

BUSINESS WEEK '81 Schedule of Events

Monday, March 30	
12 noon - 1:30 p.m.	Luncheon for local business people. Speaker: Dean W. V. Muse, "The CBA: 1981." Brazos Center.
1:45 - 5:00 p.m.	Seminars for local business people. Brazos Center.
7:00 p.m.	Visiting Executive Speaker: Mr. Oscar Newton, senior vice president, American General Life Insurance Company. Sponsored by Beta Alpha Psi. Harrington Education Center, Room 108.
Tuesday, March 31	
9:30 - 11 a.m.	Visiting Executive Panel: "Employment Opportunities in Operations Management, Management Information Systems, and Business Logistics." Sponsored by Department of Business Analysis and Research. Rudder Tower, Room 701.
2:15 - 3:45 p.m.	College Town Hall Blue Ribbon Executive Panel. Sponsored by Texas Association of Business. Rudder Tower, Room 701.
Wednesday, April 1	
9 a.m. - 12 noon	CAREER FAIR '81 booths open to all students. Rudder Tower Exhibit Hall.
1 - 4 p.m.	CAREER FAIR '81 booths reopen after lunch.
3:30 - 5 p.m.	Seminar: "Transition from College Life to Work Life," by Mr. Dave Wilson, Arthur Young & Company. Rudder Forum.
3:30 - 5 p.m.	Seminar: "Interviewing," by Mr. Joe Reynolds, district sales manager, Procter & Gamble. Rudder Theater.
6:15 - 9:15 p.m.	CAREER FAIR '81 banquet, with cash bar, buffet dinner, and awards program. Speaker: Mr. William H. Seay, chairman and chief executive officer, Southwestern Life Insurance Company. Brazos Center.
Thursday, April 2	
9 a.m. - 12 noon	CAREER FAIR '81 booths open. Rudder Exhibit Hall.
1 - 4 p.m.	CAREER FAIR '81 booths reopen after lunch.
3:30 - 5 p.m.	Seminar: "Patterns of Managerial Lives," Dr. Ann Howard, manager of Basic Human Resources Research, AT&T. Sponsored by Department of Management. Rudder Forum.
6:30 - 8 p.m.	MBA Women host Dr. Howard for coffee and conversation. Lounge area of Association of Students center.
7:30 - 9:30 p.m.	Informal party for students, faculty and company representatives. Elks' Lodge, Bryan.
Friday, April 3	
10 - 11 a.m.	CBA Development Council members make presentations to various business classes. (See listing for details).
11 a.m. - 12 noon	"The Texas Business Executive of the Year" annual award presentation and address. Rudder Theater.
1 - 2 p.m.	University Lecture Series: Dr. Arthur B. Laffer, financial economist. Sponsored by Center for Education and Research in Free Enterprise. Rudder Theater.
1 - 2 p.m.	TAMU Invitational Case Competition. Hosted by MBA Association. MSC 138-141.
5 - 6 p.m.	MBA Case Competition dinner. 3C BBQ, Bryan.
Saturday, April 4	
1 - 5 p.m.	MBA Case Competition presentations. Rudder Tower, 3rd and 5th Floors.
6:30 p.m.	MBA Case Competition cocktail hour, banquet, and awards presentation. Briarcrest Country Club.

Gourman Report ranks A&M business school high

By ERICA KRENNERICH

Texas A&M's College of Business Administration was ranked 20th in the nation for its undergraduate program and 34th for its MBA graduate program in a 1980 nationwide rating of colleges and universities conducted by Dr. Jack Gourman.

The Gourman Report: A Rating of Undergraduate Programs in American and International Universities and a similar volume on graduate programs reportedly evaluated various academic programs on the basis of such factors as the qualifications, experience, and attainments of the faculty; the standards and quality of instruction; the scholastic work of students; and the records of graduates in graduate study and practice.

Gourman, a political science professor at California State University in Northridge, compared his findings at 1,744 institutions in the United States in 98 different undergraduate academic programs. In addition, he also rated international universities and premedical and prelegal curriculums in the United States.

In his report on graduate schools, Gourman ranked the leading schools in 47 various graduate programs. Also included in the volume are ratings on law, medical, and dental schools in the United States.

