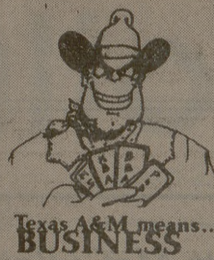


The BUSINESS

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



Supplement to The Battalion

The Business, March 2, 1982 — Vol. 5, No. 4

Aggie business student athletes

by Randy Lemmon

Not all athletes are physical education majors, as some people are prone to believe, according to the academic counselor for athletes in Wofford Cain hall.

Leroy Sutherland Jr., who is also the resident manager in Cain Hall gave statistics that put 30 percent of the athletes he works with in business majors, 25 to 30 percent in engineering majors, 25 to 30 percent in education majors and the remaining 10 to 15 percent in various others.

"I would say that the business majors are my best students, scholastically, among the other majors," Sutherland said. "With the exception of the few pre-med and pre-vet students."

Mike Hoche said, "Given that we have to wake up early, to work out, and go to bed early, the athlete must budget his study time accordingly." A senior finance major, Hoche is also a member of the Texas A&M swim team.

Hoche has already had an internship with Price Waterhouse over the summer. Hoche needs two more semesters to graduate and maintains a 3.24 grade point ratio.

"Sports in general give you a good

outlook with excellent leadership qualities and thus hard work will lend itself well in the business world," Hoche said.

Steven Box, a sophomore marketing major, who plays strong safety for the football team, agrees that budgeting your study time can be the whole key to staying in athletics and doing well in school.

"I looked into the future when I chose a major in business, because I will only play football professionally if the opportunity presents itself," Box said.

John Dawson, a fifth year management major, on the other hand, was determined to make it in professional football, until he was injured his junior year. Then Dawson changed from a physical education major into business to get a degree with a better employment outlook.

"I finally grew up when I was a sophomore here. I realized I couldn't spend all my time in football and had to hit the books, and use my time wisely," Dawson said.

Marvin Keller, a sophomore accounting major who pitches for the Texas A&M baseball team said that school is as

important as athletics and thus Keller boasts a 3.8 GPR.

The reason for Keller's choice into a business major is that all his life he has dreamed of becoming a certified public accountant (CPA).

"I would like to pursue tennis professionally, but I need a good degree to fall back on if I don't make it on the beginning circuits," said Ron Kowal, a junior finance major on the Aggie tennis team.

Kowal misses many classes in the fall due to away tournaments and must rely on the tutors that are provided to help him catch up on the classes missed.

"It's hard and demanding to be an athlete and study, and no one should think that an athlete can just slide through. You have to have your priorities straight before you get to your upper level business courses," Kowal said.

Even with all of Kowal's away tournaments and demanding price schedule he maintains a 2.5 GPR.

All in all there are 13 of the 92 football players in business majors, five of the 38 baseball players, 12 of the 57 track members, five of the 10 tennis players, nine of the 29 swimmers, six of the 14 golfers and one on the basketball team.

Symposium on careers in business communications

If you have ever thought of a career in business communications, then you will be interested in the symposium to be held in room 410 of the Rudder Tower from 7-9pm on March 25.

"Careers in Business Communications" is a workshop being sponsored by the Brazos Valley chapter of the International Association of Business Communicators (IABC) and the Department of Communications at Texas A&M.

The symposium will bring communications professionals from Dallas, Austin and Houston to participate in frank and open discussions about this growing field. JoAnn Armke, an editor of Tierra Grande, is president of the local IABC chapter.

The panel of professionals includes: Michael S. Reynolds, '66, manager of communications for Conoco Chemicals in Houston who will discuss what supervisors look for when hiring new communications personnel

Ava King, '80, a communications specialist with Conoco Chemicals who will look at corporate communications from the viewpoint of the new employee — including how to succeed where others fail

Linda Walker Buck of the Texas Medical Association in Austin will review careers in statewide and national communications management positions for corporations, associations, hospitals and advertising/public relations firms; She will discuss career opportunities that result from a communications background

Betty Barnett is a communications consultant with the Dallas office of Towers, Perrin, Forster & Crosby, a worldwide organizational communications firm. She will outline careers available in the growing consulting industry for persons with communications/business backgrounds.

David Jones, the local IABC program chairman, explains that the format of the symposium will allow maximum interaction between the audience and speakers, with brief professional presentations, a general question-and-answer session, and small groups in face-to-face discussions on communications careers.

