

Prospects good for business careers

By **ROBERT KEEFE**
Staff Writer

Business is booming for graduates of the UNC School of Business, according to Sharon Wiatt, assistant director of UNC Career Planning and Placement Services.

"There certainly seems to be a lot of interest in business fields by students," Wiatt said.

"It seems that more students graduate with business degrees these days than with any other kind, and I think that trend will continue."

Wiatt said that while it was still too early to tell about hiring activity in the business fields this year, overall activity was much like last year.

Last year, there were 241 companies that came to UNC to recruit graduates, and 6,635 individual interviews. In addition there were 5,090 employer job requests in forms other than recruiting visits.

Retail sales and investment banking have shown an increase in hiring, while computer sales and management positions have shown a decline in recruiting visits.

Deregulation of banks and a slump in the computer industry are the main cause of these trends, according to Wiatt.

"I'd say that the outlook (in the business/banking fields) was pretty good," said Cynthia Shaver, operations manager for the Franklin Street branch of NCNB. "Most of the banks in the Southeast are currently in a period of expansion."

The Franklin Street NCNB branch presently employs three students and seven UNC alumni. Last year, NCNB hired 32 UNC graduates in entry-level positions in North Carolina and in Florida, according to Craig Buffie of the bank's corporate headquarters in Charlotte.

Hugh L. McColl, chairman of the board

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of NCNB, was a 1959 graduate of business administration from UNC.

According to Shaver, there are five basic fields an employee with NCNB can go into: relationship management, funds management, operations, the trust group and auditing.

Buffie said that a typical training program for NCNB employees usually lasted from nine to 12 months, with about eight to 10 weeks of that time spent in the classroom. The rest of the time is spent working with supervisors in the credit department, he said.

Shaver said that a business administration degree was not always necessary to get a good job with a banking firm.

"For instance, we have a specific program for people with liberal arts degrees that trains them with what we want them to know," she said.

Shaver graduated with a degree in journalism.

Some other jobs that UNC business graduates have filled include territorial sales management with the Coca-Cola Corporation, sales representatives with Proctor and Gamble and NCR, and several jobs in corporate development.

"Many employers will ask for graduates in any major," said Wiatt. "But sometimes corporations such as big accounting firms will look exclusively for business majors."

Wiatt said that while the number of students getting jobs through recruiting programs wasn't really that high, students going into business fields could expect

somewhat better results.

In comparison with other business graduates around the nation, UNC graduates have the reputation of being some of the best available.

"We just got some feedback from *Time* magazine, which rated us (the UNC business school) in the top 10 for undergraduates," said Wiatt. "So I think that it is fair to say that we are definitely in the top 20, if we aren't in the top 10 nationwide."

Bob Hewitt, a sophomore from Miami, said the reputation of UNC's business school was what attracted him to Chapel Hill.

"I wanted to go into the business school because there is such a wide range of job opportunities available to someone who holds a business degree in his hand," Hewitt said. "Also, business graduates can pull in some pretty big bucks."

Indeed they do, according to the respondents of a survey on 1985 graduates done by the UNC Career Planning and Placement Service.

According to the survey, the average salary for business graduates now working in general business administration is \$1,655 per month. Those in accounting and auditing averaged around \$1,705 per month.

The graduates that brought in the biggest paychecks were those in the finance and economics field, who averaged \$1,743 per month. Those who made the least per month were those in merchandising, who averaged \$1,501 per month.

Wiatt said business related fields would probably become more competitive in the years ahead because of an increasing number of business students vying for the same number of job vacancies.

There are presently 825 juniors and seniors (including fifth year seniors) in the UNC School of Business. That number includes 175 junior males, 219 junior females, 208 senior males and 223 senior females.

According to Wiatt, the number of business majors at UNC are second only behind the total number of arts and science majors, which totals around 4,931 juniors and seniors. The number of health affairs majors is about the same as business administration majors.

After completing the required General College program, business majors are expected to take seven business administration courses, including BA 130 (Operations Management), BA 140 (Legal Environment of Business), BA 150 (Organizational Behavior), BA 160 (Principles of Marketing), BA 180 (Business Finance), and BA 190 (Administration Policy) or BA 199 (Management Simulation). In addition, Economics 130 (Money, the Financial System, and the Economy) must be taken to fulfill the requirements for a Bachelor of Science degree in Business Administration.

Accounting is the only true concentration within the business school, but according to Wiatt, students also like to specialize in finance and in marketing.

Wiatt said that contrary to what many students thought, a Masters degree in Business Administration was not always as helpful as it might seem in procuring a good

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