

Cameron School Means Business

A byte isn't something you eat. Facts aren't FAX. And junk bonds aren't things you'd find at a yard sale.

The business world has undergone profound changes in the last 20 years. Technology, global awareness, and unprecedented competition have created a labyrinth of business systems and methods.

Today's successful businessperson must have solid analytical skills, an understanding of economic issues, a knowledge of management, and strong computer skills.

UNCW's Cameron School of Business Administration, the largest academic school on campus, is preeminent in its education of business students whether they be aspiring entrepreneurs or executives.

"It's nice to pick up the business section (of the newspaper) on Sunday and see our graduates among the advancements and promotions," said Norman Kaylor, dean of the business school. The school's graduates include several bank vice presidents and partners in major accounting firms, as well as many business owners.

Two of the school's MBA graduates are in Ph.D. programs now. And one faculty member in the school of business, Allen McDowell, earned a bachelor's degree in business from UNCW before earning his doctorate at North Carolina State University. Not bad for a business school that started in 1979.

The success of UNCW's business students can be largely attributed to the excellent faculty, strong curricula, and special programs within the school of business. "Our undergraduate program is second to none," said Kaylor.

"And I think we have a stronger commitment to the community than any business school I'm familiar with."

The graduate program in business administration, established in 1982, has strong offerings as well. One of these is its Current Issues Series.

These one-hour courses concentrate on three major areas of business development - technology, international business, and trends in management. "This is not a textbook course - we work with cutting edge literature," said Denis Carter, associate dean of the Cameron School of Business Administration and advisor to the Master's in Business Administration program.

As part of the MBA program, students meet with leaders in industry, conduct annual surveys of job markets, visit major manufacturers, and provide feedback to the dean regarding course development.

There's been tremendous growth among the nation's business schools, said Kaylor and Carter. In the last 15 years, students have become more career-minded, wanting to combine a good business education with a solid foundation in the liberal arts.

Kaylor pointed out that today's business students are more socially conscious and less willing to take risks.

"The students want career opportunities that will provide them with a good living, security, and marketability. They want to make a contribution and will sacrifice income in return for the quality of life they find in a place like Wilmington. A large percentage want to stay here or in the southeast," said Kaylor.

The most remarkable change within the school of business has been the increase of women graduates, Kaylor said. "I came here 19 years ago and we graduated about 30 students in accounting, two of whom were women. Today, over half of our accounting grads are women." In 1989, 45 percent of undergraduate and 53 percent of graduate business degrees at UNCW were awarded to women.

UNCW and the Cameron School of Business Administration greatly impact Wilmington and New Hanover County. The students and faculty offer a wealth of human resources to existing and incoming industries. "Two or three firms have moved to the area be-

cause there's a university here and a good business school," said Kaylor.

But the school's primary role in the community is one of support, Kaylor noted. "We work with the Committee of 100, the Chamber of Commerce, and individual companies - it's just good citizenship," said Kaylor. "We grew up in this community - we have community support and that's important to us. If we have some expertise we can share, we do. It's a two-way street."

The bottom line is if the community grows, the university prospers. A strong local economy gives way to a healthy market for UNCW graduates.

The business school's level of excellence is greatly enhanced by private funds. This money provides scholarships and supports stipends to recruit top faculty members. Seminars and workshops, research programs, student assistantships, and computers are provided for also. "Every student is exposed to computers and computers are used in the classroom," said Kaylor.

Business Week is perhaps the best-known program in the school. Every March, approximately 60 speakers are invited to campus to give seminars to students. Leaders in business, government, and industry present classes on "real world learning". The objective is to broaden the minds of the students and to prepare them for productive participation in the challenging world of business.

UNCW's Cameron School of Business Administration has cornered the market in business education. An education here is a sound investment.

Allison Relos



Cameron School of Business Administration

Business Week Yields High Learning

UNCW's Cameron School of Business Administration devoted a week in March to the eighth annual Business Week. Planned around the theme "Preparing for Tomorrow Today," Business Week '90 focused on "real world learning."

Students kicked off the week with the tenth annual Commerce Cup

Challenge, originally called the Business Bowl. Designed in 1980 to give business students the opportunity to demonstrate their academic learning, the Business Bowl was so successful that the school of business decided to implement a week's activities devoted to business students.

By bringing in representatives from local and national businesses, industries, and corporations, the school of business will bridge the gap between academic theory and the real world of business, said Lee Sherman, associate professor of management and marketing and chairman of Business Week for the

past seven years.

UNCW is hoping to increase its number of high caliber business students by introducing them to business professionals. "Business Week is an opportunity for these students to broaden their minds through their classroom learning and practical application," said Sherman.