More information is available from David Jones in the Texas Real Estate Research Center, room 633, Academic and Agency building; 845-2038.

A personal touch at A&M

by Larry Baggs

MENTORS, a volunteer group of professors, add an extra dimension of care and provide a mechanism for communication between students and faculty, Professor James McNeal said.

MENTORS, a program of faculty office hours for students who "just need to talk with someone," does more than help students struggling with difficult classes, said McNeal, a marketing professor in the College of Business Administration. He has been a mentor for three years.

"Mentors serve as brokers of information by referring students to people that can help," McNeal said.

"They care an extra hour or so," he said, referring to the fact each mentor sets aside special time for students.

Each mentor receives a copy of "MENTORS Can Help," a manual that lists each mentor, his teaching field and the hours he is available. The booklet includes information about where to refer people with specific problems.

The growth of Texas A&M University led to the creation of MENTORS, McNeal said. This growth forced professors to concentrate more on academics, he said. As the classes increase in size, the professor has less time to spend with his students individually. Faculty members who were concerned about students with academic or personal problems formed MENTORS about three years ago.

Mentors respond to students' academic and personal needs. McNeal recom-

mended that students with academic questions see their instructors first, but admitted that some students need more time than instructors can provide. He said he looks upon the mentor's role as supplementary to that of the instructor.

McNeal also noted that MENTORS was not designed to replace or substitute for any programs provided by departmental advisors, the Academic Counseling Service, the Personal Counseling Service, or any other student services. MENTORS was designed to provide a listening ear, a counselor who knows what services are available for troubled students. "I advise perhaps six people a year who make several visits each," McNeal said. Most students need help only once or twice, he said, but some students need someone to listen and care.

"In those cases," he said, "the student usually prefers someone he won't be seeing in class."

McNeal said the reason more students don't participate is because they don't know about the MENTORS program. He suggested that students who need information should ask a mentor for help.

Each college has mentors. Those in the College of Business are McNeal, Lorence Bravenec, Gary Giroux, Charles Plum, Larry Pointer, Florence Sneed, Steve McDaniel, Wade Ferguson, George Fowler, David Benson, Cynthia Fisher, Stanley Kratchman, and Richard Woodman.

Co-op education a large plus for business students

by Chris Hunjey

Three years ago, the College of Business Administration began its cooperative education program with one student. This year the program has 36 students involved from the College of Business.

In the co-op program, 1,200 students participate from the Colleges of Agriculture, Architecture and Environmental Design, Business Administration, Education, Engineering and Liberal Arts, and the Departments of Meteorology and Biomedical Science.

To participate in the co-op program, a student must maintain a 2.5 grade point ratio. The majority of the students in the co-op program have a 3.0 GPR or better, Associate Director of Cooperative Education Wayne Terrell said. If the student does fall below a 2.5 average, the decision to let the student remain in the co-op program is left to the employer.

MBA program restructured

by June DuVall

The Master of Business Administration, MBA, degree program at Texas A&M University has been reconstructed to focus on general business management rather than on specialization in a specific business field, according to Linda Chalmers, MBA program assistant director.

The previous MBA program was one of variable length, with emphasis on a major field. It depended largely on the composition of students' undergraduate degrees and the universities they had

attended. Chalmers said the old program was a "cafeteria-style program" with a little of everything included.

The decision to rebuild the MBA program at Texas A&M University was reached in the fall of 1979. A committee examined the graduate school programs of several major universities around the United States.

The new program, which began in August 1981, is a 48-hour program — about two years for full-time students — and is directed away from specialization in a specific field of study. The program is built around set schedules each semester. Only three or four elective courses are taken, and those generally at the end of the program, Chalmers said. The previous MBA program required 60 to 66

hours of graduate work for students without business degrees.

The MBA program is designed for students from nearly every field, as only 26 percent of the enrollment were undergraduate business majors, Chalmers said. The other 74 percent is composed of 18 percent engineering and technical majors, 18 percent liberal arts majors, 16 percent sciences and 22 percent other majors.

Students tend to enter the MBA program to find as many career opportunities as possible. Their motives are to advance in specific fields or change career fields entirely, broadening their career options.

Students interested in the business co-op program may call Terrell at 845-7725 or see an advisor in the business undergraduate dean's office.

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