

# Career center holds spring seminars

**Government Employment — Federal, State & Local, Tuesday, April 13, 3:30 to 4:30 p.m.** Representatives from the public employment sector will discuss current trends and application procedures.

**International Students — Career Seminar, Tuesdays, April 13 through May 11, 1:30 to 3 p.m.** This seminar explores employment and career potentials for non-citizens who want to work in the United States.

**Making a Career Decision — A Planning Seminar Series, Mondays, April 26 through May 24, 1 to 3 p.m.** This consecutive series of workshops is designed for students who have not yet decided on a career.

**Job Outlook for the '80s, Monday, April 26, 1:30 to 3:30 p.m., Tuesday, May 11, 10:30 to 12:30 p.m.** A discussion of the "hot" job prospects for the current decade.

**Go Hire Yourself An Employer — A Placement Seminar Series, Mondays and Wednesdays, May 3 — 26, 3:30 to 5 p.m.** Learn resume, letter writing, interview and job search skills in a consistent, supportive atmosphere.

**Computer-Assisted Career Exploration, Monday through Friday, May 3 — 7, 9 to 4 p.m.**

**Creating Your Own Job/Business, Wednesday, May 12, 1:30 to 2:30 p.m.**

**Sales/Marketing: An Overlooked Career, time to be announced**

**Calm Down . . . It's Only An Interview (Stress Reduction), time to be announced**

For more information, contact Career Planning and Placement, 686-3235, Room 246, Susan Campbell Hall.

# Future looks better for liberal art grads

By Ann Portal

After years of enjoying bountiful job opportunities and generous starting salaries, the tide seems to be ebbing for business school graduates, particularly those with master's degrees.

Corporations increasingly are turning to liberal arts graduates to fill entry-level management positions, according to Larry Smith, head of the University's Career Planning and Placement Center.

"Managers of the future need to be trained in the liberal arts," Smith says.

The career planning office's most recent statistics, compiled during the 1980-81 academic year, show that of the companies hiring students for sales, retail, accounting, finance and programming positions, 18 percent of the companies requested liberal arts graduates.

Ralph Keller, head of the placement bureau at Stanford University, says he has noticed an even bigger increase in the recruiting of liberal arts graduates by businesses.

Four years ago, 12 companies recruited liberal arts graduates at Stanford. By last year, the number had increased to 116. "All over the country, liberal arts graduates are going to find it easier to find jobs," he says.

The large starting salaries that graduates with a master's degree in business expect — and usually receive — may be contributing to the popularity of liberal arts graduates, Keller says.

"I suspect that one of the biggest factors has been the fact that master's of business administration salaries have kind of gotten out of hand," he says. A business can get two

employees for the price of one, considering that starting salaries for MBAs hover around \$30,000, Keller says.

Also, executives have told him that liberal arts graduates "don't want to run the company after the first year," he says.

But just because students have a liberal arts degree doesn't mean they shouldn't complete coursework in business areas. The liberal arts students most successful in business use their elective hours to take courses in computer science, accounting, economics, mathematics and statistics, Keller says.

He also points out that Stanford's business school has no problems placing its graduates.

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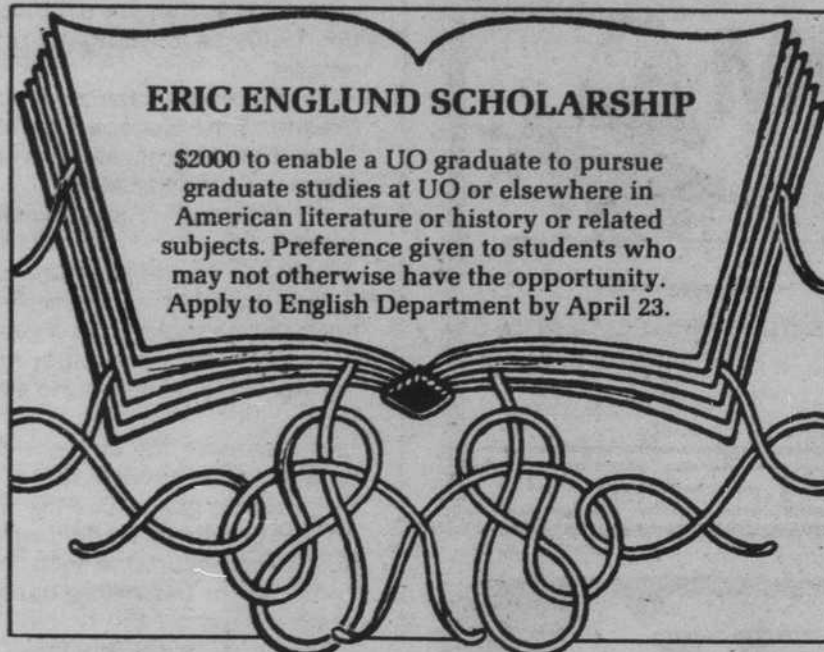
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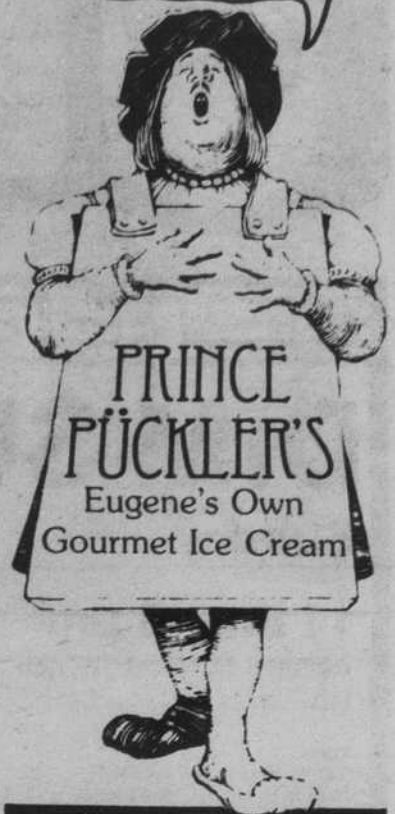
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