



Photo by DEAN SAITO

Exceptional Children's Week

John Koldus, vice president for student services, spent Tuesday afternoon conducting business from a wheelchair as a part of

Exceptional Children's Week. Koldus volunteered to find out what it was like to be confined to a wheelchair.

SCONA lectures, discussions to explore emerging China

By LESLIE MALONE
Reporter

"The Emerging China" is the topic for the 30th Annual Student Conference on National Affairs Feb. 13-16.

SCONA committee chairman Cid Galindo, said the committee chose China because it had not yet come to the forefront of the news.

SCONA discussion will reflect current happenings in China.

"We want to prepare the delegates for the time when China emerges, becomes a major issue and is at the forefront of the news," Galindo said.

Conference events include five lectures and a panel discussion. All events are free to the public.

Dr. Kenneth Lieberthal of the University of Michigan will open the conference with the keynote address Feb. 13. Lieberthal is the chairman for the Center for Chinese Studies at Michigan. He will present an historical overview of China including its

ancient history and its post-revolutionary history.

Harvard University's Dr. Ross Terrill and Ling Qing, U.N. Ambassador from the People's Republic of China, will speak Feb. 14 on 'Domestic Chinese Issues' and 'International Chinese Issues,' respectively.

Terrill has written several books and is considered to be one of the country's leading experts on China, Galindo said.

"Trade Issues" will be the topic of discussion for Calvin Sholtess, vice president of International Operations for Hughes Tool Corp Feb. 15.

Dr. Suzanne Barnett of Puget Sound University will moderate the panel discussion Friday afternoon. Panelists include Dr. T. K. Lin of Drake University, Ping Chen of the University of Texas and Dr. Thomas Bellows of the University of Texas at San Antonio.

Each of the panelists were chosen to represent a different view on the sovereignty issue, Galindo said.

The closing address will be given

Feb. 16 by Dr. Harry Harding, Brookings Institute.

Approximately 200 delegates expected including 20 to 25 Texas A&M and possibly 14 from China.

Delegates are divided into round table groups before the opening of the conference. These groups will meet after each speech to discuss the content of the speech.

Each round table group is headed by two co-chairmen. These men are chosen from across the nation and will include Dr. Paul Stranahan and Dr. Ethel Turner, Texas A&M, as well as representatives from the Japanese, Australian, British embassies in Washington.

"These chairmen are not the ones to lead the delegates but to stimulate discussion among the delegates," Galindo said.

The \$97,000 budget for SCONA is raised entirely through private donations. Galindo said that the average cost for speakers is about \$1,000.

GM searches for site to house new plant

Associated Press

AUSTIN — The General Motors subsidiary that will recommend a site for the company's new Saturn auto plant has asked the Texas Economic Development Commission for assistance in evaluating potential sites in Texas, officials said Tuesday.

Harden Wiedemann, executive director of the commission, said GM's Argonaut Real Estate "has asked us to help them shoulder some

of the burden for the Texas communities interested in the plant."

He said the commission staff will try to match GM site selection criteria to interested cities in the state.

The Saturn project is GM's latest effort at building a compact car to compete with the imports.

Wiedemann said the company has received hundreds of calls concerning Saturn.

GM will coordinate all inquiries

from Texas cities to the development commission, he said.

Wiedemann said the auto giant is looking "for a very pleasant community with all the recreational and natural amenities—a place where quantum leaps in productivity will be undertaken with Saturn."

General Motors is expected to choose a site for the Saturn plant late spring or early summer.

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Public Policy Group Gaining Prestige

By CATHIE VANDERBILT
Reporter

In 1979 the management department formed the Business and Public Policy Group at Texas A&M. The group began its work by analyzing profit levels of major U.S. energy companies.

The group gained immediate national attention because they found that media companies were far more profitable than the energy companies.

Gerry Keim, member of the group, said, "The research was done at a time when profits were alleged to be obscene in the oil industry. We compared the return on equity (the ratio of profits to stockholders' equity) of the top 10 broadcast companies to the top 10 oil companies."

He said that while CBS had a return on equity of 21 percent, Exxon had a return of only 13.7 percent.

