

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.

Futhermore, 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 two-fold: 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

