Business and the university. The



*Dr. Debbie DuFrene: "The General Business major is the most popular major in the Rusche College of Business."*

General Business major is in the top five majors at SFA in terms of popularity. It fills a vital demand for a program that provides both the comprehensive preparation of the B.B.A degree and the flexibility to tailor some course offerings to student interest." Additionally, more than 300 students are currently pursuing minors offered by the department.

## Professional Development Conference

A professional development conference for area business educators will be held at SFA this fall and hosted by the Department of General Business. The day-long conference will be held on Nov. 13 and is co-sponsored by the Texas Business and Technology Educators Association (TBTEA). The event will serve geographically selected TBTEA regions including Houston, Beaumont, Huntsville, Kilgore, Mount Pleasant, Richardson, Fort Worth, and Waco. A State Board of Education update will be given by Barbara Cargill, Representative, SBOE District 8. Other conference sessions will include several software updates, a presentation on business etiquette and ethics, and an update on the new Achieve Texas Initiative to help students select career pathways.

Dr. Ann Wilson, assistant professor of technology and business communication in the Department of General Business has worked along with a committee from the department and the TBTEA leadership to organize the conference that is expected to draw nearly 100 participants. According to

*Dr. Ann Wilson: "The TBTEA conference draws educators on both the high school and collegiate levels."*



Dr. Wilson, the conference is designed to provide the "latest professional development" to attendees. Educators have the opportunity to "receive continuing education credits, learn new instructional strategies, and receive the latest student organization information." Dr. Wilson also attended and presented at the 2006 Business and Marketing Education Professional Development Conference that took place July 24-27 in Corpus Christi.

She is serving as both the post-secondary vice president of the Texas Business and Technology Educators Association and as the Region VII representative.

## Frequent Flyer Miles! Cont...

Other activities include: a lecture at the World Bank, meetings with Senator Kay Bailey Hutchison's staff and a tour of the Capitol, as well as touring the United Nations, Supreme Court, and ABC studios. A highlight that the students really enjoyed this year was being VIP guests at "Good Morning America" and meeting the show's hosts. Students enrolled in the course studied and discussed various topics related to government and business activities, and the actual trip occurred during the week of spring break. According to Mr. Cox, "preparation for what you'll see makes it all the more meaningful."

The trip afforded students the chance to visit the great cities of Washington, D.C., and New York City. Students had the opportunity to not only meet with business and government officials but also to experience the cultural, historical and architectural offerings of each city. Dr. Rogers and Mr. Cox served as supervisors for the trip. Commenting about the program, Mr. Cox feels the program allows SFA to be competitive with the travel programs of other schools. The popular "Washington to Wall Street" is already full for the spring 2007 travel opportunity.

## A General Makeover

Students majoring in General Business now have the opportunity to declare an optional emphasis to their studies. The five choices for emphasis include: Corporate Communication, Legal Studies, Petroleum Land Management, Technology Applications, and Business Teacher Certification. Students choosing to complete an emphasis in one of these areas can strengthen their employability and career options.

**The Corporate Communication emphasis** familiarizes students with business communication theory and issues while providing experiences in written, spoken, visual and electronic communication skills. Potential job titles include communications specialist and corporate communications director.

**The Legal Studies emphasis** familiarizes students with legal issues affecting business and society and enhances reasoning, analytical, and communication skills. It is especially useful for students who wish to work in issues management, risk assessment, consulting, legal auditing, compliance, and policy making in the business environment.

**The Petroleum Land Management emphasis** prepares students for careers in fields directly and indirectly related to oil, gas and energy resources. Potential job opportunities might include: positions with state and federal agencies, positions with energy and development corporations, positions with land and exploration service corporations.

**The Technology Applications emphasis** prepares students with computer application skills applicable to various employment areas. In combination with professional education courses, this emphasis also meets the requirements for the Technology Applications teacher certification in Texas.

**The Business Teacher Certification emphasis** allows students to complete the courses necessary to teach business education in the secondary schools of Texas. Students who choose this emphasis will have the flexibility offered by being able to work in business or teach in the field of business education.





## Department Additions

The Department of General Business has welcomed a brand new lecturer, Mrs. Melissa Gross. Mrs. Gross received her bachelor's degree in management from Lamar University and completed her M.B.A. degree in May right here at SFA. She is teaching three sections of business communication, and the department of General Business is very glad to have her on the team!

The department also has three new graduate assistants: Tanangelia "Tan" Beatty, Michael Scifo and Kenny Watson. Tan received her BBA degree from SFA in May 2006 with a major in accounting; she is currently pursuing her MBA in General Business. Michael is in the five-year accounting program pursuing his MPA. Kenny received his BBA degree from SFA in May 2005 with a major in marketing; he will complete his MBA in General Business in May 2007.



## Opportunities for You to be Involved

- ✓ Would you drop us a line to let us know where you are working and what you are doing professionally? Current students enjoy knowing the types of jobs they might be holding after graduation. *E-mail us at [ddufrene@sfasu.edu](mailto:ddufrene@sfasu.edu)*
- ✓ Are you planning a trip to SFA or the Nacogdoches area? If so, please consider serving as a guest speaker in one or more classes to share your knowledge and experiences with current students.
- ✓ Do you know of a job or internship opportunity in your company or organization that an SFA Lumberjack might fill? Please notify the department of any job openings, and we will be spread the word for you by informing soon-to-be graduates of your available position. Let's keep it in the family! Axe 'em Jacks!
- ✓ Would you like to have a part in the success of the Department of General Business? Gifts of any size help promote student and faculty activities. Visit the following link and specify your gift for the Department of General Business: [www.givetosfa.sfasu.edu](http://www.givetosfa.sfasu.edu)

*If your company or organization has job opportunities or if you would like to be a guest speaker here at SFA for classes in the Department of General Business, please contact Lynn Shivers at (936) 468-3103. Let's support the SFA family. Axe 'em Jacks!*



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