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National Service Sorority
Spring '86
Banana Split
&
Blue Jean Rush

Tuesday, January 28 MSC Rm. 206
 Wednesday, January 29 MSC Rm. 228
 7:00 p.m.

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Voyager 2 discovers 10 arcs around Uranus

Associated Press
 PASADENA, Calif. — Voyager 2 has found 10 arc-shaped pieces of rings around Uranus in addition to the 10 full rings encircling the planet, a scientist said Sunday as geologists studied the planet's cratered moons and their mountains, valleys and strange squarish features.

Jet Propulsion Laboratory scientist Arthur Lane said, "To date, we've got approximately 10 of these arcs."

He said the arcs are about 30 to 36 miles long, all outside the nine rings discovered from Earth in 1977 and a 10th ring whose discovery by Voyager was announced Saturday.

Burton Edelson, associate administrator for space science for the National Aeronautics and Space Ad-

ministration, said earlier that Voyager "found evidence of 10 additional rings . . . with indications of many more to come."

But Lane said scientists don't know yet if the arcs extend around the planet as complete rings.

The arcs were invisible to Voyager's television cameras but were detected with a device called a photopolarimeter, a light-sensing device that measured changes in starlight when the rings and arcs were between the spacecraft and a distant star. The technique allows the detection of fine, dark particles.

Incoming pictures of Ariel, Oberon and Titania — three of Uranus' five largest moons — showed broad valleys, a mountain four miles high and numerous impact craters.

Challenger's liftoff delayed because of bad forecast

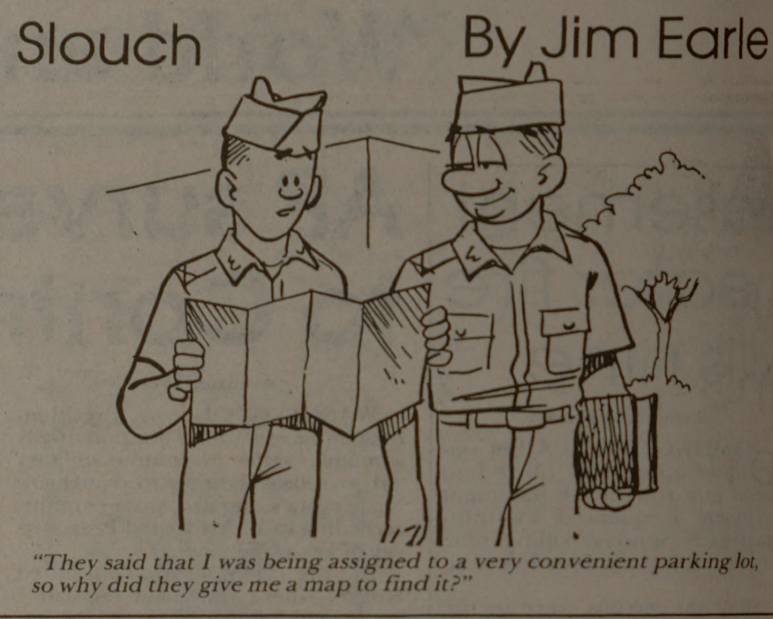
Associated Press
 CAPE CANAVERAL, Fla. — A gloomy forecast prompted NASA to scrub Sunday's shuttle launch sending schoolteacher Christa McAuliffe into space, but the sun shone after all and Challenger could have lifted off, officials said.

The launch, already postponed once because of bad weather, was rescheduled for Monday, and Mrs.

McAuliffe, the first private citizen named to a shuttle mission, spent part of the morning riding a bicycle instead of a rocket.

Shuttle managers had received a forecast that called for rain and thunder showers at liftoff time and decided late Saturday to postpone the launch.

But the unexpected formation of a low pressure system over Georgia



held up the weather front by several hours, National Aeronautics and Space Administration officials said, so the sun was shining on Challenger's launch pad at the scrubbed liftoff time.

Launch director Gene Thomas said, "Conditions were good for launch this morning; it looks like we could have made it."

The launch was rescheduled for

9:37 a.m. EST Monday. Officials said the front should have moved on by then, leaving behind acceptable weather conditions.

McAuliffe, 37, a high school teacher from Concord, N.H., and crewmate Greg Jarvis were spotted by reporters riding bicycles on one of the main roads at the Kennedy Space Center Sunday morning.

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Monday January 27, 1986
 Volume 8, Number 2

The BUSINESS

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

Supplement to the Battalion
 Paid advertising, prepared by the
 Business Student Council of the
 College of Business Administration.

Business College Enters Global Economy

By FRANK SMITH

Business educators at Texas A&M will be placing added emphasis on international business aspects, information management and entrepreneurship and new venture management, according to Dr. William H. Mobley, dean of the College of Business Administration.

Dr. Mobley said the emphasis on international aspects will be stressed to business students both as they take business courses and as they choose their electives.

"We'll be encouraging students to do more with their non-business electives, to look at things that help them understand and will help them in the future understand the world - comparative economics, comparative political systems, history of different regions, and foreign languages," Mobley said. "Without question - it's not a trend anymore, it's a fact - we are in a global economy."

"The United States is going to have to be much more aggressive and effective in competing for world markets and we need more college graduates who really do understand what's going on in the world... that's imperative. It's imperative for our nation. It's imperative for individual careers."

Mobley also said the business college will continue to use more computer-oriented analytical tools and place more emphasis on the general theme of information management.

"We are in the information era," he said. "We're well into it. And a challenge for all managers and successful individuals is going to be the ability to manage information."

