

BSA Coca Cola Bottling Plant Tour



April 01, 2020– The BSA will be sponsoring a field trip to the Alexandria Coca Cola Bottling plant. Sign up is in the Business Department and waiver forms are due no later than 13 March to Dr. LeJeune. This event should start around 10:00 and last until 12:00, and is open to all Business students.

BSA Guest Speaker Mr. Michael Higgins

March 19, 2020- Mr. Michael Higgins will be presenting a seminar on networking and business strategy at 5 PM in Granbury. This event will be worth 1 Cultural Credit.



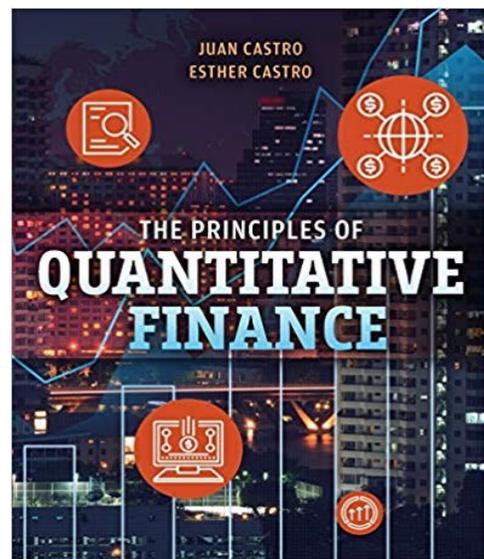
Faculty Focus: Dr. Juan R. Castro

Though the students of the Spring 2020 Money and Banking course are all too familiar with it, Dr. Juan Castro, Professor of Business, has recently published a new book titled “The Principles of Quantitative Finance.” This labor of love project began several years ago as a collection of notes that Dr. Castro had comprised to assist him in instructing a quantitative analysis course while teaching at LeTourneau University. Dr. Castro

had several students asking to make copies of this, and this planted the seed to compile it into what would eventually become the manuscript for his textbook. He was additionally motivated to write the book as there was a need for an introductory to intermediate level of quantitative finance textbook. Most of the existing texts were too mathematically themed or not focused around analysis and the integration of analytic systems.

When asked how he finds time to write Dr. Castro stated that he “keeps life simple and to concentrate on your passions.” Dr. Castro’s future plans involve the publishing of an additional course book to cover Personal Financial Planning. This in-progress endeavor, like the Quantitative Finance book, found itself rooted in teaching and should be published by the Fall of 2020. Dr. Castro has provided his expert advice to several churches with instructional workshops to include lessons on the Bible and finance, savings, and proper stewardship of church funds. He also hopes to start a Non-Profit organization that

will provide online bilingual Personal Financial Planning courses for the general public. These courses look to provide information to everyone from the layperson through college graduates making use of course materials and tips that he has accumulated over his storied 27-year career. The key focus of these courses will be on income and debt management.



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