

Students knocking down the door to get into business

By FELISA NEURINGER
Assistant Business Editor

The number of UNC freshmen and sophomores wanting a degree in business administration has nearly doubled in the last six years.

In 1980, 10.2 percent of UNC's General College students were proposed business majors. That figure climbed to 17.7 percent in 1986, according to statistics from UNC's Office of Institutional Research.

UNC students are part of a dramatic national trend of aspiring business majors. According to a recent report from UCLA's Higher Education Research Institute (HERI), business is the number one major and career choice of today's college freshmen.

One out of every four freshmen in 1985 planned to major in business (24.8 percent). In 1966, only 14.3 percent of the freshmen were business-bound, according to HERI's report.

The number of women interested in business careers has increased by more than 500 percent since 1966.

"The real growth, in fact, is that more women want to pursue business careers," said William G. Shenkir, dean of the McIntire

School of Commerce at the University of Virginia in Charlottesville.

"Women have shifted from careers in education to careers in business," Shenkir said. "Businesses realize they need the best people they can get."

Over half of all business majors at UNC and UVa are women.

Several factors contribute to the overall increased interest in business.

■ Students are more career-minded and materialistic than they once were, said Peter Topping, director of the undergraduate program in UNC's School of Business Administration.

"I have seen a significant interest in freshmen wanting to run their own businesses," Topping said. "Before, students were embarrassed to admit they were business majors. The really bright students majored in philosophy and psychology — studying ways to save mankind. Now, many bright students are studying business and are making their impact on the world that way," he said.

■ Attractive starting salaries for business and accounting majors also lure students into the world of business, said Sharon Wiatt, assistant director of University Career Planning and Placement Services at

Number of Undergraduates Wanting to Major in Business Administration Since 1980 (freshmen and sophomores only)

Year	Declared Majors	Total Enrollment	%
1980	749	7,316	10.2
1981	1,256	6,781	18.5
1982	1,197	6,918	17.3
1983	1,087	6,854	15.9
1984	1,321	6,999	18.9
1985	1,385	7,231	19.2
1986	1,323	7,495	17.7

UNC. "And students are more interested in starting salaries than they used to be," she said.

In 1986, the average starting monthly salary was \$1,619 for business majors and \$1,706 for accounting majors — two of the top 10 starting salaries in the nation.

■ Business is also a popular major because the job opportunities for graduates are numerous. A business major can start his own business after graduation, or go into accounting, management, or corporate relations.

"It (business) seems to be an open field as far as jobs go," said Kim

Top Majors for Fall, 1986 Juniors and seniors only Total number — 7,819

Business	805
Arts and Sciences	502
Pharmacy	501
Journalism	497
Industrial Relations	463
Biology	437

Onley, a freshman from Cary. "Business deals with just about everything."

"I like being in charge and working with people," said Becky Mustard, a freshman from Charlotte. "I can combine those (interests) in a business career."

Business is also the single most popular major at Wake Forest University as well, said Betty Sayers, administrative assistant to the Dean of the School of Business and Accountancy.

Currently 320, or 20 percent, of Wake Forest juniors and seniors are accounting and business majors, Sayers said. "We've also had an 18 percent increase (over the last two

Affirmative action program working out for Chapel Hill

By SCOTT GREIG
Staff Writer

Three years into its five-year term, Chapel Hill's affirmative-action plan has accomplished almost everything its designers hoped it would by this year, especially increasing female recruitment and hiring, according to town personnel analyst Bunny Spadaro.

In 1986, a minority applicant filled a police professional spot, two women filled technical positions, and the town hired two female professionals.

Police professionals are officers holding the rank of lieutenant or higher. Technical positions involve mechanized craft operations, and according to Spadaro, these positions are the hardest to fill with females because of the few number of applicants.

Spadaro said the plan, which was originally published in 1978, spells out annual goals and outlines what needs to be done to make sure females and minorities are fairly represented in the town's workforce, not just in secretarial and service maintenance jobs.

"Having a large percentage of

women located in clerical positions and a large number of minorities located in blue-collar positions is not what affirmative action intends," Spadaro said. "It attempts to spread out the distribution of workers, and I think it's doing a very good job of it."

