

New Test Offers Certification for MBAs Student Groups Review Town Housing Proposal

By ADAM CARDAIS
Staff Writer

A new certification exam will help master's of business administration students compete in a saturated job market, officials say.

The Certified MBA Exam, created by the International Certification Institute, is an objective measuring tool that will enable MBAs to differentiate themselves in a job market with more of

the degrees than ever and fewer jobs, stated co-creator Michael Mebane, the managing director of the institute and a business instructor at UNC-Greensboro, in an e-mail.

ICI spokesman Atticus Simpson said many qualified MBAs not graduating from an acclaimed MBA program find themselves at an immediate disadvantage when entering the job market because recruiters use school reputation as their major hiring criterion.

"The exam measures are business fundamentals expected of an MBA," Simpson said. "(The exam's objective) is to inspire hiring competency by increasing the value and marketability of the MBA and to help students in second- and third-tier programs compete with students in first-tier programs," Simpson said.

But though Mebane said students and employers are enthusiastic about the exam, some higher education officials are skeptical.

Elliot Weiss, associate dean for MBA education at the University of Virginia, said the exam is not a valid measuring tool for an MBA student's competency.

"The degree in and of itself certifies (students) have core knowledge," he said. "We're trying to teach judgment, decision and leadership skills, which can't be measured by an exam."

Bob Adler, associate dean of UNC-Chapel Hill's MBA program, said the exam focuses too heavily on rote memorization of facts. That would encourage MBA programs to teach for the test instead of focusing on teaching more valuable critical thinking skills, he said.

"A certification exam will undermine the quality of education we give to students," he said.

Students from less prestigious programs will have an incentive to take the exam because it gives them an opportunity to compete, said Steve Allen, the director of N.C. State University's MBA program.

But Allen added that he thinks MBAs from top business schools will probably

not want to take the CMBA unless employers consider exam results when hiring.

Allen said the exam's objective – to measure fundamental business knowledge – is certified by the degree and is not as important as leadership, team and critical thinking skills.

Employers want to be sure MBA earners have these fundamental skills before hiring them, said Page Stephens, senior vice president of corporate banking at Bank of America. "I think the exam has its merits."

But Stephens said that although where students earn their degrees is important, it is essential for an MBA to have mastered fundamental business principles.

In the past, Stephens said, he has been disappointed by MBAs' lack of fundamental knowledge. He added that he would like to see applicants take the exam to show they have a basic level of competency, regardless of what program they graduated from.

And some MBA students are interested in taking the test.

Mebane said people have responded enthusiastically to the exam. Students from 60 MBA programs have registered for the beta exam – a free preliminary test ICI will use to evaluate the CMBA exam.

The first "live" CMBA will be offered in April. It will be administered by Prometric and will cost \$450.

The State & National Editor can be reached at stntdesk@unc.edu.

By ELIZABETH DANIELS
Staff Writer

The Student Services Committee on Off-Campus Housing and the executive branch of student government held a meeting Friday to discuss a revised development ordinance being debated by the Chapel Hill Town Council.

The current law holds that no more than four unrelated residents can live in a unit, defined as one side of a duplex.

But the proposed ordinance changes the definition to include the entire duplex and reduces the maximum number of unrelated occupants to two. The ordinance also would prohibit the production of more duplexes in parts of Chapel Hill.

Aaron Hiller, student body vice president, said student government officials need to be informed about the legislation because it will affect such a large percentage of students.

In the 2001-02 academic year, almost three-quarters of UNC students lived off campus. "We need to be prepared to fight against anything that is disadvantageous to students since such a vast amount of UNC students live off campus," he said.

Becca Frucht, a committee member, said UNC students are unaware of all the changes that will be made if the proposed ordinance passes in its present form.

She said that although students have not been vocal in the debate, many residents – particularly from the Northside community – already have expressed

their support for the ordinance.

Northside community residents have voiced complaints about trash, noise and parking, problems they say have been caused by students in the area.

