

Panel says MBA school rigorous

By KATHY NANNEY
Staff Writer

A Master of Business Administration (MBA) degree can bring extra money, but entrance to an MBA school is competitive and requires rigorous training, a panel of representatives from MBA schools said during a forum Wednesday at the Great Hall.

The MBA forum, sponsored by University Career Planning and Placement Service and the Association of Business Students, included 30 MBA schools and hosted about 100 students, said Sharon Wiatt, UCPPS officer.

Panel members said the media had been reporting that MBA job offers and salaries were declining, due to a large number of MBA graduates and complaints by companies that they were not getting their money's worth from MBA employees. That assessment is incorrect, they said.

"I want to immediately disagree with that kind of information," said Mike Hostetler, director of admissions at the Fuqua School of Business at Duke University. "In relative terms, there has not been a devaluation of MBA employment opportunities. We certainly have no problem getting companies to come and recruit at our school."

The panelists said salaries for MBA graduates varied. Steven DeKrey, director of admissions and financial aid at the J.L. Kellogg Graduate School of Management at Northwestern University, said graduates from Northwestern's school had salaries ranging from the mid-\$20,000 range to \$85,000, with

an average beginning salary around \$35,000 to \$45,000. Jim Ptaszynski, director of admissions and financial aid at the graduate school of business at Wake Forest University, said beginning salaries for his program's graduates ranged from about \$20,000 to \$57,000.

The salary an MBA graduate receives depends upon geographical location and previous work experience, the panelists said. Many jobs begin with lower salaries, but raises come quickly, they said.

"Look at public accounting; you may start at \$20,000 but within four or five years you could be making \$50,000," Hostetler said. "Someone in consulting may start at a higher salary, but he will be on the road a lot."

The panel said Fortune 500 companies—the 500 top money-making companies according to Fortune Magazine—still provided the largest market for MBA graduates.

"Fortune 500 companies are certainly the bread and butter of MBA programs," DeKrey said. "But because there are more and more MBAs, the supply side has increased so that the demand is responding and smaller businesses are finding use for MBAs."

Hostetler said he thought there was a certain size a company reached before it considered hiring MBAs. "If you have a company of about one hundred people, I think it would be an unusual situation to have a company that small having an entry-level MBA person," he said.

Admission to an MBA program is very competitive,

the panelists said.

"Possibly all of us would agree that the ideal person going into an MBA school has some work experience... has done very well in undergraduate school, has demonstrated leadership ability — and can walk on water," said Pat Mulholland, admissions and financial aid director at Indiana University's School of Business.

Work experience after undergraduate school is becoming increasingly important when an applicant for admission to an MBA school is considered, the panelists said.

There has been a dramatic shift in the number of entering MBA students with work experience at Northwestern University, DeKrey said. Five years ago, approximately half of entering MBA students had worked after undergraduate school. Last year, 95 percent had previous work experience, he said.

Ptaszynski said work experience allowed MBA students to better understand class information and participate as they shared their own experiences. A student straight from undergraduate school has the advantage of momentum, he said.

"You still know how to study, to hit the books," he said. "You haven't yet got a taste of free time, to lay back and watch Dynasty on TV."

The panelists said a joint MBA and law degree necessarily did not guarantee a better job and/or better salary.

"It's a lot of work if you don't know why you're doing it," Ptaszynski said. "If you can see a real utility for it, then that's different."

Campus Y sponsors 'Coin for Mexico'

By DONNA LEINWAND
Staff Writer

Campus Y will sponsor "Coins for Mexico" Friday to raise money for the reconstruction of a teacher's college in Mexico City, which was struck by earthquakes twice last month.

A line will run on the ground from the Y Building to the "Friendship Tree" outside of Peabody Hall on Cameron Avenue.

"We're hoping people will see it and place their spare change on the line," said Roger Orstad, co-president of the Campus Y.

Kim Reynolds, also a co-president of the Campus Y, said: "Our original idea was just to put pennies in jars but a few jars of pennies isn't that much. The line of coins is something everyone can see. The visual effect is important and it's a little more symbolic. Hopefully it will start the thinking process."

Members of the executive board of the Campus Y are trying to recruit people to play instruments or sing to attract crowds.

An earthquake struck Mexico City on Sept. 19, destroying much of downtown where the school, *La Escuela Normal Superior de Mexico*, is located. UNC has had ties with the school since 1955, when 24 students of the school visited UNC to continue their studies at the School of Education. The Mexican students planted *El Arbol de La Amistad*, the Friendship Tree, outside of Peabody in appreciation of the hospitality that UNC and Chapel Hill had shown them.

"We want to show the people that 30 years of friendship is bearing fruit," said Bernard Flatow, the originator of the "Coins for Mexico" idea. "Since we can't save all of Mexico, we should dedicate our-

selves to doing something on a smaller scale that we can manage."