The biggest breakthrough came when two female master officers were named to the police force, Spadaro said. Master officer is a position between police professional and public safety officer, according to Spadaro.

She said these appointments open the way for the two new officers to possibly become Chapel Hill's first female police professionals.

"Before, we never had any females on the force that held high enough offices so they could be promoted to professional positions," Spadaro said. "The turnover rate is so great at the lower levels that they never made it up that high."

The affirmative-action plan was re-evaluated in 1984, using 1980 Census data, and then re-issued for another five years to target problems Spadaro said were unique to the 80s.

Getting females into the workforce

is an example.

"Women were no longer content to just hold secretarial jobs," she said. "We had to devise ways to incorporate them into other areas of the workforce, like professional and technical positions."

The lack of female and minority applicants to the positions that the plan targets them for is still one of the biggest problems, Spadaro said. "We deal with this problem by aiming our recruitment efforts at area employment agencies that can pass along our message to those people," she said.

The plan works on what Spadaro calls a "data year" that runs from April through April, rather than a fiscal year that runs from July through June.

"The plan targeted to work through 1988," Spadaro said. "However, our goals and methods are re-evaluated and changed every year to try and make the plan as effective as possible."

"You just can't set up a program like this and let it alone for five years because you just won't accomplish what you want to with it," she said. "It needs additional input and modification every year."

The affirmative-action goals for the coming year will focus on ensuring disabled persons access to facilities that they didn't have access to previously.

Village

had was the main area from the intersection of Columbia and Franklin to the post office," said Ben Perry, associate registrar at the University. "The area west of Fowler's is a relatively new section of Chapel Hill, developed in the late '40s to early '50s."

"My dad came in 1914 and was the owner of Carolina Barber Shop," he added. The Record Bar now stands in the place of the old barber shop.

Julian's clothing shop used to be Durham Dairy, which delivered milk and had an ice cream bar in front, Perry said.

"The high school people used to meet there after school and during the summer. I had a friend I'd call, and we'd ride bikes down there."

"My Dad was chief of the Fire Department and... they had one full-time paid fireman," he said. "When they hired a second, they worked in shifts — just one on duty and a staff of volunteer firemen."

Today Chapel Hill has 34 full-time paid firemen.

The U.S. 15-501 Bypass opened in about 1953, and there was no four-lane road from town to Eastgate until 1965, and Airport Road went four-lane about 1968.

Roland Giduz, a former writer for the Chapel Hill News who is now director of public affairs at Village Companies, came to the town as an infant. He and his family lived in a University-owned house where Rosenau Hall now stands, which they leased for \$35-\$40 a month. Giduz said the townspeople used

years) in course enrollment in business and accounting classes," she said.

Shenkir said commerce is a very popular major at UVa. "There is great demand to get into the school," he said.

The McIntire School of Commerce has placed a 640-student cap on enrollment, Shenkir said. As many as 750 juniors will apply next month for the 320 slots available in the School.

Shenkir said although there is no minimum grade requirement to get into the School, this year's class has an average GPA of 3.3.

Duke University does not offer an undergraduate degree in business, said Robert Dickens, director of undergraduate studies in management sciences at Duke University. However, economics is Duke's most popular major.

The number of people wanting to complete graduate work in business has increased along with the undergraduate admissions. Duke's Fuqua School of Business, a graduate school, has received a record number of applications for admittance, Dickens said.

Although business is the most

popular major on UNC's campus, the number of actual majors has decreased over the past few years.

In 1980, there were 1,354 business majors (juniors and seniors) compared to 805 in the fall of 1986. "The number of majors has shrunk purposely... We didn't let the market grow," Topping said.

"We haven't seen an increase (in enrollment) because of our limitations," said Jane Kirkland, adviser for the UNC School of Business Administration's undergraduate program. Students must have a 2.75 GPA and must complete the 10 prerequisite courses by the end of their sophomore year to be admitted to the School, she said.

The number of business majors at UNC is not likely to grow, but "an increased interest of non-business majors in business courses will be the trend," Topping said.

"There will be enough of a demand for business majors, but the job outlook is getting more competitive," Wiatt said.

