

# 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*.



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

## The BUSINESS

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## 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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## "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.

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.

## 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.

## 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

representing firms which are members of the association.

The Town Hall Program is part of TAB's overall effort to build a better climate for business and industry in Texas. The program is designed to give students an opportunity to meet with executives of proven experience to discuss the role of business in contemporary society.

All interested persons are encouraged to attend.

Executives scheduled to serve as panelists include: David Car-

rabba, president of Gooseneck Trailer Mfg. Co., Inc. in Bryan; Kent Moore, president of Kent Moore Cabinets in Bryan; H.R. Campbell, technical superintendent for Shell Oil Company of Deere Park; Gilda Parker, senior employee relations representative for Tenneco Inc. of Houston; and R.D. Wilkins, operations manager of W-K-M Bryan, Inc. Ben Hardeman, president of OMC Industries, Inc. in Bryan, will serve as moderator for the panel.