

# Relax business majors; job prospects are plentiful

**Editors Note:** This article is part of a series on the job-market success of University graduates.

By **MARIAN GREEN**  
Of the Emerald

If you're an economics or a business major, relax — there's probably a job waiting for you when you graduate.

That's the consensus view of James Tattersall, economics department head, and Paul Swadener, assistant dean of business administration for undergraduate affairs.

A good job market is part of the attraction of economics, says Tattersall. "And I think students are interested in the serious national and international problems facing our country. People want to understand them even if they can't solve them."

Economic department enrollment increased 15 percent this year, Tattersall says. Last year's enrollment increased too, he adds.

Tattersall attributes the increase to a new attitude among students.

"They're trying to be more discriminating about majors and want to get one that gives good employment opportunities."

Another reason for economic department enrollment increases is the "increasing range of social applications" for economics.

"As people become aware of that, they become more inter-

ested in economics," Tattersall says.

Economics majors specialize in a variety of areas, including the environment, health, trade and international market economics. These and other specialties help economics majors find jobs in federal, state and local governments, trade unions and environmental organizations, Tattersall says.

But teaching is one area where undergraduates have difficulties finding a job.

"We do have some (undergraduate) people who are going to be public school teachers," Tattersall says.

But he advises students who want to teach in a community college or university to earn at least a master's degree and probably a doctorate degree.

About half of the economic undergraduates plan to do graduate work, Tattersall says. Graduate students often go into accounting, business management and law school, he adds.

Like the economics department, the business college places a lot of its students in government jobs, Swadener says. But students also find jobs in a myriad of business firms.

The college offers degrees in management, finance, marketing, and accounting, among others.

Firms visit campuses nationwide to interview prospective employees, Swadener says. At the University, firm representatives interview many business

majors through the Career Planning and Placement Center.

Usually, the firms can be classified into two areas, Swadener says.

Some firms put prospective employees in "formal training programs" and decide after a period of time what job they're suited for.

Other firms look to fill a specific job opening.

Either way, Swadener says the college of business provides the kind of education business employers are looking for.

Business employers "want a person who can work with people and communicate through speech and writing," he says. "That's the essence of anything."

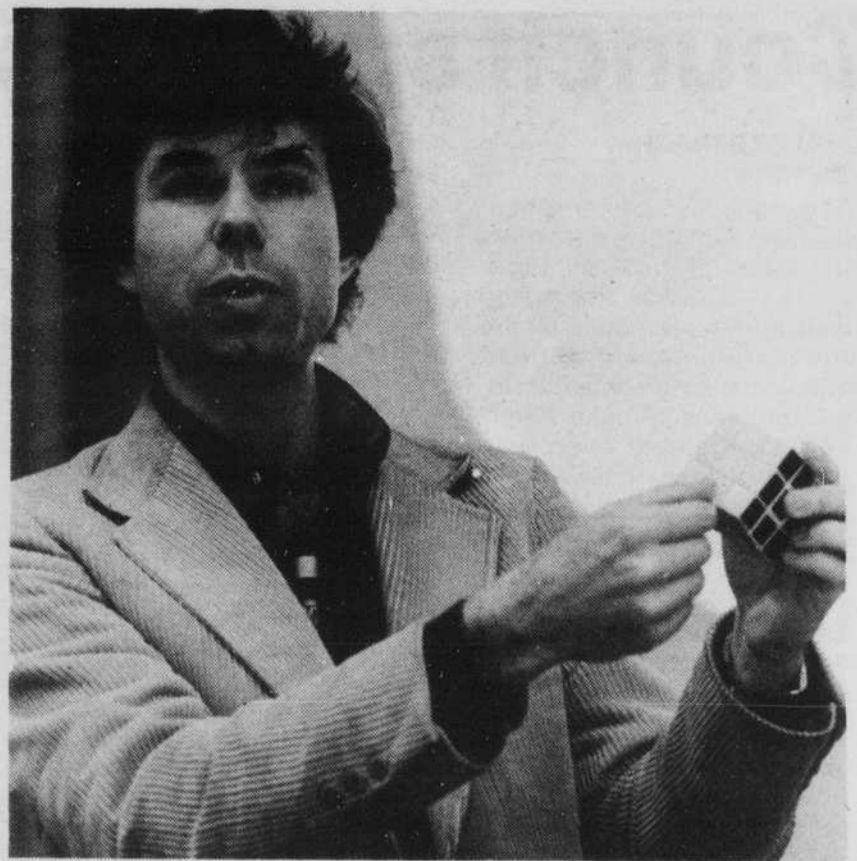
Swadener says students who major in journalism, English, sociology and similar majors often are hired by firms because they have those communication skills.