Flatow lived in Mexico for 20 years and started the Mexican Fellowship, which in the past five years has brought 54 Mexican scholars to study at UNC. He also is involved in the rehabilitation of the blind and helped organize a program to send professors to Mexico to give seminars.

After hearing of the Mexican earthquake, Flatow called UNC system President William C. Friday with his idea. Friday agreed with it and the event was turned over to Campus Y.

The University is working in conjunction with the town of Chapel Hill to raise the money. Mayor Joseph Nassif signed a proclamation to make Friday "Help Mexico Day." Flatow has been in touch with people and organizations in the community and has received \$2,000 in donations.

The extent of the damage to the school is not yet known because communication is slow. Flatow expects to receive more information within the next week as telephone lines are restored.

"In the meantime, I hope we can raise some money for them," Flatow said. "This is a complete disaster for Mexico. They have an international debt of \$96 billion. They do not have the funds to rebuild. They are our nearest neighbors. You can't live well if your neighbor isn't happy. There is a little bit of self-interest for the United States."

Campus Y will set up a table in the Pit with information about "Coins for Mexico" and to direct people to the line.

Orstad concluded, "It is important to continue the friendship we started 30 years ago. It's a small but sincere way of showing our friendship."

Bankers stress basics

By ROBERT KEEFE
Staff Writer

Accounting is the most important step in a banking career, said four banking executives in a seminar in Hanes Hall Tuesday night.

The seminar, organized by Robin Joseph, experiential learning coordinator with the University Career Planning and Placement Services, was the first of six such panels sponsored by the placement services.

The panel included executives from four different banks, including Grey Poole and Craig Buffie, with NCB; Kim Healey, with Irving Trust in New York; and Jim Harrell, representative of First Atlanta Bank. Poole was a 1984 graduate of UNC, and Harrell graduated from UNC in 1982.

"Accounting is really the language of the business," Healey said.

Buffie said: "Just because you are an accounting major, though, doesn't mean that you will be in auditing."

"We will try to place you in the field you are most interested in; it's your decision and we'll help you as much as we can. It's not that you can't change."

Buffie said there were four different placement options within NCB and in other banks for entry-level personnel. These include placement in city offices, where individuals

would be responsible for lending to neighboring businesses and companies.

A second option open to individuals that complete NCB's training program is loan production. In addition, employees can go into branch management, or work out of the bank's Charlotte headquarters. In Charlotte they would be responsible for covering all those loans that could not be covered by the city or branch offices.

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

Healey said Irving Trust's training program typically lasted six to seven months in the classroom, and then several months working on the job.

"We want people who can come out of the classroom that can tear a balance sheet apart," Healey said.

Healey said the on-the-job training involved several different areas of banking, so that the new employee could decide which area best suited him.

"You've got to fit your personality with the organization that you want to work for," Poole said. "That's the key to a satisfying career in banking."

Campus Watch to begin

By KIM WEAVER
Staff Writer

"Take a bite out of crime," the police dog in the television commercial mutters gruffly, urging citizens to participate in their local community watch program.

The Campus Governing Council will begin organizing its own Campus Watch program Tuesday. The program will be similar to the community watch program advertised on the nationwide TV commercial. Jimmy Greene, chairman of the CGC security committee, said the 24-hour watch would be specifically dorm-oriented. Each residence area will have its own Campus Watch program, he said.

Campus Watch, a security program formulated by the CGC's security committee and the Campus Police, will kick off at 10 p.m. Tuesday at Granville Towers. Residents will view a 10-minute slide presentation followed by speeches from Greene and Sgt. Ned Comar, crime prevention officer for University Police.

Within the next three to four weeks, the program will be presented at each of the other residence areas on campus, Greene said. A CGC representative also will speak at the program presented in his area, he said. By allowing students to hear a student's viewpoint as well

as a police officer's viewpoint, students can see that their fellow peers are interested in the program, he said.

By Fall Break, the CGC hopes to have covered six or seven residence areas, he said.

"We want students to participate on an active level to help improve security in their area. We're hoping to increase the overall individual awareness on security problems," Greene said.

After students view the program, they will be more aware of what to look for, what to do if they see a suspicious person or situation, or what phone number to call to receive assistance with the potential problem, Greene said.

"As far as I know, this is the first time this (type of program) has been tried," he said. "Sergeant Comar said they have put up posters in the past, but a full scale program has not been instituted here until now."

The CGC also hopes to coordinate an off-campus security program for students who live in apartment complexes, although some apartment complexes already have a security watch, he said.

The CGC felt it should concentrate on the campus watch first, because many crimes, ranging from petty theft to vandalism, occur in the dorms, he said.

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