The Public Affairs Council has called the Public Policy Group at Texas A&M "the most significant research program related to day-to-day public affairs practices." The Council also mentions "the unique feature of the group in seeking active corporate participation in its work."

Ten professors, besides Keim, are members of the group including: Barry Baysinger, Charles Cox, Mike Pustay, Al H. Ringleb, Alain Sheer, Asghar Zardkoohi, Carl Zeithaml, Len Bierman, Henry Butler and Francie Edwards.

Their research has examined the impacts of deregulation, the efficiency of products liabilities rules and industry responses to occupational diseases.

The group is also studying toxic waste legislation, discrimination and anti-trust issues. Several members have worked on corporate strategy used in the public policy decision process.

The group also teaches public policy courses at the graduate and undergraduate levels. Keim said that it is important for students to understand the interaction of public policy, business and politics and their effects on each other.

"Our treatment of topics in class is rigorously objective, but our interaction with business enables us to focus on the most pertinent issues," Keim said.

Each member of the group specializes in a particular area of public policy, ranging from environmental issues to corporate political strategy.

Len Bierman said, "I'm currently doing research in labor relations. We're studying the use of mediation to resolve 'unjust dismissal.'" He said that he is also doing research on the National Labor Relation Board's policy changes during the Reagan Administration.

Two members are currently working in Washington D.C. Charles Cox is commissioner at the Securities and Exchange Commission and Alain Sheer is on-leave while working for the Federal Trade Commission.

Academic Computing Center Readies for the Future

VIVIAN SMITH

The Academic Computing Center, located in 133 Blocker Building, opened in 1981 with 96 terminals connected to the university's main frame computer.

The center was the newest of five at Texas A&M and was the remote job site for users on the north side of campus, said Dr. John Dinkel, Associate Dean of the College of Business Administration.

Today, the center contains the original 96 terminals plus 76 additional terminals connected to two computers (Prime 750 and Prime 2250) which provide capabilities beyond the main frame connection. Also, approximately 150 microcomputers are housed throughout the business college, Dinkel said.

Although the ACC is primarily for business students, it can be used by anyone who knows how to use the equipment, Dinkel said. Many Engineering and English students use the center for their classwork.

Classes such as BANA 217 — a required class for all business majors — serve as a "thorough indoctrination to all of the resources in the ACC," Dinkel said.

The center also serves as a lab for some business courses and as an area of research, ACC Director Larry Bowles said.

"The trend is to get individuals away from the machine and interacting via telecommunications," Bowles said. "The goal of the ACC is to bring computing power to the

individual instead of the individual going to the computer."

Pursuing this goal, the ACC ran wire last fall to 14 classrooms on the first floor of Blocker bringing computing power to the classroom, Bowles said.

The center also has a projector that can project a computer CRT image onto a screen set up in the classroom, Bowles said.

Also, a study group recently completed a three year plan for the center's future.

The group's main recommendation was the replacement of the Prime 750 computer with an IBM 4361, Dinkel said.

This will link the microcomputers to the main frame computer giving it the ability to complete jobs it could not do previously, Dinkel said.

"This is the most dynamic center on campus because we're totally on the user end," Bowles said.

"We're not trying to compete with the Computer Service Center on campus which does a lot of programming. We simply hook up to larger equipment to upload programs to get jobs done," Bowles said.

The new computer will also provide students with exposure to the "IBM environment" that is so prevalent in the business world today, Dinkel said.

The center is open from 8 a.m. until 12 p.m. six days a week. No food or drink is allowed inside the ACC, Bowles added.

Outlook for Business Graduates positive for 1985

By LORI BROOKS
Reporter

The overall career opportunity outlook for business graduates in 1985 is positive, said Dr. Bill Mobley, Dean of Business Administration.

"Students with a solid academic record, campus leadership experience, good communication skills and a good academic breadth in addition to business curriculum will find a particularly positive job market," he said.

Mobley said there is continued growth in a number of sectors of the economy, in financial services, banking and accounting sectors; in the information industry, management of information and information systems (computers).

The forecast is positive for the retailing and service sectors, and there is a continued increase in hiring in the personnel and human-resources sectors, he said.

"There is major growth of new jobs in the smaller firms and in new ventures in the country," Mobley said. "Students with entrepreneurial interests may find interesting opportunities in the rest of the decade and beyond."