"There won't be a glut of business majors," Topping said. "Most students go into business-related jobs no matter what their degree is now anyway," he said.

from page 1

to go to Durham and Raleigh to shop. "Durham was the 'city of exciting stores,'" he said, including Kress and Woolworth's.

Giduz has recently published a book, "Who's Gonna Cover 'Em Up,'" based on his column "Newsmen's Notepad" which appeared for 30 years.

Dr. Erle Peacock, a plastic surgeon here in town, was born here 60 years ago. He said Chapel Hill was "probably the most lovely place to grow up you could imagine."

"The reason was the University," Peacock said. "I don't think there were 500 people in Chapel Hill that weren't connected with the University."

"There was only one person in our college class who had a car, and we thought there was something wrong with him," Peacock said.

Peacock said that one part of the old village he misses is the town's "characters."

"Chapel Hill was a haven for characters, and the town tolerated them; (people) were amused by them. They had a dominating influence on the town," he said. "Now they're swallowed up."

Othelia Connor, he said, had a unique way to keep college students' manners in check. She always carried an umbrella, and if she saw students in a restaurant using bad manners she would hit them with it.

Peacock organized the Burn and Hand units at N.C. Memorial Hospital, in addition to the plastic surgery section at UNC's Medical School.

The University's influence

These town natives agree that the University has brought most of the growth to the area.

Sandy McClamrock was Chapel Hill Mayor from 1961 to 1969. Although there's a lot of emphasis now on the the population explosion, it actually occurred in the '60s, he said.

The number of residents jumped from 12,500 in 1960 to 25,000 in 1970, he said.

By 1980, the figure had only increased to 32,000, and in 1986 reached 36,000, he said.

"Growth in the '60s was 1,000 students per year," he said. "People think the facilities are bad now — they were really bad then."

Peacock says that, physical change aside, a more subtle transition was taking place then: the town and the University were becoming increasingly separate.

Having left Chapel Hill in 1969, Peacock said he "dreaded" coming back because he was not going to be associated with UNC. He feared feeling like an outsider.

But when he came back 13 years later he found that you could feel a part of the community without being associated with the University.

For one thing, more retirees had moved to the area.

"Chapel Hill was a young person's

community in the '40s and '50s," he said. "That is not so now."

These retirees have made a big difference, he said, mostly because they have brought opulence to Chapel Hill.

"They (the retirees) wanted nice restaurants, entertainment, nice places to live," he said.

Changing with the times

Rather than feeling remorseful, as if the magic of their small Southern community has been lost, most of Chapel Hill's long-time residents welcome — or at least peaceably accept — their town's maturation.

They do hold a certain nostalgia for the Chapel Hill village of yesterday, but few have regrets about its growth.

"Of course I miss having a parking place on Franklin Street, being able to go to the barber shop without an appointment, and being able to go to Kenan Stadium the day of a game (and get a seat)," said Peacock.

"But I don't feel cynical about the changes in Chapel Hill. I'm so glad to be home. I don't know what to do."

"Even though it's not the village, the things I love are still here. I feel nostalgic, but I don't feel disappointed, cynical, or bitter."

Perry said that even though he can no longer walk down Franklin Street and know everyone he sees by name, he would rather be here than any place he knows.

"You can look and say, 'Where else would you like to live?' You could go somewhere to find that village concept, but I don't know where it is. Part of that is the friends you've developed."

Giduz said that the "horizons" for most people in town were still at the village level.

"The political leadership is trying, in what I think is a vain effort, to slow down growth," he said. "The idea is to) fortress Chapel Hill... but change is the only constant in a university town."

When asked what her feelings were about the town's growth, Canady said that it was "hard to give a direct answer."

"... the special part that we love about our hometown is the people," she said. "How can I say I don't like growth when I like getting to know new people?"

"But I think we're getting beyond what we can take care of," she said. "I don't think it's wise to expand beyond the means of providing for people."

McClamrock, also, said he was glad to see Chapel Hill grow.

"From the standpoint of going into business in 1953, growth was a welcome sight," he said. "But there is still that one block of Chapel Hill (Columbia Street to the post office) that I think, from the old alumni standpoint, is what they remember."

"A lot of the charm is still evident, and I think it will continue."

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