

# International business job openings decline

By WENDY BOUNDS

Staff Writer

The most profitable futures for undergraduate business majors with a concentration in international relations may lie in graduate programs, college recruiting or plain good luck.

The field of international business is becoming increasingly difficult to break into according to Sharon Wiatt, associate placement director for University Career Planning and Placement Services (UCPPS).

"A skill in a language will no longer guarantee these students jobs, but knowing a language and possessing other skills will increase their chances."

In the fall of 1988, 53 students were recruited from the UNC-CH undergraduate business school. Recruiters rated, in order of importance, the top 14 qualifications for applicants. Of these 14 items, proficiency in a foreign language was 13th, and previous foreign travel was last.

In comparison, in the spring of 1989, only one international studies major was recruited from UNC, and no Romance or East Asian language majors were recruited.

These figures do not include students who decided to pursue higher degrees such as a masters in business administration (MBA) or a masters in international management (MIM). The latter is a special degree earned by students who are accepted to a school such as the American Graduate School of International Manage-

ment, or "Thunderbird School," in Glendale, Ariz.

The Thunderbird School offers a competitive graduate program geared towards a career in international management.

Most of the job placement is in marketing and finance areas, and the average starting salary for a Thunderbird graduate is between \$18,000 and \$62,000, with an average salary of \$35,000.

Students with a degree like those offered by the Thunderbird School or with an MBA from other distinguished business schools have a much greater chance of breaking into a profitable job market. Investment and international banking are now dominating this market, according to Wiatt.

Major national and international banks such as Chase Manhattan and Citibank in New York and Continental Illinois Corporation in Chicago do recruit students and provide extensive training programs.

Lisa Bower, assistant to the college relations manager at Continental Illinois, said the majority of the students they recruited had a MBA, graduated in the top third of their class and had a year or two of experience. However, she said the bank did recruit some undergraduate students.

"We look at how unique the student is and see if they fit our profile. It is a tough, competitive market, though, and we just got through hiring one of our best groups ever. But all of them were at the MBA level."

Business/international studies majors can put their talents to use in the Global Trading Market, but only if they can get their feet in the door.

At Georgetown University in Washington, 10 percent of the school's business school students have double-majors with concentrations in International Management. But jobs in Washington are more plentiful for those students wanting to use their skills in governmental service. One of the largest recruiters for these positions is the Central Intelligence Agency, CIA.

Mark Mansfield, spokesman for the CIA, said that the agency was looking for students majoring in business, economics, political science,

international studies and a variety of other disciplines.

"Our agency is divided up into four main directorates: operations, intelligence, science and technology, and administration. International studies/business majors could fit well in any of these areas, but the business degree would make an administrative position more likely."

Despite what may seem like promising prospects with the banks and government agencies, students interested in a career with business and international studies must plan ahead according to Wiatt.

"These students should check into as many internship programs as they can, and are well advised to work

with anything remotely related to their majors".

An on-campus group, the International Association of Students in Economics and Commerce (AISEC), arranges student internship programs both in America and overseas. The UCPPS has several books that list the names of leading international companies and corporations students can contact.

"If they are lucky, these students will make contacts during their internships which they can use after graduation," Wiatt said. "They need to develop their skills early. The few positions out there will go to those who are prepared."

## Groups offer advice, aid for new businesses

By DAVID C. LLOYD

Staff Writer

When graduating seniors enter the real world to start a business of their own, they no longer have to make a go of it alone.

"Too many people jump into small businesses too quickly," said Kathleen Mulrooney of the Small Business Administration (SBA). "People need to research their idea thoroughly before they open their doors."

Although the SBA does not offer grants to small businesses, Mulrooney said federal money was available through guaranteed loans.

"We are here to get people into business and stay there," Mulrooney said.

Rollie Tillman, director of The Institute of Private Enterprise at the UNC School of Business Administration, said writing a business plan was good discipline for the would-be entrepreneur. "It forces a person to think.

"Many businesses start out as hobbies. The entrepreneur should be excited and enthusiastic about their interests."

There also are campus clubs for students interested in starting their own businesses. The Association of Collegiate Entrepreneurs is a group of aspiring business people and those who have started a business and lived through the agony of doing it, he said.

The N.C. Small Business and Technology Development Center, headquartered in Raleigh, fosters the development and expansion of small businesses through one-on-one coun-

seling using the UNC system resources.

The Service Corp of Retired Executives offers free counseling advice from retired business executives. SCORE works from the Chapel Hill Chamber of Commerce at 104 S. Estes Dr.

The Business License Information Office is a group of experts who supply advice, instruction and application forms for the different types of licenses needed for new businesses.

READ THE DTH CLASSIFIEDS  
FOR JOB LISTINGS!!

BB&T

BRING YOUR  
DEGREE  
TO BB&T  
AND BUILD  
A CAREER  
YOU CAN  
BANK ON.

Contact Your Career Planning  
And Placement Center  
For Interview Times

BB&T

It's More Than A Bank. It's An Attitude.

# Interview us before we interview you!

Get a head start on knowing where you might fit in our dynamic, global enterprise. Learn about GE businesses that will be interviewing on campus.

Then you'll be able to sign up to interview the business that best matches your interests and goals. And use your interview time to tell us about yourself, instead of asking about us.

### Minority Career Day

Date: Tuesday,

October 10, 1989

Time: 12:30 to 5:00 p.m.

Place: Great Hall at the  
Carolina Union

Disciplines: BA-BS-Business,  
Accounting, Economics, Math,  
Information Systems

GE Businesses: GE Lighting,  
GE Capital, GE Capital  
Mortgage Insurance,  
GE Capital Commercial  
Equipment Finance

Training Programs:

Financial Management  
Program, GE Mortgage  
Insurance Management  
Trainee, Minority Financial  
Management Summer  
Internship Program



The mark of a leader.