

WEDNESDAY, JANUARY 25, 1989

Liberal arts majors can earn MBAs

By Kelly S. Brown

STAFF WRITER

Life is a little simpler these days for liberal arts undergraduates who want to get Masters of Business Administration degrees.

The reason is Program 5. An opportunity was opened up to motivated liberal arts students last fall who want to get their MBAs earlier than most students.

Dr. Dan Robertson, head of the MBA program, said Program 5 is targeted toward a fairly small number of liberal arts undergraduates pursuing bachelor of arts degrees who have at least 3.2 grade-point ratios.

Robertson said applicants also must have a clear vision for their future and be prepared to accept two particular goals.

"First, they must have an interest toward graduate business school," he said, "and secondly, they must have a predisposition toward business even though their major would be in a non-business area."

The idea of a joint program was brought to the drawing table almost three years ago by Liberal Arts Dean Daniel Fallon and President William

H. Mobley, who was then dean of the school of business.

The idea was forwarded to Robertson and Dr. Paul Parrish, associate dean in liberal arts.

Robertson said, "The two of us evolved the document, which is now Program 5 — a joint program that serves the interest of the student who falls academically between the two colleges."

Dr. Claude Gibson, an English adviser who was the program coordinator last year, said the program offers a suitable option for top students, but is not right for everyone.

"What we're saying to the student is that if this is what you want to do and it's your goal, here's a way to combine the two," he said.

Robertson said, "We perceived the need that we had students in liberal arts who knew they were going into business and industry, and we wanted give them another avenue to look down."

Creators of the program set out with the idea that if they were able to provide the double-degree opportunity for 10 students a year, it was a worthwhile target market.

More than a dozen students are in the program, Robertson said, but most still technically are undergrad-

uates in liberal arts until they follow through and actually fill out their graduate applications.

Qualified students take the steps necessary to be admitted to the graduate program during their junior year after they have earned a minimum of 60 credit hours.

Following that schedule, the Program 5 students are ahead of the game by one to two years, Robertson said.

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— Dr. Dan Robertson, MBA program head

Early identification of program participants makes it possible for a student to take business electives that were normally "free electives" in liberal arts, thus reducing the length

of the MBA program. Introductory level MBA classes are waived by virtue of their completed undergraduate classes.

"It's not an easy program by any stretch," Robertson said, "but keep in mind that it's targeted toward the academically superior undergraduate students."

Gibson said that adding an MBA to a liberal arts degree has great possibilities.

"We think of liberal arts as offering an opportunity to a student to really capitalize on communication skills while getting a broad based education which enhances their interpersonal skills in any environment — reading, writing or critical thinking," Gibson said. "We think those could be applied in any area."

"When the student adds on the MBA part of it, they're saying 'I want to develop these skills, but I know I'm going into business as opposed to possibly teaching or whatever.' So it's giving them a cultural base that a strict business major might not have."

Robertson said so far the feedback for Program 5 has been positive.

"Our first indications are that students who are pursuing this and are indeed planning on the program are handling the course load fine."

Liberal arts college offers more options for declaring minors

By Denise Thompson

STAFF WRITER

The College of Liberal Arts is hoping to change the prevalent idea that having to declare a minor is just another attempt to make students take undesirable courses.

Minors originally were designed to provide additional support for a student's major field of study, Dr. Paul Parrish, associate dean of liberal arts, said. They have proven to be valuable when students take advantage of them, he said.

"Minors can be supportive in terms of career choices, which means job opportunities or becoming a graduate student," he said. "A major by itself is fine. But a major supported by a strong second field is better."

Most students are familiar with the requirements for a straight departmental minor, which requires taking 12 hours of a particular course of study with at least six of the hours in upper-level courses. However, three other types of minors are available to students: area studies minors, career opportunities minors and interdisciplinary minors.

Area studies are minors a student can create individually. The student works with the dean's office and develops a proposal for a minor course of study that can include courses from several departments that focus on one subject. Ethnic studies is a good example of an area studies minor, Parrish said.

"Do we have an ethnic studies department at A&M?" he asked. "No. Do we have an ethnic studies major? No. Can you have an ethnic studies minor? Yes, because you could take a course from departments like sociology or English and create a package to be your minor."

