

Program will aid inexperienced managers

By Kirsten Bolin
Of the Emerald

History majors and engineers are playing a larger role in the management of many high-technology firms, says James Reinmuth, dean of the University's business school.

Because of this increased use of workers with non-business backgrounds the University is involved in the Oregon Executive MBA program, Reinmuth says.

The program, which still needs to be approved by the University's business-school faculty, is designed for people employed in technology-based, high-growth industries. It provides instruction in business management skills.

Successful graduates of the program will receive a

master of business administration degree from the University.

The course work is different from other MBA programs offered in Oregon because it appeals to people currently employed at Portland-area high-tech firms, he says.

The classes will be taught in cooperation with Oregon State University and Portland State University at Portland Community College's Rock Creek Campus, says Del Hawkins, University marketing professor, and program administrator.

The growing number of high-tech firms promoting people without management backgrounds into middle and upper-management positions created the need for such a program, Hawkins says.

A typical example would be an engineer at a high-tech firm promoted to a supervisory position in which he or she lacked experience, he says.

The classes, focusing on strategic management approaches to product innovation and business development, will be conducted two evenings a week and will be taught by regular members of OSU, PSU and University faculty as well as by special guest speakers from local business and government.

The school year consists of four separate seven-week terms, plus a one-week summer session.

The program will operate on a calendar-year schedule that will coincide with the fiscal year of most business firms.

The first class of 40 managers and executives is expected to begin the two-year program in January 1986.

University professor named to higher education position

PORTLAND — A University professor, currently executive assistant to the state chancellor of higher education, was appointed vice chancellor for academic affairs of the State System of Higher Education on Friday.

Lawrence Pierce, a University political science professor since 1977, was named to the post during the State Board of Higher Education's monthly meeting at Portland State University.

Pierce was chosen from a pool of 121 applicants.

The vice chancellor for academic affairs is responsible for academic planning and administration for the State System's eight institutions. Specific duties will include reviewing institutions' program and course requests, recommending appropriate admission policies, and monitoring and implementing board policies regarding academic and student affairs.

Pierce has worked in the University political science department since 1969, as assistant professor, associate professor and

professor. He was chair of the political science department from 1979 to 1982.

He will begin his new job August 1 and will earn \$65,040 annually. He fills a position held by Clarethel Kahananui, who retired June 30, 1985.

In a related matter, Gov. Vic Atiyeh appointed city of Portland Commissioner Mildred Schwab to a four-year term on the state board. Schwab's appointment, announced earlier this month, officially began July 1 and is subject to confirmation by the state Senate.

Schwab, a city commissioner since 1973, is a director of both the Cystic Fibrosis Foundation, and the League of Oregon Cities. She is also a member of the Steering Committee on Economic Development of the National League of Cities.

The 11-member state board establishes institutional guidelines, approves curricular programs, reviews and approves budgets, and manages property and investments for the state's eight public colleges and universities.

Lodging needed for Japanese delegations

Host families are needed to provide two Japanese delegations with homes during their visits to Eugene later this summer.

A delegation of 35 citizens from Kakegawa, Japan will arrive in Eugene on August 16. This is the eighth group from Kakegawa to visit Eugene since the two cities established a sister-city relationship in 1978.

The group will stay in a local hotel the first night before joining their host families the next morning. The delegation will stay in Eugene for three days.

Families interested in being hosts should call Marge Lonigan, 345-6232 or Vivian Wearne, 686-8181.

Host families also are needed for 12 Japanese girls and boys, ages 12 to 19, who will visit Eugene for three weeks from July 30 to Aug. 21. The trip is arranged by the Nippon Association of Scholastic Achievers Summer Homestay Program.

The youngsters come from professional families who have an interest in providing their children with an opportunity to learn about American family life.

For more information, call Noritake Maeda, 345-2255 or 683-0875.

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