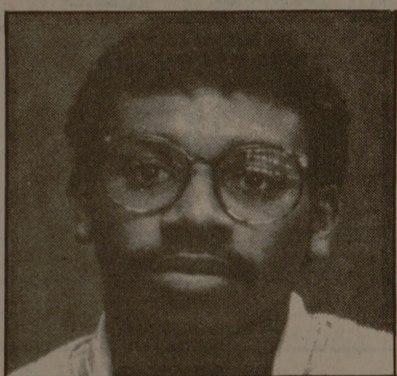


Advisor: MSC's success relies on people

'87 MSC president looking ahead

By JEANNE ISENBURG
Staff Writer



Robert Bisor

People are the key to the success of the Memorial Student Center in Bryan, Texas A&M and its students. Robert Bisor, the 1986-1987 MSC president, says it's time to let people know why the center is here and how important it is to the University's educational process. Bisor says, "The MSC is a laboratory where students can take room knowledge and apply it to life situations."

Bisor, a senior sociology major, was chosen Monday night by the MSC Council to take over the duties of MSC president/MSC Council member beginning in April. Bisor says he is not a newcomer to the MSC as a whole. His involvement began during his freshman year when he joined the MSC Awareness Committee, and his level of involvement has increased steadily through time. He says, "When I came here from Bryan, I found I really needed someone to take up my time," he says. "I was going crazy without involvement, and so I became a general

one of the major goals of the BAC, he says.

Bisor says that was his most developmental year with the BAC, because the committee had never paid so much attention to minority recruitment and retention. He said he really learned about dedication to a goal and seeing it through.

Then, last April, Bisor became the vice president of cultural programs for the MSC. He had set the BAC in a direction to keep growing, he says, and he was ready to move on.

He stayed in this position for six months, until the position of executive vice president for marketing and personnel opened.

As president, Bisor says, his first goal is to maintain and strengthen the MSC goals.

Bisor says the MSC has four major goals:

- To provide a place where the faculty, the students, the former students and any guests to the University can interact as equals.
- To provide a wide range of cultural, educational, recreational and entertainment programming.
- To provide facilities and services such as the Browsing Library and print and copying.

To provide and advance student leadership opportunities.

Bisor is the first black MSC president, and he says that he's only disappointed that it took so long to happen.

"It isn't the fault of the MSC, but I really think it says something about the University and how it's changing," Bisor says. "Maybe at one point the student body wasn't willing to accept a black student on campus, let alone in a major leadership position. But this is a message to minority students that that's changing."

"I'd like to be considered a role model to students. It shows that once you're out in the real world you have to deal with people, regardless of race, sex, religion."

"People just have to learn to pay attention to the character of the person under the skin — not just their color."

Bisor says he wants students to understand that if they want to get things done, they have to get involved and roll up their sleeves and work.

"My mother's always told me that I'm the final decision in anything I want to do," Bisor says, "and the MSC has given me so much, I'm hoping to give it something back."

Men's Soccer Team Team Meeting Tuesday, February 4 Rm. 167 East Kyle

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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.

Letter

Dean Welcomes Students

Dear Students:

As we look beyond the campus boundaries, we see a world in the midst of major economic transformations. The unprecedented competition for global markets; the acceleration of technological development; increased merger, joint venture and new venture activity; and the increasing percentage of our GNP attributable to information and service sectors of the economy are but a few of the manifestations of this transformation.

BUSINESS WEEK and CAREER FAIR provide you with an excellent opportunity to learn more about how various organizations are planning for the future and what roles you can expect to play in this future. Good career choices are based on good information. You are encouraged to take full advantage of the seminars, career booths and other activities planned for BUSINESS WEEK to help focus your career thinking. A record number of companies will be participating and an outstanding program has been planned for your benefit.

My congratulations to the students who are totally responsible for organizing and implementing BUSINESS WEEK and CAREER FAIR. Your leadership is a great service to your fellow students, the college, university, and business community. Thanks to the corporate community, visiting executives and faculty for devoting their time and expertise to this important week of information sharing.

I look forward to seeing you during BUSINESS WEEK and CAREER FAIR.

Sincerely,
William H. Mobley
Dean

Encouraging Future Seen for College Grads

By Mark Rudolph

The career outlook for college graduates in 1986, according to the College Placement Council Annual Report shows a two percent increase in jobs for all graduates.

Dr. William H. Mobley, dean of Texas A&M's College of Business Administration, says the highest percentage of new job creations will be in small companies. He defines small companies as those having less than 100 employees.

But Mobley says there should be some "catchup" hiring in the energy, electronics, and financial information industries.

"One can argue that these industries will bottom out," Mobley says.

The council report predicts a seven percent increase for graduates with a Bachelor of Business Administration degree and a four percent increase for graduates with a Master of Business Administration degree.

"Over a five year period I would expect annual rates in that range," Mobley says.

Dr. Candida Lutes, associate dean for students in the College of Liberal Arts, says there is increasing promise for liberal arts graduates in obtaining jobs, if the economy stays the way it is.

She says publications continually show that corporations are aware of the value of a liberal arts education.

"Liberal arts graduates fare pretty well given that they are flexible," Lutes says.

"Any company, any corporation, any agency that wants someone who can come up with new approaches will be looking at liberal arts majors."

She says students with technical degrees start with higher salaries, but liberal arts graduates who learn on the job technical skills have a history of moving up the ladder quickly.

"There seems to be a swing back toward the interest in hiring liberal arts majors," according to Danny Parsley, Liberal Arts assistant for the Placement Center.

He says liberal arts major can offer a more liberal, general background and companies are looking for individuals with broad backgrounds.