Career opportunities minors are designed in cooperation with the departments of business and agriculture. Students are able to minor in a

field that is geared toward a certain career, Parrish said.

"This minor is a package of courses that combines business or agricultural courses with related liberal arts courses so students can demonstrate to an employer that he is strong in a second area," he said. "It's also good for students contemplating graduate school because they're supported by a strong major and a strong minor area."

More formally arranged by faculty members, interdisciplinary minors are the newest of the three opportunities. Although the ideas for these types of minors are formed from student proposals, the department works to have them recognized as official minors that are included in the student courses handbook.

Women's studies is the only interdisciplinary minor formally approved that will be offered as a regular course study beginning next fall.

"Students have been able to create an area studies minor in women's studies for a long time," Parrish said. "But some faculty got together and decided to formally put it together. So now the course book will ask if you want to minor in women's studies. If you do, it'll tell you how."

Parrish said the group is working on several other plans for interdisciplinary minors.

"Minors in classical studies, religious studies and comparative literature are in the works," he said. "We've also had talk of an Asia studies minor, which would be important if we're going to have a Japan campus."

A departmental minor and an area studies minor usually require only 12 hours. Career opportunity minors can contain as many as 24 hours, Parrish said, because a student builds a second career focus. Interdisciplinary minors require from 12 to 18 hours because they cut across different departments.

Declaring a minor is as important

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Texas negotiates beef sales with Europe

WASHINGTON (AP) — Texas is butting into a trans-Atlantic dispute over hormone-treated beef, but it is not clear whether federal officials will steer the state away from making a deal with the European Economic Community.

While the EEC and the United States spar over Europe's ban of U.S. exports of hormone-treated beef, Texas Agriculture Commissioner Jim Hightower has stepped in with an offer to provide the EEC with hormone-free beef from the Lone Star State.

Europe contends the hormones, used to fatten growing cattle, are a health threat, which the United States disputes.

The U.S. Department of Agriculture has apparently adopted a wait-and-see attitude toward Hightower's offer to find a supply of hormone-free beef in Texas and develop a certification procedure that would satisfy the European Community of the meat's purity.

Ella Krucoff, spokeswoman for Sir Roy Denman, head of EEC delegation in Washington, said she knew of no federal law that would bar the shipments.

"It's not our problem," she said. "Texas solicited us and we are responding. We're trying to respond favorably to maintain the trade. We haven't got a legal opinion — that's up to the U.S. authorities."

The Council of Ministers representing the 12 governments in the EEC issued a statement Monday in Brussels saying it had noted the applications "made by American producers to export to the community beef and veal meeting the criteria of community legislation, and encouraged the commission to conclude its examination of these applications rapidly."

The commission is the European Commission, joint executive for the 12 governments.

Federal officials are treating Texas' offer cautiously. Lester Crawford, administrator of US-

DA's Food Safety and Inspection Service, which has jurisdiction over meat inspected for export said, "We have to be concerned about existing U.S. law on international trade and we have to represent all of the states in the United States."

Crawford said there could be a catch for Texas: The state can't legally label meat for export as hormone-free because a meat label must be truthful and verifiable, yet he said he knows of no test to verify whether a cattle was fed growth hormones. That's because hormones now in use leave no residues in the meat.

All beef and poultry have to be federally inspected to go overseas, he said.

Tom Kay, administrator of the USDA's Foreign Agricultural Service, said he's not sure whether the federal government could stop the European Community from making a deal with Texas if the EC and Texas can settle on a price and a certification system that meets federal approval.

1989 Business Career Fair
Where the Best of Both Worlds Meet
January 29-February 2

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Women in Business Symposium

On Monday, January 30th, Career Fair's "Women in Business Symposium" will feature several top women executives speaking on topics including "Secrets of Success—How to get Ahead," "Conflicts in the Workplace," and "Opportunities in Business—Where does your major fit in." These topics will be addressed by a panel of members of the Executive Women of Dallas. The speakers will include Ka Cotter, Executive Vice-President of the Staubach Company; Ann Margolin, President of the Associated Professional Property Insurance Services; Valerie Freeman, owner of Wordtrends, Inc.; Suzanne Marshall, President of Computaculous Inc.; and Kay Hutchison, attorney with Hutchison, Boyle, Brooks, and Dransfield. The discussion will be held at various times throughout the day in Blocker classrooms.

