

View from the Dean's Suite

WITHOUT ADVANCES IN BUSINESS, society as we know it cannot survive. A free market system demands progress, and the College of Business Administration wants to step into the forefront in helping achieve that progress.

The week of April 11-18 has been designated as *BUSINESS WEEK* at Texas A&M University and a number of events have been scheduled to emphasize the College of Business Administration and the role of business in society. A schedule of all the events is located on the back page of this publication.

One of the objectives of *BUSINESS WEEK* is to further the relationship between the College of Business Administration and the business community. Many of the week's events provide opportunities for our students and faculty to interact with business executives who will be on campus as speakers or participants in conferences or other activities.

Why is an interaction with the business community important for the College of Business Administration? The answer is simple. The reputation or stature of a College is a critical factor in its ability to attract capable students and to provide job opportunities for its graduates. This interaction is also highly influential in the consulting opportunities available to faculty and in the financial support that the business community is willing to contribute to the school.

How then is a reputation established? One of the most significant ways is by the performance of a school's graduates in the business community. As graduates of the school do well in their jobs and advance in their organizations, the reputation of the



school is enhanced. But potential employers must be aware of the school and have a positive impression of its programs in order to recruit its graduates and to give them the opportunity to perform.

The College of Business Administration, therefore, conducts a number of events and engages in numerous activities and programs to increase the business community's level of awareness of the College. We feel that Texas A&M has an outstanding student body and an excellent faculty and that interaction between A&M and business executives will raise our visibility and enhance our reputation.

Business executives are invited to the campus to speak to classes and student organizations as visiting executives. About 600 managers come to the campus each year to participate in the Executive Development Programs. Nearly 5,000 executives receive *The Texas Business Executive*, a quarterly magazine published by the College. And faculty members interact with recruiters of various firms when they visit the campus.

Furthermore, students are placed with firms through the cooperative education program for work experience. Other students also serve as consultants to small businesses through the Small Business Assistance Program.

In short, *BUSINESS WEEK* is only one of the many activities we've established to increase the interaction with the business community and thereby increase the visibility and enhance the reputation of the College of Business Administration.

Your participation in the events of *BUSINESS WEEK* is encouraged. You'll be helping both the College and yourself.

The Editor's Note

Welcome to this special edition of *The Business*!

Our intent with this special issue is twofold: To help bring into focus the events that will shape the first *BUSINESS WEEK* observance at Texas A&M University. And, to show the efforts of the College of Business Administration to deal with major issues concerning business and industry today.

A tabloid of this scope requires the efforts of many people behind the scenes. While appropriate credit is given to those students who have written articles or helped out editorially, there are still others whose efforts have made this special issue of *The Business* possible.

Consulting Editor Lynn Zimmermann deserves a special note of thanks for his advice and help in all stages of the publication from concept to completion.

The Department of Communications has been a valuable resource in getting this project off the ground, too. Bonny Wolf, Don Johnson and Bob Rogers deserve special mention for their guidance and assistance in numerous details.

Many students have also contributed their thoughts and impressions to the benefit of this issue. While there are far too many to mention all by name, there are several who do deserve thanks: Rhonda Watters, editor of *Focus*, for her much needed help in design and layout; Scott Sherman for his help in typesetting, and D.J. Mulholland, Virginia Poznecki, Bland Crowder, Phyllis Washburn and Glenda Johnson for their willingness to listen to the rantings of an often frustrated managing editor.

To all those who have helped make this project possible — thanks!

— KDH

Business in Brief

Officially designated a College in September 1968, the College of Business Administration still had fewer than 2,000 students in 1974 — now there are over 4,500 students majoring in business at Texas A&M and the College's Spring 1980 undergraduate enrollment surpassed that of the College of Agriculture.

The following is a brief description of the various operating units of the College.

Academic Departments

The Department of Accounting, with 1,440 students, is presently the largest undergraduate academic department at Texas A&M.

The thrust of the accounting program is toward fulfilling the ever-increasing requirements for taking the Certified Public Accountant's exam. Although not all accounting graduates enter public accounting, the department's aim is to provide the necessary training so that students can make their own decisions on the future direction of their careers.

In the department's graduate program, a student can specialize in areas such as taxation, managerial accounting, and financial reporting.