"Chief Executive Officers want more liberal arts majors," Parsley says, "but conflict arises with the idea that business majors will produce more output quicker."

Mobley adds that there will be above average hiring for graduates with degrees in accounting, business analysis and management information systems. He also says one should expect a further expansion in job hiring if interest rates fall and if exports become attractive.

Many employers are upset with illiteracy. It is a real plus in the job search for people to write well. English and Journalism majors could benefit, Lutes says.

Lutes also says economics majors should do well in seeking employment over the next few years.

As for other students, Lutes says it is a matter of them selling themselves.

Recognition Given Leading Students in CBA

By KATHERINE GOLLEY

The handsome maroon and white invitations sent to companies nationwide to attend the Texas A&M Business Week is a good representation of the quality of the week-long schedule of events held every spring by the College of Business Administration.

The College of Business Administration has been putting on the Business Week since 1980.

The week, which begins Monday, February 3, 1986, will include a wide variety of functions that are intended to expose students to various companies from around the country.

One aspect of the Business Week is the recognition of outstanding students in the College of Business Administration.

"The CBA annually uses this time to recognize our outstanding academic and business leaders," commented Lynn Zimmermann, Assistant to the Dean of the College.

"One element of that week is that we have twonights set aside to recognize outstanding students in the CBA. The students selected as this year's leaders are invited to a reception with the representatives from the participating companies."

About 200 students are invited and approximately 100 company representatives attend the reception, he says.

"What we are trying to do is get the company representatives together with the students in a relaxed atmosphere."

The students also are publicly recognized the following night during the Career Fair Banquet.

"They are awarded a plaque and have the opportunity to further acquaint themselves with the participating companies," Zimmermann explained.

Each of the 75 companies has its own table at the banquet, he says. When the student buys a banquet ticket, he chooses to sit at a particular company's table. Six to eight students are at the table with one or two reps from the company in which they have a specific interest, Zimmermann says.

"This increases the personal contact we are trying to maximize," he says.

The criteria for recognition as a CBA leader comes from two categories: grade standing and extracurricular activities in the CBA.

Dr. Samuel M. Gillespie, assistant to the dean in the CBA, says, "The senior and junior with the highest overall grade-point ratio in the College of Business Administration is awarded the overall academic award. Then the junior and senior

with the highest GPR's in each of the five departments within the CBA are also recognized.

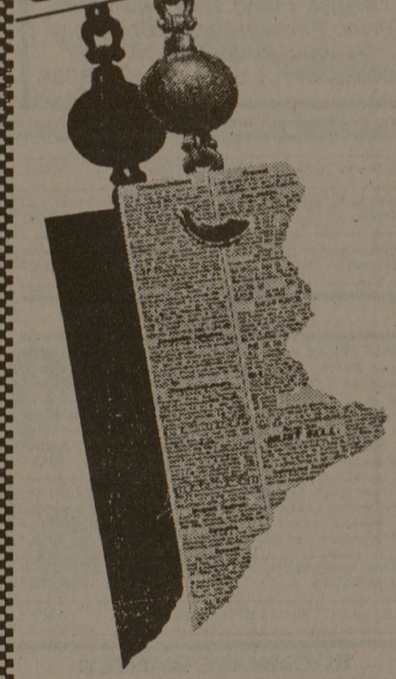
These students are chosen at the end of the fall semester and recognition will be based on current GPR and number of hours completed at A&M, Gillespie says.

"Also, students that have made the dean's honor roll for two consecutive semesters, which means posting a GPR of 3.75 in two semesters while carrying a minimum of 15 hours in the spring or fall semesters or 12 hours in the summer semester. These students are invited to attend the reception and are honored at the banquet," he adds.

The other category is the business leader group.

Zimmermann says, "Those students involved in student activities are recognized for the time and leadership they devote to the 20 student clubs within the CBA. All the presidents and vice-presidents of these organizations are invited. Many times we have overlaps from students who are both academic and extracurricular leaders so our number of students recognized varies."

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 - Color Title, Inc.
 - Commonwealth Financial Group
 - CONOCO North American Production
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 - Dillard's of Fort Worth
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 - Eckerd Drugs
 - EXXON Company USA
 - Foley's
 - HEB Grocery Company
 - Interfirst Bank
 - Interfirst Bank
 - JCPenny Company
 - Joske's of Texas
 - Kroger Grocery Company
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 - Neiman-Marcus
 - Palais Royal Stores, Inc.
 - Paul Nick Financial Services
 - Payless Cashways, Inc.
 - Pennzoil Company
 - Quaker Oats Company
 - Randall's Food Markets, Inc.
 - Safeway Stores, Inc.
 - Sanger Harris
 - Seidman & Seidman
 - Southwestern Bell Telephone Co.
 - Tenneco Oil Exploration & Production Co.
 - Tennessee Gas Transmission Company
 - Texaco Inc.
 - Texas Comptroller of Public Accounts
 - Touche Ross
 - United Services Automobile Assoc.
 - Victoria Bank & Trust
 - Wal-Mart Stores, Inc.
 - Xerox Corporation
 - Tandy Corporation/Radio Shack
- Company Booths on Wednesday February 5**
- American Institute of Real Estate Appraisers
 - Arthur Andersen & Company
 - Arthur Young
 - Becker CPA Review
 - Burgher King Corporation
 - Boeing Computer Services
 - Burroughs Corporation
 - Children's Place, The
 - Chubb Group of Financial Services
 - Clarke Checks, Inc.
 - Conviver-Miller
 - Cooper's & Lybrand
 - Deloitte Haskins & Sells
 - Diamond Shamrock
 - Dow Chemical USA, Comptroller Div.
 - Dow Chemical USA, Marketing
 - Ernst & Whinney
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