Gourman states the purpose of his report is to evaluate the "total structure, direction, and performance of each academic department and the non-departmental areas of colleges and universities." He reports finding that the present position of undergraduate teaching is low and is continuing to decline.

In his ranking of undergraduate programs in business administration, Gourman rated the top five schools in order as Pennsylvania, M.I.T., Indiana, Michigan, and California (Berkeley).

Among southern schools his ratings included the University of Texas at Austin (9th), University of North Carolina (12th), and Georgia Tech (29th).

The top five schools listed in

the report for graduate programs in business administration in order were: Harvard, Pennsylvania (Wharton), Chicago, Stanford, and M.I.T.

Gourman's rankings of the graduate programs at various southern schools were: University of Texas at Austin (18th), Virginia (19th), University of North Carolina (21st), Duke (23rd), Georgia Tech (44th), Louisiana State University (47th) and Florida (49th).

Development Council works to enhance CBA programs

In an effort to assure the continued relevancy of business programs at Texas A&M, 40 business and academic leaders have been appointed to the first College of Business Administration Development Council, said William V. Muse, dean of the College.

"The Council has been established to serve in an advisory capacity to the administration of the College," said Muse. "As such, the Council will be a direct link between the industry and business education at Texas A&M."

The Council will hold its second meeting April 3 during the College's BUSINESS WEEK '81 activities. Many Council members will participate directly in this year's events by serving as visiting executive speakers in various business classes that morning.

"I'm convinced that a good business school should have a strong and continuing relationship with its constituency — the business community," Muse said. "It is our hope that the group will help to shape and define the direction and relevancy of our future programs."

"The Council ought to provide greater assurance that our products — qualified and dedicated graduates and realistic programs — are meeting market needs and are supportive of the business community."

During the April 3 meeting, the Council will attend the presentation of the "Texas Business Executive of the Year" award to T.J. Barlow, chairman and chief executive officer of Houston-based Anderson Clayton & Company, who also serves as chairman of the Council.

The Council also will attend an address by Dr. Art Laffer, Reagan confidant and former chief economist of the Office of Management and Budget under the Nixon Administration.

Following a short business session, the Council will close its meeting with a reception in the lobby of the new Academic & Agency Building which will house the College later this summer.

Phillips named top sales rep

Jean-Marie Phillips, a senior management major in the College of Business Administration, has been named top advertising salesperson for the 1981 special edition of *The Business*.

For her efforts which resulted in over 40 percent of the ad sales appearing in this issue, Phillips will receive a dinner for two at a local restaurant.

Phillips, who plans to graduate in December, would like to enter sales (not advertising, unfortunately) when she gets out of school. Currently, she is working part-time at a local wholesaling and retailing concern to help finance her education.

BUSINESS WEEK comes to A&M

Education in the various business disciplines, like many other types of professional training, cannot stop 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 events in order to provide this exposure, said William V. Muse, dean of the College.

BUSINESS WEEK '81, which begins March 29 and ends April 4, is designed to highlight the achievements of the College of Business Administration, to recognize the importance of business in society, and to enhance relations with the business community, Muse said.

BUSINESS WEEK, first begun in 1980, was so successful organizers of the event have expanded greatly on the various activities scheduled this year.

Among the major events occurring in BUSINESS WEEK '81 are:

- the two-day Career Fair '81 organized by the undergraduate Business Student Council
- the Third Annual Texas A&M Invitational Case Competition organized by the MBA Association
- the "Day with CBA" program, a group of seminars for local business people
- the presentation of the 1981 "Texas Business Executive of the Year" award.

BUSINESS WEEK '81 also boasts a number of seminars and panel discussions designed to allow students and other interested persons the opportunity to interact with business and academic representatives.

Interaction among students, business executives and faculty members is a major part of BUSINESS WEEK '81. Through both formal and informal activities with business executives, students are given the opportunity to get realistic perspectives of the business environment and the various job opportunities available in industry. Business representatives also have a chance to meet tomorrow's managerial talent and to see firsthand the quality of today's business education.

The College of Business Administration encourages all interested persons to participate in BUSINESS WEEK '81 events. Although several of the activities such as banquets and luncheons are by invitation only and may carry a ticket charge, a majority of the events are free and open to the public.

A complete schedule of BUSINESS WEEK '81 activities is presented in the last page of this publication. Complete descriptions of individual events also may be found elsewhere in this special edition of *The Business*.