Mobley said the American Society for Personnel Administrators, the College Placement Council and Conference Board are all projecting an increase in hiring of new business graduates.

Dr. Samuel Gillispie, Assistant Dean of Business Administration, said the job market for business graduates is still strong.

"The market is based on a strong state economy, which we have," he said.

Gillispie said jobs can be found in the areas of accounting, management of information in business analysis, banking and corporate finance.

"While a master's degree will better technically prepare a student, a student with an undergraduate degree and a strong academic record and university leadership will be well prepared," he said. "A good grade point ratio and good university leadership are sought after in the job market."

"Experience is also very important," Mobley said.

Most students come back to earn a master's degree after they have gotten some business experience, he said.

As far as the local job market goes, it is based on the premise of the law of supply and demand, says Walt Baker, local director of the Texas Employment Commission.

"The fact is, in securing a degree

in business, college graduates are their own worst enemies in our area," Baker said. "The supply of graduates in the Bryan-College Station area far outweighs the demand because of our tremendous university."

Many of the graduates would like to stay in this area to pursue upper-level degrees or to support spouses seeking degrees, he said. This produces an oversupply of graduates in the Bryan-College Station job market and makes competition tremendous.

"The opportunities for jobs not saturated with college graduates are good and getting better," Baker said.

The major jobs in our community are through government employment, he said. We have the university system, two municipalities and we are a county seat. This produces many government positions and clerical positions as well as numerous support jobs in the retail and service sectors, he said.

There are also job opportunities in the industrial sector, in banking, in computer-oriented fields, and in high tech fields.

"A student with a degree from Texas A&M will be carrying with them an excellent credential," Baker said. "A degree from Texas A&M is very marketable once you get into an area that is not saturated with college graduates."

"A master's degree is an excellent and valuable credential in the business world," Baker said. "It gives people a step up over those without one."

"A master's degree is considered standard operating procedure in some communities. To get ahead in certain fields it is said the pursuit of a master's degree as a good thing, but there is no guarantee it will land you a job."

William C. Murphy of the Houston Chamber of Commerce said that the economy and therefore the job opportunity outlook for Houston is on the rise.

Houston is the nation's center not only for the production of machinery and supplies used in petroleum and natural gas exploration and development, but also for the

technological expertise involved in such exploration. Energy activity is the cornerstone of Houston's economy, and therefore it is sensitive to shifts in price and demand for energy and especially fossil fuels, he said. When demand is up, the economy is up and right now Houston is on an upswing, Murphy said.

Nonfarm employment is up, business and personal service employment is up, medical and professional service employment is up, retail and wholesale trade is up, employment in finance, insurance and real estate sectors are up and mining is up. Construction is down as well as the manufacturing sector and government employment, he reported the Houston Data Sheet put out by the Research Division of the Houston Chamber of Commerce.

There will be moderate growth for most sectors of the Houston economy in 1985, but a continued decline in construction, Murphy said.

The job opportunity outlook is good in Texas and on the East Coast, said Courtney Culp, Staffing Manager of the National Chamber of Commerce, Washington, D.C.

High tech firms are doing most of the hiring now, she said. High tech sectors such as health research, scientific research, biochemistry, computer science and data processing. There is a glut on the market for master's degrees and lawyers right now, she said.

"The engineering field is very good to get into because there is more competition there now than in the years past," Culp said.

"There is always a demand for marketing and management skills," she said. "But usually people who are already working in the firm are promoted or transferred into the spots, unless a specialty skill is needed then they may go out of the firm to hire."

A recent census said that experience now carries as much weight as a master's degree, Culp said. It really depends on what the field is.

For example, in financial management you are ahead of the game if you have experience. In a professional field a master's degree is needed, she said.

Thursday: Women in Business Symposium
Friday: MBA/MS Case Competition

Speedy Photo

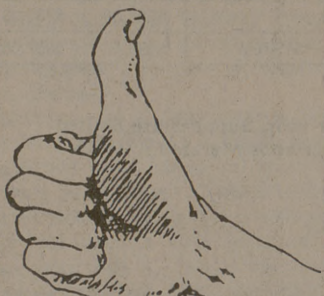
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