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February 24, 1982

Paid advertising, prepared by the College of Business Administration

Supplement to The Battalion

Thursday March 4

Houston, Texas

Friday March 5

102

ness"

the Year

I "Investing"

Services, Inc., Houston

Mr. J. William Streidl, Director of Man-

agement Education, Tenneco Inc.,

8-9:15am - Management 363, A&A 102

9:30 - 10:45am — Management 363, A&A

" "Personal and Career Decisions"

Associates, Dallas, Texas

Ms. Beverly Brooks, Beverly Brooks &

11 - 12am — Marketing 321, A&A 102

12 - 1:00pm — Marketing 321, A&A 102

CF "Effective Business is Successful Busi-

Address by The Texas Business Executive of

2-3:00pm — Management 211, A&A 102

Mr. Royce H. Hickman, Jr., VP - Fi-

nance, and Secretary, Associated Credit

2 - 3:00pm — Finance 201, A&A 158

3 - 4:00pm — Finance 201, A&A 158

I "Human Resource Development" Mr. A. D. Scott, Director of Personnel, February 24, 1982 - Vol. 5, No. 2 Page

From the Dean's Office

March 2

Bus **BUSINESS WEE** stu

> y Betty An Students to discus

> presentat ird annua **Business** the und

ouncil and ss Week esident, s Represen vill have a

From 8:3 nay go to ompany

Executives from 46 companies whey are pr available to students during Career' people," Jo

The executives will be at boothsn Academic and Agency Buildi pate.

A series of visiting executive spea is also a significant feature of the schedule for Business Week. A num of business faculty members arranged for corporate officers too to their classes during this week and pany experiences.

While the school of business grown in the number of students,! said it has also grown in recognition to the effectiveness of Business Wa "The level of visibility of the school

Again this year, as in each of the kicks vious two years, the College record a selected corporate officer as the" Business Executive of the Year." by Alan presentation of this award is a dim Business Week activities. Beta Al

The Business Career Fair, a high Society, i of Business Week, has helped gai Trends S ing students with job placement the 27,1982 a their exposure to representatives Station.

'82 to be Bigger, T "Managing Business in the '80s"

Better

by Kellie Kurtin This year's Business Week sh

have more participants and be mores cessful than ever before, said the Day the School of Business William V.M. For the past three years Business panies will

has achieved its objective to pro more interaction between the bus of the Acad and industrial community and March 3. school of business at Texas A&MI versity, Muse said.

"Each year the number of guester tives has increased and so has them one basis. ber of participating students," hes "The rec

held during Business Week, to s them what jobs are available and aim companies. Primarily aimed at un classmen, Muse said Career Fair helped give students more direction: he believes more of them will partit this year.

March 3 from 8:30 a.m. till 4:30 p.m. Muse welcomed all students to pa

students about their personal and

business has increased," Muse sid Annu

General Business Group-International, IBM, White Plains, New York 2-3:00pm - Management 422, A&A 164 3-4:00pm - Management 422, A&A 164

dent union use at the university, so tney will have access to cultural programs and can share in the campus environment," Mobley said.

Mobley said a number of energy-related industries will be studied, in addition to several banks and manufacturers.

"We've tried to balance the industrial visits, but more students are interested in energy," he said.

For example, students will take an overnight field trip to Aberdeen, where they will study off-shore exploration work in the North Sea. Companies such as Mobil Oil Corp., Continental Oil, and British Petroleum Co. Ltd. will be examined, Mobley said.

Students will also study the shipbuilding industry in Glasgow, Scotland, to gain insight into import and export operations, he said.

BUSINESS WEEK at Texas A&M

Executives, students and faculty meet in business classes

Monthly Newsletter of the students of the College of Business Administration, Texas A&M University

The BUSINESS

Scheduled for February 27 - March 5, the 1982 observance of "BUSINESS WEEK" on the Texas A&M University campus this spring will bring a parade of executives to the College.