At 11:30am, there will be a luncheon at the Hilton in which Kay Hutchison will be speaking on "Women Today—All Options Open." Ms. Hutchison has earned a great deal of respect and recognition from the Dallas business community as well as national commendation. She received the Women's Center Award in 1987, was selected by Glamour Magazine as one of Ten Outstanding Working Women in America in 1977, and was chosen One of Ten Outstanding Republican Women in Texas in 1983. An active participant of Texas politics, Ms. Hutchison has served as Chair of the Texas Women for Bush/Quayle and Republican precinct chairman. Women from the Bryan/College Station community and students are invited to attend the luncheon.

Tickets for the luncheon will be sold through Thursday, January 26th in Blocker. The cost will be \$7 for students and \$11 for non-students. The symposium is open to all students (freshman through graduate level), as well as men and women from the community. Many relevant issues will be discussed so please make plans to attend. For more information, please call the Business Student Council Office at 845-1320 or Mr. Lynn Zimmermann's office at 845-5187 or Laurie Isaacs at 696-9367.

Business Career Fair Banquet

- John Adams, President of the Meiller Corp., to speak on-Going International: Opportunity and Challenge in the World Market
- Dine with the recruiter(s) from the company of your choice!
- Jan. 31, 1989 7:00 pm College Station Hilton
- Admission \$9
- Tickets on sale Blocker Lobby through January 27th

Retailing Symposium

"Don't Guess—Go Retail" is the theme of this year's retailing symposium which will be held on Sunday, January 29th. The symposium, presented by the Center for Retailing Studies, will address a number of contemporary retailing issues facing today's graduates.

Beginning at 2:00pm in the College Station Hilton, the symposium will cover topics dealing with characteristics of successful retailing executives, what are recruiters looking for, retailing careers, and why students should consider a retailing internship. In addition, the symposium will launch the summer retailing internship program.

The speakers represent a wide array of businesses such as Toys "R" Us, J.C. Penny Company, K-Mart Apparel, and Mervyn's. After the presentation, students will be afforded the opportunity to meet the speakers at a reception sponsored by the Center for Retailing Studies.

The reception will be held in the Hilton Ballroom from 6:00pm through 7:00pm and is open to all symposium attendees. Tickets for the symposium will be on sale in the Blocker Building through January 27th. Ticket price is \$4 pre-sale and \$5 at the door.

Business Career Fair Agenda

Sunday, January 29th

2:00pm-6:00pm RETAILING SYMPOSIUM COLLEGE STATION HILTON

"Characteristics of Successful Retailing Executives—What Separates the Best from the Rest"

- Thomas J. Frank, President, Conn Appliances, Inc.
- Carl Sewell, President, Sewell Village Cadillac
- Jeffrey Wells, Vice President, Human Resources, Toys "R" Us. "From Resumes to References—What Are Recruiters Really Looking For?"
- Gary Huddleston, Director, Human Resources, The Kroger Co.
- Roy Chapman, College Relations Manager, J.C. Penny Co., Inc. "Retailing Careers—There's More There Than You Think!"
- Marilyn Smith, Director of Training, Tom Thumb-Page Drug
- Karen Samford, Corporate Marketing Manager, Herring Marathon Group Inc.
- Tim White, Regional Personnel Manager, K-Mart Apparel
- Ronni Rosen, Human Resource Manager, Pier 1 Import
- Don Hughes, National Manager of Market Planning, Hallmark Cards, Inc.
- Ernesto Cuellar, Regional Personnel Manager, Mervyn's "Why Students Should Consider a Retailing Internship"
- Joey Jones, Government Programs Coordinator, Wal-Mart
- Missy Magnuson Adams, Assistant Buyer, Neiman-Marcus

6:00PM-7:30PM Reception in the Hilton Ballroom

Monday, January 30th WOMEN IN BUSINESS SYMPOSIUM

- 8:00AM-8:50AM "Secrets of Success—How to get ahead"—Blocker 102
- 9:00AM-9:50AM "Opportunities in Business—Where does your major fit in"—Blocker 102
- "Secrets of Success—How to get ahead"—Blocker 158
- 10:00AM-10:50AM "Conflicts in the Workplace"—Blocker 158
- 11:30AM-1:00PM "Women Today...All Options Open" Luncheon at the College Station Hilton
- Guest Speaker: Kay Hutchison
- 2:00PM-2:50PM "Opportunities in Business—Where does your major fit in"—Blocker 165
- "Secrets of Success—How to get ahead—Blocker 158"