"There's so much information available. How do you distill it? How do you keep it up to date? How do you focus it to be relevant to specific decisions?"

"That's a challenge that's going to be showing up more and more in

our curriculum. So students are going to be learning more about management of information - whether it's financial information, market information or personnel information."

Mobley said the importance of entrepreneurship and new venture management is another topic which warrants attention.

"New job creation in this country is coming predominantly and overwhelmingly from small companies, new ventures," he said. "Business schools historically have focused on larger organizations, larger corporations."

"And we will continue to focus on that. But we need to strengthen, improve and ensure that the graduates have an understanding of the entrepreneurial process - issues associated with few venture management - because that's where a lot of growth is going to come from."

Equation For Success

Organizational Roles Plus Good Grades

By MOLLY PEPPER

Many of the students in the College of Business Administration find ways outside of the classroom to learn skills that will be helpful in the future. These students serve as student leaders on the Texas A&M campus.

Keith Kornfuehrer said one of the most important things that his leadership position provides is the opportunity to improve his interpersonal skills. In today's business, he says, your interpersonal skills will be your advantage or disadvantage.

Lisa Rutherford, president of the Marketing Society, said she wanted to become involved in activities other than school work because she wanted to appear different to her prospective employers than the majority of A&M graduates.

She said she realized everyone was going to come out of A&M with a good degree and she wanted to make herself stand out. She said she believes the organizations she has been a part of will reflect her personality to her prospective employers.

Shelli Shivers, president of the American Society of Personal Administration, said she wanted to join an organization in order to gain experience dealing with people.

In her career field, Shivers said she'll need the leadership skills she's

learning from her position. She hopes to work with personnel, she said, and she'll need the skills to motivate people to work together.

Grades are an important part of most any student's life and student leaders are no exception. Kornfuehrer said the skills he can learn as a student leader could give him an edge in his job sometime in the future. Grade-point ratio is important, but a person with leadership skills will be more valuable in a job situation, he said.

He said he believes he has an edge over someone with the same GPA who has not held a leadership position. His first priority is always school work, he said.

Shivers agreed that her grades were more important than her position, but said losing a tenth of a grade point because of her position wouldn't make a very big difference. She said she believes the skills she is learning as a student leader will mean more to a prospective employer than perfect grades.

"If you have a 4.0 that may indicate that you haven't gone out and learned to deal with people," she said. "You would tend to be looked on as a bookworm type... If you have a good GPA and you've been involved in some organizations it shows that you've learned about

Business Career Fair Gains in Popularity

By RODNEY RATHER

Since a solid beginning in 1980, Texas A&M's Business Career Fair has maintained steady growth and success as an annual event held by the College of Business Administration.

The fair, which comprises two days of the college's six-day Business week, gives students a chance to ask questions of representatives from companies across the nation and to get information about possible future careers in those companies.

During the fair, representatives from various companies run booths in the Blocker Building as conversation stations for students. A banquet also is held at which students have the opportunity to sit with representatives of the company in which they have an interest, to talk about possible job opportunities.

The dean of the CBA in 1979, Dr. William Muse, and the president of the business student council, Willie Langston, talked about holding a career fair at A&M.

"Willie, Dr. Muse and I got together to discuss some of the details and decided we'd do it, we'd try it, so we had Business Career Fair in April of 1980 - our first fair," according to Mr. Lynn Zimmermann, Assistant to the Dean in the CBA.

The first fair lasted one day during a week of activities which consisted of seminars, receptions and banquets. The project was very successful, he said.

"The week itself won an award from the Southern Business Administration Association," Zimmermann said. "It won an award as the most outstanding, innovative student program on careers. They (the association) gave us a check for \$500 to

use to do the same thing again next year."

The week is planned almost entirely by the students, Zimmermann said. About 200 students volunteer to join committees which mail invitations to companies, reserve locations for banquets and receptions, plan seminars and organize the week's overall calendar.

"That's one of the unique things about the career fair at A&M," Zimmermann said. "It's the fact that it's a student-run project."

"One of the things we try to do is be sure that the students have the responsibility. And that's different than other schools."

The high level of student involvement in the week's activities has been a prominent factor in attracting more companies than the previous year.

"We had 27 companies at that first fair," he said. "In 1981, we had 32 companies. For 1986, we have 75 commitments and we're not through yet. There'll be more, I'm sure."

More companies came each year despite the economic slump of the early 1980's, when students were straining to find jobs and companies were laying off employees.

The program became so popular that for the past three years companies that have not been invited have asked to be put on the invitation list for the following year.

"About half a dozen companies will call every year and say, 'We're not on your list, but we've heard a lot about A&M's fair and we want to be invited,'" Zimmermann said.

Business Week will be held Feb. 3-8, with the Business Career Fair taking place Feb. 4-5.

BANQUET TICKETS ON SALE

Seventh Annual Business Career Fair, Banquet and Awards presentations, at the College Station Hilton, 7pm on Tuesday, February 4th. \$8.00 per person. Now on sale in the Blocker Building, until January 31.

Sign up to sit with the Company of your choice.
 Keynote Speaker: Ms. Kay Bailey Hutchison.

"The Business" is published by the undergraduate Business Student Council of the College of Business Administration, Texas A&M University, College Station, Texas 77843; telephone 409/845-1320. Editors: Pam Bolting and Kenneth Dornak. Business Student Council President: Doug Boughton. Council Advisor: Lynn Zimmermann. Dean of the College: Dr. William H. Mobley.