Kicking off the week will be the Third Annual Accounting Trends Seminar, set for Saturday February 27.Representatives from major accounting firms will be speaking on the events changing the business environment and affecting the accounting profession.

Monday, March 1 brings guest speakers from various business and professional roles to start a series of presentations, and continue with appearances in a large number of classes throughout the week.

The week's schedule of events shows no decline in pace, as the annual Business Career Fair brings almost a hundred company representatives to visit personally with students at mid-week.

A first-class steak dinner banquet climaxes the Fair on Wednesday, and provides public recognition for the College's outstanding students through award presentations.

Capping off the busy week will be the College's announcement of its "Texas Business Executive of the Year" award, annually presented to an exemplary executive of a Texas-based firm.

The visiting executive speakers will make their presentations to specific sections of business courses, but other students and visitors are welcomed to attend each presentation.

Students will have the opportunity to

develop an international perspective on

management through a new program

sponsored by the Department of Man-

agement, the College of Business Admi-

nistration and the International Prog-

The program not only provides a

chance to visit Scotland and England,

but also a way to earn course credit dur-

ing the second summer term, July 8 -

and England

by Julie Farrar

rams Office.

Aug. 13, 1982.

Saturday February 27

8:30am - 12noon — Third Annual Accounting Trends Seminar Aggieland Inn, College Station

Monday March 1

🖙 "Japanese Business Behavior" Dr. Yasuo Hoshino, University of Tokyo (Visiting Fulbright Scholor at Rutgers University) 12noon - Marketing 321 class, A&A room 102

room 102

ness and Tecnical Writing, University of Illinois

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Real Estate Investment Decisions"

Mr. Scott O. Shaffer, Marketing Analyst, Ben Bergeron and Associates, Commercial Real Estate Investment and Brokerage, Houston

11 - 12am — Finance 675, A&A room 155

this special edition)

685. Students may register for up to six

used, more than the standard material

will be covered. Guest speakers and field

trips will give a first-hand view of busi-

ness and industry abroad, Mobley said.

time to explore the countryside and ex-

perience the culture of Scotland and En-

In addition, students will have free

Although regular textbooks will be

hours credit.

gland.

donian Airways as planned, he said, they should cost around \$780

More information will be provided at a meeting on Feb. 25 in room 307 of the Academic and Agency Building. This will be the first of several pre-departure orientations, he said.

The meetings will give students information on passports, customs regulations, what to take, exchange rates, and cultural issues. Slides of London and Scotland will also be shown by the International Programs Office.

The first week of study will be in London, Mobley said, where an initial visit to the U.S. Embassy will help students understand trade between the United States and England.

Additional plans include visits to Get-

Career Fair Seminars (see topics and schedule elsewhere in

1:00pm — Marketing 321 class, A&A

" "Business Communications"

8-10am - Management 630, A&A room

The Role of Marketing Research in

T "Entrepreneurship"

Er Career Fair '82 booths open 8:30am - 4:30pm, A&A first floor hallways & second floor lobby Dr. Frances W. Weeks, Director of Busi-

Wednesday March 3

Tuesday March 2

ers, Inc., Houston

A&A room 102

room 102

IF "Managing Business in the '80s"

Mr. C. B. Ingram, President, Baker Pack-

11 - 12:15am - Management 363, A&A

12:30 - 1:45pm - Management 363,

Company registration for Career Fair

2 - 5:00pm, A&A room 101

Mr. Greig Placette, President, Chemco, Inc., Houston

Mr. Robert Hicks, President, Hicks Enterprises, Bryan

12 - 1:00pm - Management 470, A&A room 164

1 - 2:00pm - Management 470, A&A

Career Fair Banquet and Awards Presentations

"How to be Successful in Business," Speaker, Mr. Tom B. Fatjo, Jr., Founder and President, The Houstonian 7 - 9:00pm - MSC, rooms 212 - 229

Business students to study in Scotland

room 164

9 - 10am — Finance 675, A&A room 155

Since business is increasingly internationally-oriented, we think students will greatly benefit from looking at this side," Dr. William H. Mobley, associate dean of the College of Business Administration, said.