Specialized training for business majors is outdated, he says.

For instance, the business college no longer offers an insurance program because the companies "can do a much better job than us" in explaining insurance contracts and policies.

"They want you to do it exactly the way the company does it," he says.

But Swadener is quick to add that the college still provides practical models and terminology of the business world.



Douglas Hofstadter

Photo by Doug Fick

## Prize-winning author returns to University

Pulitzer prize-winning author and physicist Douglas Hofstadter returned to his alma mater Monday to intrigue about 400 University students and faculty members with a guest lecture on "Magic Cubes."

Hofstadter, who earned a physics Ph.D. at the University in 1975, devoted most of his hour-long talk to demonstrating a Rubik's Cube, a mathematical toy named after the Hungarian mathematician who invented it.

Marketed in America under the name "Magic Cube," the modest looking but highly complex toy is "one of the most vivid ways to approach abstract problems of modern algebra," Hofstadter said.

Each of the cube's six faces is divided into nine colored squares, and each face rotates independently of the others. According to Hofstadter, the cube's structure allows for "approximately 40 billion billion" different color patterns.

Hofstadter said the cube originally was invented as a "problem-solving model" for architecture students.

Solving the cube involves returning all the colors back to their original place on the cube. Hofstadter told the University audience it took him more than 50 hours during the course of a year to solve it.

The toy apparently is becoming popular. Last Christmas it was the biggest seller for the Ideal Toy Manufacturing Company, Hofstadter said. In addition, cube-solving competitions

have begun, and an 18-year-old Englishman, able to return a randomly mixed cube to its original color pattern in 30 seconds, is reputed to be the world's fastest solver.

Hofstadter, author of the prize-winning book "Goedel, Escher, Bach: An Eternal Golden Braid," now teaches computer science at Indiana University and writes a "Mathematical Games" column for Scientific American magazine.

He studied physics at the University with Gregory Wannier, now professor emeritus of physics.

## Photo gallery to open Sunday; former prof's work to be shown

A new photo gallery will open in the EMU Lobby Sunday with selected works by the late photographer Bernard Freemesser, a former University professor.

A year in the planning, the gallery is the annual visual arts project of the Cultural Forum.

Forum visual arts coordinator Jill Gordon says the Freemesser exhibit will run until spring term. Photography shows by various members of the University community will follow the Freemesser exhibit.

Originally proposed by student Dave Sklenar last winter, the gallery will give members of the University com-

munity an opportunity to display their work in a formal setting, Gordon says.

"The gallery is open to the University community as a whole, with emphasis on having students use it. But we are flexible," she says.

Forum administrator Frank Geltner, who has worked on the project since its inception, says the gallery is typical of the forum's yearly visual arts projects.

"We try to do one big thing each year. Part of our past funds have paid for large, movable artwork display panels, and we've been responsible for all the art acquisitions in the EMU."

Gordon says Freemesser's photographs were chosen to begin the series because of their prominence, and because Freemesser taught at the University.

Before his death in 1977, the nationally-recognized Freemesser taught art and news photography for more than 20 years.

The exhibit will open with a reception on Sunday at 2 p.m.

Students and others who would like to have their photographs displayed should submit a portfolio of work to the forum on a date that will be announced later this term.

People seeking further information should contact the Cultural Forum Office in Suite 2 EMU.

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