To combat the complaints made by residents, student government officials called a meeting Friday to compile information from legal documents into a report for students to read, which should be ready in the next couple of weeks.

"The purpose of our meeting was to format a way in which the students can be educated on the issue so as to voice their own concerns," Frucht said. "We plan on putting all the major points in an executive report either online or in a hard copy so they can be accessible by the students."

After the report is published, students are encouraged to e-mail the committee with questions or concerns in relation to the development ordinance.

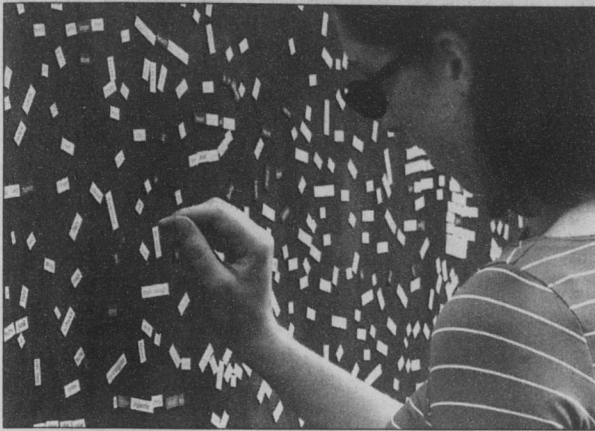
This will allow students to play a part in the drafting of any revisions when the Town Council revisits the issue Oct. 21, Frucht said.

Hiller said it is imperative that students are aware of the issue. "The city of Chapel Hill is constantly redefining to how the student community affects the entire community," he said.

"Therefore, students being educated and conscious about the issue will have an effect on what the Town Council does."


The University Editor can be reached at udesk@unc.edu.

POETRY IN MOTION



DTH/VICTORIA FRANGOULIS

Sophomore Hillary Little moves words around on the magnetic poetry boards in the Pit on Tuesday afternoon. The board was put up in the Pit by the Carolina Union Activities Board.



Cookout

Sigma Chi & Tri Delt
Derby Days Fundraiser

Proceeds benefit North Carolina Children's Hospital,
American Red Cross & Children's Miracle Network

Monday, October 7th
5:00 p.m. till 7:30 p.m.
Tri Delt House 407 E. Franklin St.

\$5.00 Tickets will be sold in the Pit this week

(HAMBURGERS, HOTDOGS, VEGGIE BURGERS, SIDES & ALL THE FIXINS')

DTH to Host Student Leader Meeting at 7 p.m. Thursday

Staff Report

The second meeting of The Daily Tar Heel Association of Student Leaders will be held at 7 p.m. Thursday in Student Union 3503.

ASL is a forum hosted by the DTH that allows students – and specifically students in leadership roles on campus – to share their views of the DTH and to give DTH editors feedback on the paper's coverage.

The forum also is an opportunity for student leaders to provide DTH editors with information about events and

issues they think should receive coverage in the paper.

All students are welcome and encouraged to attend.

Any student who wishes to be added to the ASL listserv to receive information about future ASL meetings should contact DTH Managing Editor Alex Kaplun at kaplun@email.unc.edu.

Future meetings will be held Oct. 29 and Nov. 25. All future meetings will be at 7 p.m. in Student Union 3503.

A reminder will be sent over the ASL listserv before each meeting.

Campus Calendar

Today

8 a.m. – The Orange County Chapter of the American Red Cross and the School of Dentistry will sponsor a blood drive until 12:30 p.m. The

For the Record

In the Oct. 1 article "Worker Rights Involvement Might Change," the statement that the Worker Rights Consortium would be more likely to continue receiving funds in the event of a budget cut was incorrectly attributed to Rut Tufts, UNC's director of trademarks and licensing.

Tufts said Tuesday that licensing committee members expressed that sentiment at Friday's meeting but that he never said it himself.

The Daily Tar Heel regrets the error.

site will be within the lane between UNC Hospitals and Tarrson Hall.