The BUSINESS

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Special supplement to The Battalion



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"Career Fair" Students get headstart on job hunting

Few things can give students a better grasp of the career opportunities available in their particular field than talking with individuals who already are employed in the profession.

Texas A&M business students will have a chance to do just that during the second annual "Career Fair" to be held here April 1 and 2. Career Fair '81 is sponsored by the undergraduate Business Student Council and represents a major portion of the College's overall BUSINESS WEEK '81 activities.

"We will have representatives from about 50 different companies on campus during the two days of Career Fair '81, said Linda Puig, president of the Business Student Council. "It will be an excellent opportunity for students of any classification to meet informally with business people to discuss job opportunities in various organizations and industries."

Each participating company will have a special booth in the Rudder Exhibit Hall at which students can talk freely and individually with company representatives, Puig said. The event was expanded to two day this year so a larger number of students can have an opportunity to visit with company representatives.

Seminars for local business

Local business people will gather today at the Brazos Center to attend a number of seminars offered by Texas A&M's College of Business Administration.

The *Day with CBA* program will cover a broad range of topics of interest to local business, said William V. Muse, dean of the College.

"We first offered seminars tailored for local business people last year," Muse said. "The response was so great we decided to have the program again this year."

"The purpose of the *Day with CBA* program is to provide useful and relevant information to local business people of all managerial levels. We want to let them know that the College of Business Administration is ready and willing to help them in any way we can."

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

Among the topics to be discussed are seminars covering computers in small businesses, husband and wife buying behavior in major purchases, marketing communications, effective styles for managing conflict, employee interviewing, the national economic outlook, issues surrounding inventory management, and incorporating a business.

Career Fair '80, a one-day event, attracted nearly 1,000 students to company booths. Company booths for this year's fair are open 9 a.m. - 12 noon and 1 - 4 p.m. both Wednesday and Thursday, April 1 and 2.

The Business Student Council also is sponsoring two seminars as part of the fair, Puig said.

Mr. Dave Wilson of Arthur Young & Company will conduct a seminar on "Transition from College Life to Work Life" 3:30 - 5 p.m. Wednesday April 1 in the Rudder Forum. Mr. Joe Reynolds, district sales manager of Procter & Gamble, will conduct a seminar on "Interviewing" in the Rudder Theater at the same time.

Also on Wednesday, a buffet-style banquet for students, faculty members and company representatives will be held at the Brazos Center beginning at 6:15 p.m., Puig said. At the buffet, students will have the opportunity to be seated with the company representative of their choice.

Tickets for the banquet are on sale until March 31 at the MSC and in front of Francis Hall for \$4 per person. Seating arrangements are on a first-come first-serve basis.

Mr. William H. Seay, chairman and chief executive officer of Southwestern Life Insurance Company, will be guest speaker at the banquet. The annual College of Business Administration academic achievement awards also will be presented.

Career Fair '81 will close with an informal party for students, faculty and company representatives.

Panel to discuss business topics

The College of Business Administration will host a Town Hall "Blue Ribbon Executive Panel" from the Texas Association of Business at 2:15 p.m. March 31 in Room 701 of the Rudder Tower as part of BUSINESS WEEK '81 activities.

The panel, which is comprised of several executives from all areas of business, will field questions from the audience on any business topic.

TAB is a statewide group composed of over 6,700 executives

A Lone Star Gas representative discusses career opportunities with students during Career Fair '80.

Barlow named exec of year

By SHERRY McDONALD

T.J. Barlow, head of Houston-based Anderson, Clayton & Company has been named Texas Business Executive of the Year for 1981.

The award is presented each year by Texas A&M's College of Business Administration and *The Texas Business Executive* magazine.

Barlow will be presented the award 11 a.m. April 3 in the Rudder Theater. Following the ceremony he will present an address to a group of students, faculty and staff. Barlow also will be the subject of a feature article in a forthcoming issue of *The Texas Business Executive*.

Dr. William V. Muse, dean of the College, said that the award is based on proven leadership in business, guidance of a corporation to financial or market success, and leadership in the community.

Recipients of the award are chosen by their peers, said Muse, explaining the procedure used to select the executive of the year.

First, executives of large Texas-based corporations are asked to nominate qualified executives for the award. These nominations then are screened by the College

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