FEATURES

Business school

Thanks gang



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Does professional school give students education?

By TOM CONLON Staff Writer

UNC's business school is a professional school within a liberal arts university. Apart from most majors requiring a strong liberal arts course background, the business school forces students to concentrate on business courses. Some people have questioned whether this affects the students' ability to be good future leaders as well as business people.

"The business school's objective is to give students a general business education," said Elizabeth McGowan, Assistant Dean of the Undergraduate Business Program. "We don't specifically narrow it down to one area. We give them the basics so they work well and have a lot to offer the business community."

Most of the student's experience comes from working out in the business world. The liberal arts plays its role while here at the University, she added.

The business school, like other majors, must fulfill the two year General College curriculum. Of the 20 courses, five of them must be business courses: two in accounting, two in economics and one in business statistics. The junior and senior years require 11 to 13 of the final 20 courses to be in business.

Required electives include one oral and one written course in English communication and starting this fall, all business students will be required to take a business writing class, McGowen said. Remaining electives in non-business areas can be oriented more towards business than liberal arts — Business English instead of British Literature, for example.

"We recommend that the students get as broad a background as possible, particularly in a concentrated area. Computer science, math, journalism and foreign language are skills that are necessary in the business world, though all liberal arts areas are beneficial. We stress the concentration as it is more beneficial to have an added specialty area, although the student has the option to select their own choices within the set requirements," added McGowan.

Professor Jeffery Obler of the political science department was not so enamored with the balance in the undergraduate curriculum.

"Liberal arts is important to all students and they should acquire a strong background in those areas," he said. "The business students should get the opportunity to take more liberal arts classes instead of three in a concentrated area such as marketing. Most students will learn the greatest experience once they are in the job, but they won't learn about the liberal arts to the same degree."

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