

THE BUSINESS

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BUSINESS WEEK comes to A&M

Education for business professions, like many other types of professional training, does not end in the classroom. Rather, students must be exposed to a wide array of activities in addition to their academic training.

The College of Business Administration has announced a week-long series of activities in order to provide this exposure, said William V. Muse, dean of the College.

"A good business school ought to have a strong and continuing relationship with its constituency — the business community," Muse said.

Among the activities scheduled for *BUSINESS WEEK* are the Second Annual Invitational Case Competition hosted by the MBA Association and the "Career Fair" conducted by the Business Undergraduate Student Council. (See related stories pages 1 and 2.)

During the "Career Fair," some 35 companies will send representatives to Texas A&M in order to discuss career

MBAs host competition

The MBA Association of the College of Business Administration will conduct the second annual Invitational Case Competition Friday and Saturday.

During the competition, six teams of three graduate business students will have less than 24 hours to analyze an identical business case concerning an actual operating enterprise.

Teams from the University of Houston, Texas A&M, Baylor, Texas Tech, Arkansas, and Rice Universities are scheduled to participate, said Cindi Weaver, vice president of the MBA Association.

From its analysis of the case material, each team will have to identify the problems facing the company's management, develop alternative solutions to the problems, select a preferred solution, and then justify that selection in an oral presentation before a team of judges from academics and industry.

Among the judges from academic institutions scheduled to preside over the event are: Head Judge, Dr. Max S. Wortman, Jr., Professor and Project Director, Employment and Training Project, of the Virginia Polytechnic Institute and State University; Dr. John W. Slocum, Jr., Distinguished Professor of Organizational Behavior of Southern Methodist University; and Dr. Dorothy N. Harlow, L.J. Buchan Distinguished Professor of the University of Houston-Clear Lake City.

Judges coming from industry include: Ms. Kathleen Gammill, Director of Training and Development of the Houston Natural Gas Corporation; J. Neal Miller, Jr., Executive Director, Industry and Governmental Affairs, of the Gulf Oil Corporation; Ms. Dorothy A. Berry, President and Chief Operating Officer of Arnold Bernhard & Company; and E. William Nash Jr., CLU, President for Southwestern Operations of the Prudential Insurance Company of America.

Last year's case competition was the first to be held in the Southwest. The case, 90 pages of detailed information concerning the Seven-Up Company, required teams to make management decisions facing an expanding industry with international opportunities and to assess the possibility of developing a new powdered drink mix.

Rice University, the winner of that competition, was presented with the Clinton A. Phillips Award, a rotating trophy that will be presented to this year's winner.

This year's case material will remain confidential until the competition begins so that each team will be on equal footing, Weaver said.

"We see the competition as a way for students to have an opportunity to relate the things they learn in the classroom to actual business problems," Weaver said. "So

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opportunities with students in their various organizations, Muse said.

"The 'Career Fair' will allow the company reps to see the calibre of student in the business program at A&M," Muse commented. "This is part of our effort in the College to let employers know that we have top-notch people here."

The "Career Fair" was completely organized and planned by the College's undergraduate student council, Muse said.

"Things have been hectic at times," said Willie Langston II, business council president. "But we've managed to work through the problems and come up with a pretty full schedule of events."

"Career Fair" events begin Wednesday April 16 with an Interviewing Seminar by Joe Reynolds of Procter and Gamble. The seminar, to be held in Rudder Forum at 3 pm, is open to all interested persons.

Also on Wednesday, a family style barbeque will be held at 7 pm at the Brazos Center for business students, faculty members and the company representatives. At the barbeque, business students will have an opportunity to be seated with the company representative of their choice.

Tickets for the barbeque are on sale April 8 - 10 at the Placement Center (10th floor Rudder Tower) for \$3 per person. Seating is on a first-come first-serve basis, so an early reservation is recommended, Langston said. (A list of all the companies attending the "Career Fair" is located elsewhere in this publication.)

Mr. Oscar Newton, senior vice president of American General Life Insurance Company, is guest speaker at the barbeque and the annual College of Business academic achievement awards will also be presented.

The following day, Thursday April 17, company booths will be open 10 am - 12 pm and 1:30 - 4:30 pm in Rooms 212, 224, 225 and 226 of the Memorial Student Center.

All Texas A&M students are invited to visit company representatives during this time to discuss career opportunities in the various industries, Langston said.

The "Career Fair" will close with a reception beginning at 7 pm at the Texas A&M Q-Huts. The reception is open to all Texas A&M students and faculty members.

A schedule of the entire *BUSINESS WEEK* activities is presented on page 8.

Seminars for local business

Local businessmen have been given the opportunity to gather at the Brazos Center April 18 to gain some insight into the economic future of business.

The *CBA Day* program, sponsored by the College of Business Administration at Texas A&M, will cover a broad range of issues relevant to the local businessmen, said Dr. William V. Muse, dean of the College.

"The purpose of *CBA Day* is to provide useful and relevant information to local business managers," Muse said. "We want to let them know that the College of Business Administration is a valuable resource for local industry — we're ready and willing to help in any way we can."

In addition to lunch, the \$10 fee local managers pay entitles them to attend up to nine seminars during the afternoon. The program lasts from 12 - 5 pm.

Among the topics to be discussed are seminars covering free enterprise and public policy, marketing research, motivation in organizations, the national economic outlook, the use of computers in small businesses, and the future of women in business.

Interested persons are encouraged to contact the College of Business Administration (845-4711) by April 11.



Economist Meets Aggie MBAs

Dr. Milton Freidman, (top center of photo) Nobel Prize-winning economist, took time out during his visit to Texas A&M March 25 to hold an informal discussion session with the MBA Association of the College of Business Administration. Seated with Dr. Freidman is Dr. William V. Muse, dean of the College.

Forum brings execs to A&M

Nearly 45 visiting business executives are joining a number of faculty and staff members and graduate students to participate in a National Transportation Policy Forum to be held at Texas A&M Wednesday April 16.

The Forum, chaired by Dr. Norman H. Erb, associate professor of Business Analysis and Research, will begin at 8:15 am in Room 701 of the Rudder Tower and is open to the public.

"The aim of the Forum is to give the participants a better understanding of the issues involved in a national transportation policy," said Erb, who has been involved in the field since the late '60s.

"Part of what we'll be discussing is the changing regulatory environment in which carriers operate," he said.

"How to allocate our resources is the bottom-line in what we'll be discussing, though. A national transportation policy can have a profound effect on energy usage in the U.S."

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A&M means 'Business'

For the first time in the history of the College of Business Administration, undergraduate enrollment has surpassed that of the College of Agriculture at Texas A&M University.

According to Spring 1980 enrollment figures released by the Texas A&M Registrar's office, the College of Business Administration had 4,221 undergraduate students while the College of Agriculture had 3,615 as of February 27, 1980.

Additionally, the College of Business Administration, while second to the College of Engineering's 7,575 in total undergraduate enrollment, has the two largest undergraduate departments at Texas A&M.

The Department of Accounting had an enrollment of 1,374 and the Department of Management had 1,292. The next closest department, Mechanical Engineering, had 1,268.