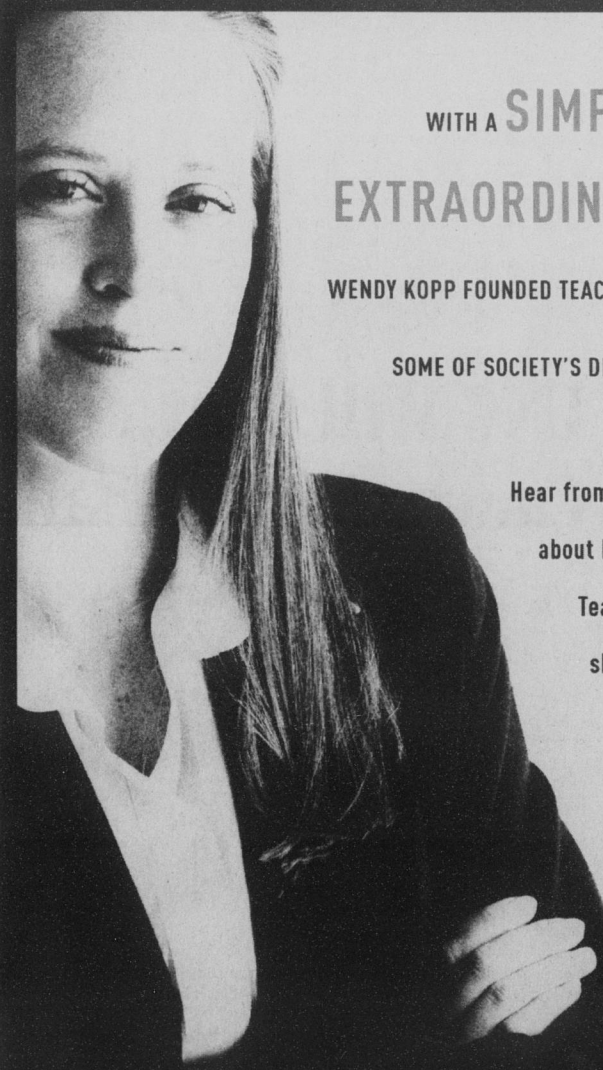
1 p.m. – VACCESS Health, in cooperation with UNC Student Health Service, will hold a Meningitis Immunization Program until 7 p.m. It will be held one day only and will cost \$85. For information, call (877) 482-2237.

3 p.m. – The Study Abroad Office will host "Study Abroad 101" in Union 2518A. We'll go over the different programs, how the credits work, how the money works and how to apply.

The Daily Tar Heel

P.O. Box 3257, Chapel Hill, NC 27515
Kim Minugh, Editor, 962-4086
Advertising & Business, 962-1163
News, Features, Sports, 962-0245

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WENDY KOPP FOUNDED TEACH FOR AMERICA TO TACKLE
SOME OF SOCIETY'S DEEPEST SOCIAL PROBLEMS.

Hear from this social entrepreneur
about how she started and grew
Teach For America and what
she learned along the way.

co-sponsored by
Campus Y's
Student Outreach Program

Speech followed by Reception

Wednesday, October 2nd | 6:30 p.m.
University of North Carolina at Chapel Hill | Union Auditorium


TEACHFORAMERICA
www.teachforamerica.org

UNC-Chapel Hill Thomas Wolfe Prize and Lecture

Elizabeth Spencer

Acclaimed author of nine novels, a memoir and several collections of short stories, including most recently, *The Southern Woman: New and Selected Fiction*, with the novella "The Light in the Piazza."

"This career-spanning collection should firmly secure her place in the canon of American short story masters."
— *Publishers Weekly* on *The Southern Woman*



Free Public Lecture

Thursday • October 3 • 7:30 pm • Hanes Arts Center Auditorium
UNC-Chapel Hill campus • Cameron Avenue
Tel 962-4283 • college.unc.edu

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