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Degrees Continued from Page 1

liberal arts emphasis.

While Reinmuth attributes the change in the focus of business education to the increased employment of business majors, he also links the growth of women entering the field to the expansion of business education.

"The orientation of the program changed in the '50s and clearly, the women's revolution had a lot to do with it," he says.

That involvement of women in business is not a temporary phenomenon, Reinmuth says.

Hynes says liberal arts have changed little over the past few decades. Appropriately he uses history as an example. While history changes and grows, Hynes says, "it will not only tell us where we've been, but how we keep changing." That, Hynes says, is as important as a business degree.

"The past isn't there like a loaf of yesterday's bread."

Liberal arts, as a field of study and as a component of a business degree, hold much the same benefit. "It's an orderly, intelligent approach," Hynes

says.

And that is exactly the reason for the change in business education's focus, Reinmuth says. Business educators came to realize the benefit, and even necessity, of some liberal arts background.

With that kind of interaction, one would expect to find a cooperation among the faculties and schools — something Hynes and Reinmuth say is happening.

But with that cooperation, Reinmuth finds there has to be some amount of animosity between the two programs.

"Absolutely," Reinmuth says. "History professors invest whole careers in that area — suddenly there is a much reduced demand for that product. If that person is good — especially if he's good — he's going to take it personally."

But Reinmuth says that any hostility is covert; "there's no infighting."

After talking a bit, Hynes reneges his position that animosity is lost through cooperation, and says if any exists, it isn't open and certainly isn't on the agenda at the semi-monthly meeting of the deans.

"I don't think there has to be fighting. I suppose from time to time there is — but just over lunch."

Hynes offers another sentiment to soothe the words about arguments over lunch. It's something he's culled from the public's "value market."

"I think what I hear from the public, and what I think is true, is that we need each other."

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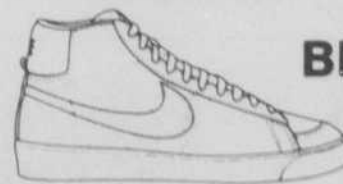
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