Mobley and Dr. Jack Reynolds, professor of management, will teach the four management courses offered by the program. The courses are Management 422, Personnel Management; Management 466, Management Policy; and two problems courses, Management 485 and

Executives-in-Residence

and the classes in the mornings, so that students will have the afternoons to study," Mobley said.

"We've tried to schedule the field trips

Students are also free to plan their own weekend excursions. Estimated cost for the trip is \$1869, which includes airfare, room and board. However, tuition and fees will be paid during regular registration for summer school, he said.

To get a guaranteed rate on airline reservations, Mobley said a \$300 deposit will be required in March. If the airline tickets are purchased from British Cale-

ty Oil and Energy Bank Ltd., as well as a reception with the Texas A&M Association of Former Students in London. Students will also travel to Oxford and attend the Shakespeare Festival while in England, he said.

From London the group will travel by train to Stirling, Scotland where much of the six-week period will be spent. While in Scotland, students will attend classes and live in dormitories at the University of Stirling.

"The program's price includes stu-

"If we can logistically do it, we would also like to visit the Scotish highlands," Mobley said. "It is such beautiful country.'

Final exams will cover reading assignments and topics encountered during the tours, Mobley said. Students should be able to compare the United States and Scottish industries and note differences in customs, legal matters and labor union operations, he said.

the working community. The ser "Firms have been very favorable end after

pressed with students from All ers and a Muse said. . Wayne

Compared with a similar progra liam Shi the University of Texas, Muse said: speakers Texas A&M's Business Career Fair, Mr. Ku ned entirely by the Business Stud director of Council, is more organized and an poration able, according to guests of pret Foreign years.

"It's really been fun in the past," Mexico a said, "but this year should be thele tries, int

> ortant i e cente ess as elative rea a si uture.

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The Bus , No. 2

tivities o Agency (A This spe WEEK, at ion. Adv Staff Ed Student E Avertisin Ad Assist Council P Council S Dean of th The Bus this section

WATCH CIAL ED ISSUES

"Real world" perspective comes to business classrooms

by Betty Ann Reid

A program that combines executives' business world experience with classroom teaching is being used by the Department of Management this semester.

The executives-in-residence program is bringing students and faculty into contact with persons with business experience while those executives learn about the research-oriented atmosphere of a university.

The two men involved with this program are referred to as executives-inresidence and will be teaching here at Texas A&M University for only one semester.

Chuck Buening, manager of inflight services training for United Airlines, flies down to College Station every Sunday night from Chicago.

On Monday nights Buening teaches Management 625, "Management Training in Industry," then flies back to Chi-

cago to work at United Airlines for the remainder of the week. Working for an airline enables me to fly down and teach each Monday, Buening said.

Michael Holmstrom, however, is unable to continue working somewhere else while teaching here at Texas A&M.

Holmstrom, former vice president of financial and business planning for the Telecommunications Group of Pacific Power and Light in Portland, Oregon, is full-time teacher this semester, teaching Management 466, "Management Policy."

Holmstrom decided to teach at Texas A&M because he had been evaluating job opportunities when the offer came, so the time was right.

The purpose behind Buening's acceptance of the job was that he was looking for a way to share his ideas.

"My purpose was to share experi-

ences with young people coming into the business world," Buening said.

The philosophy that Buening brings into the classroom with him is that every manager is a trainer.

"I want to teach them what training is all about and how it is applied to business," Buening said.

Holmstrom also tries to relate the classroom to the business world.

"The important thing I bring to class is my experience," Holmstrom said.

Since the students don't have that experience, I can share my experiences with them, Holmstrom said.

Both men consider teaching to be fun. "It's a joint learning experience and

I'm having fun," Buening said. "It's fun to see the light turn on in someone's eyes when they get an insight

into what you've been teaching," Holmstrom said.