The Department of Business Analysis and Research has no undergraduate degree program but serves a valuable support function to other departments of the College and University.

The thrust of the department's coursework is to provide instruction in using the computer and business statistical methods as decisionmaking tools.

At the graduate level, the department offers specialization in business computing science, physical distribution management, and management decision science.

The Department of Finance has a current enrollment of 724 students.

The thrust of the department's program is in the areas of real estate finance, banking, financial management, investment analysis, and corporate finance. The department maintains a strong emphasis in accounting at both the graduate and undergraduate levels.

Major recruiters of finance graduates include financial institutions and a variety of public and private organizations.

The Department of Management has over 1,200 students currently enrolled.

The department divides its thrust into three major areas: organization behavior and personnel; policy and strategy; and business, public policy and the law.

At the graduate level, a student can concentrate in general management, personnel and labor relations, organizational behavior and theory, and marine resources management.

The Department of Marketing has an enrollment of 1,050.

The department relies heavily on economics, finance, management, and other disciplines in order to provide students with a broad-based understanding of business.

Students can specialize in areas such as industrial sales, retailing, international marketing, and small business marketing.

Continuing Education

Education doesn't end when a person receives a college degree. Many corporations are realizing the importance of management development and have established programs specifically designed for this training, other companies rely on programs offered by business schools and private consulting firms.

The Executive Development Programs were established in 1953 in the College of Business Administration to meet the development needs of industry in the state.

"We do not receive any state funding so we have to respond effectively to genuine business and industry needs or we don't stay in business," said Dr. B. J. Adams, director of the programs. "We continually review and update our programs in order to stay abreast of developments in business.

"In a sense, our success has been a reflection of the American free enterprise system — we've grown because we do meet a need."

The Executive Development Programs office currently offers eight different types of seminar courses each year ranging from the three-week Executive Development Course to the two-day Labor Relations in Non-Union Companies seminar. Fees paid by participants range from \$1,000 to \$225 per person.

The most popular courses offered are the Management Seminars begun in 1964, the Financial Analysis for Decisionmaking Seminars begun in 1972, and the Executive Development Course established in 1953. A variety of other courses and conferences are held each year to meet the diverse needs of the business community, Adams said.

Participants generally hold positions in middle levels of management and represent a variety of businesses, including manufacturing companies, utility companies, oil companies, and financial institutions.

In addition to seminars, the Executive Development Programs office publishes *The Texas Business Executive*, a quarterly magazine now in its sixth year. The magazine reaches about 4,500 mid-to-upper level executives and is supported solely from seminar revenues.

"Through the magazine, we invite executives to address the important concerns facing their businesses and industry as a whole," said Adams stressing that the magazine is not an academic journal.

"Most of the articles that appear in the publication are written by top executives — so the thinking behind them reflects how today's executives view the important business concerns we all face," he said.

Student Organizations

The MBA Association is a student organization for MBA, MS and PhD candidates in the College of Business Administration. The objectives of the MBA Association include aiding graduate students in job placement; improving communications within the College between students, faculty and administration; improving the image of the College and providing students contact with industry.

These objectives are met through a resume book sent to large firms in the Southwest once a year, field trips, guest speakers from industry and the TAMU Invitational Case Competition.

Guest speakers this year have included business representatives from IBM, Conoco, Arthur Andersen, City National Bank and a successful entrepreneur who recently formed his own company.

Last fall, the MBA Association sponsored a field trip to Dallas' World Trade Center and Playboy Club. More recently, Anderson Clayton and the Galleria were visited in Houston.

The agenda for the remainder of this school year includes the Case Competition on April 11-12, election of new officers in April, a picnic at Lake Somerville on April 26 for graduate students and graduate faculty and another picnic to get summer school off to a good start.

All graduate business students are welcome to join the Association. Dues are \$4 a semester and can be paid to any of the officers or to Diana Cargill in the Dean's Office.

The MBA Association office is located on the second floor of the Old Engineering Building in the Dean's Office complex (Rm. 214DA). Interested students are invited to stop in to learn more about the Association or about the MBA program in general.

Cindi Weaver
1979-80 Vice President

The College of Business Administration Undergraduate Student Council is an organization that acts as a liaison between business students and the Dean's office, and as a unifying body of the College's four undergraduate departments.