Tuesday, January 31st

- 8:30AM-4:00PM Booths in Blocker
- 6:00PM-7:00PM MINORITY STUDENT RECEPTION COLLEGE STATION HILTON (foyer of the ballroom)
- 7:00PM-9:00PM BUSINESS CAREER FAIR BANQUET

Wednesday, February 1st

- 8:30AM-4:00PM Booths in Blocker

Thursday, February 2nd

- 9:30AM-4:30PM MBA CASE COMPETITION --Check with Masters Programs Office (331 Blocker) for schedule of events.
- 2:00PM-3:15PM PLACEMENT CENTER ORIENTATION "How to Use the Placement Center"
- Speaker—Mr. Lou Van Pelt, Director, Room 307 Blocker

Minority Student Reception

Something new happening this year will be a minority student reception, jointly sponsored by the Hispanic Business Students' Association (HBSA) and the National Association of Black Accountants (NABA). Students will have the opportunity to speak to recruiters informally, on a one to one basis, in a more relaxed setting than other Career Fair activities offer.

Freshman and sophomore students are especially encouraged to attend the reception so that they will have an opportunity to establish a rapport with each recruiter. Often the same recruiters come back each year to the Career Fair. Therefore, contacts made early can become useful throughout the college years. As Dr. Hillary Jessup, advisor of HBSA, notes, "It is my hope that these contacts will result not only in job opportunities but also opportunities for summer employment."

The reception will take place in the foyer of the College Station Hilton from 6:00pm to 7:00pm on Tuesday, January, 31. Students are reminded that the event will be business attire. All minority students strongly urged to attend.

MBA Case Competition

The public is invited to observe several teams of MBA students while they exhibit their analytical skill as strategic consultants in a case competition on Thursday, February 2.

Each team of 3 MBA students will have two weeks to prepare a presentation for a panel of judges (executives from the Dallas and Houston areas). During the preparation time, the students will analyze the business procedures of a local company. Then on the Thursday of Career Fair, the teams will deliver a one hour presentation of their findings to the judges.

The winning team will go on to represent Texas A&M at the regional competition held annually in April at the University of Southern Mississippi.

The public is reminded that the dress will be business attire. A schedule of events will be available at the Masters Program Office, room 331 Blocker. Phone Bill Zartler (845-4714) for more information.

Additional Company Booths in Blocker Bldg. Tuesday Jan. 31-Wednesday Feb. 1

- ALL STATE INSURANCE
BUSINESS: Insurance
LOCATION: Irving
REPRESENTATIVES: Robert Hores, Mary Bryant
- COOPERS & LYBRAND
BUSINESS: Public Accounting
LOCATION: Houston
REPRESENTATIVE: Chris Bacon
- FEDERAL BUREAU OF INVESTIGATION
BUSINESS: Government
LOCATION: Houston
REPRESENTATIVE: Jim Garcia
- MERVYN'S
BUSINESS: Department Store
LOCATION: Houston
REPRESENTATIVES: Ernesto Cuellar, Mike Guillard
- NCS-STOP N GO
BUSINESS: Convenience Store
LOCATION: Houston
REPRESENTATIVES: Robin Pelleschi, Lisa Paschal-Alcorn

- PENNZOIL COMPANY
BUSINESS: Oil and Gas Production
LOCATION: Houston
REPRESENTATIVE: Linda Wood
- RALSTON PURINA
BUSINESS: Grocery Products
LOCATION: Houston
REPRESENTATIVES: Steve Peter, George Keap-poch
- U.S. CUSTOMS SERVICE
BUSINESS: Government
LOCATION: Washington D.C.
REPRESENTATIVE: Jeffrey Hall
- PEARLE HEALTH SERVICES
DOW CHEMICAL
QUAKER OATS
NAVY OFFICER'S PROGRAM
BECKER'S CPA REVIEW
PETERSON & COMPANY
SOUTHWESTERN BELL
U.S. TREASURY DEPT.

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BUSINESS FAIR FEATURES SYMPOSIUMS