The Council is made up of at least four representatives from each department and one representative from the Data Processing Management Association (Representing the Department of Business Analysis and Research). Each

member must also attend representation along with the society president to council meetings.

The Accounting Society currently has two freshmen representatives and next year every society will have freshmen representatives.

During the past year, the Council has nominated College of Business Administration faculty members for awards given by the University each Spring; it has appointed a committee that studied the feasibility of bringing Delta Sigma Pi, a business honor society, to Texas A&M; and it has nominated students to represent the College in various events such as SCONA.

Additionally, the Council created the first College-wide newsletter, *The Business*, and developed a T-shirt with the caption, "Texas A&M Means Business." And recently the Council set-up and funded a scholarship for incoming freshmen business students.

Currently, the Council has been planning and organizing the upcoming "Career Fair." To date, this has been the most demanding project undertaken by the Council, and it also stands to be the most rewarding in terms of benefit to the overall student body of the College of Business Administration.

The Council eagerly solicits comments and suggestions from the student body. To be effective, the Council must reflect the feelings of business students and this requires open communication between students and the Council. Ideas for future projects and activities can be directed to Mr. Zimmermann, Room 209 Old Engineering Bldg., 845-4711, or any council member.

Willie Langston II
Council President

The Accounting Society is a professional society specifically directed toward students with an interest in accounting. However, you don't have to be an accounting major to join — interest and desire are all that's required.

Traditionally, the Accounting Society has sponsored monthly meetings to discuss current topics of interest to its members. This past year's agenda included meetings on interviewing and recruiting, internships, dressing for success, and a seminar on choosing an accounting career. Social activities rounded out a hectic year.

Among the monthly events were dances, cookouts, a wine and cheese tasting party, and a luau. The culmination of the two semesters comes in April when everyone gets out their golf clubs, tennis rackets, and shorts in anticipation of the *Greater Annual Accountant's Playday* (GAAP). The day is filled with athletic competition and comes to a close with a banquet and dance.

All in all, the Accounting Society is filled with students who are serious about accounting and in having a good time. We believe that the two are not mutually exclusive.

The next year holds much in store for interested individuals. New officers have been elected and will be looking ahead to plan the Society's future.

Ursula Schorn
1979-80 President

The Finance Association is a student organization that provides an opportunity for finance majors to meet each other and Finance Department faculty members.

Membership in the club is open to all classes. Students wishing to join may sign up at the Finance Department office on the second floor of Francis Hall.

Steve Hensel
1979-80 President

Howard Akin
1979-80 President

The Management Society is a professional association that is open to any student who is interested in learning more about business from the manager's point of view.

During the year, we bring numerous businessmen from various organizations to speak to the group on campus. We also have a field trip, a banquet and several parties each semester.

Through the Society, students can become affiliated with The American Society for Personnel Administration, a national organization for personnel managers.

There are six officers elected each year to lead the Society. Anyone who is a management major and will be at A&M the Fall of 1980 and the Spring of 1981 can run for office. Elections are usually held at the beginning of April each year.

Dues to join the Society are \$15 a year or \$8 a semester. ASPA membership dues are \$10 a year.

The following activities are planned for the remainder of the semester:

— April 10 — Management Society Banquet.

— April 24 — Last party of the semester.

Ruth Lundquist
1979-80 President

The Marketing Society is a professional organization devoted to helping its members learn about their field through interaction with various businesses and industries.

The Society's goals are met through a blending of social and professional activities. Therefore, many of the Society's functions are linked with barbecues, banquets, potluck dinners and other parties.

The Texas A&M Marketing Society, with over 350 members, is one of the largest collegiate chapters of the American Marketing Association, a national organization of marketers.

Our size gives us added working capital through yearly dues which allows us to take overnight field trips, have catered barbecues and bring various speakers to campus.

Upcoming events include new officer elections, a field trip to Houston and a Spring Barbeque and Awards Presentation.

Joining the Marketing Society is more than attending our various functions, however. It gives students a chance to meet professors outside the classroom, an opportunity to make contacts in the job market and a chance to learn about all aspects of marketing and make new friends.



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Executive Publisher: William V. Muse, Dean
Consulting Editor: Lynn Zimmermann
Managing Editor: Kevin D. Higginbotham
Editor: Denise Johnson
Assistant Editor: Phillip DuPre
Advertising: Anne Sherbert

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