

Work force or graduate school?

MBA: needed for some jobs, not for others

By Pat Tong Kiak Hwa
Of the Emerald

Despite the increased competition for management positions in the private sector, an MBA degree may not be necessary for entry-level jobs.

"We have not come to the point where we say that in order to get into an executive position, you have got to have an MBA," said Judy Moshberger, manager of management development and recruitment at U.S. Bancorp.

The issue of hiring MBAs or non-MBAs lies with job matching. If two equally qualified candidates are applying for the same job, a bank will be inclined to hire a person with an MBA degree; but an applicant with no MBA but with a better job match would be hired, said Moshberger. If an MBA holder is continually challenged on the job, then it is a good job match, she added.

Al Sturr, staffing manager at Intel Corp. agrees that an MBA degree would be helpful, but that it is not the only factor.

"I would recommend that somebody with a technical background who wants to move into the management area pick up some sort of business acumen or discipline like finance, economics, accounting and managing skills. But that doesn't mean an MBA is needed," he said.

Dr. James Reinmuth, dean of the College of Business Administration, said corporations dealing with high technology and finance hire MBA graduates for entry-level management positions, but retail companies like J.C. Penney, K-Mart and Meier & Frank tend to hire undergraduates.

U.S. Bancorp positions in operations, loans and marketing do not require an MBA, but for senior-level executive positions like financial analysts, an MBA is preferred.

Intel, which produces integrated cir-

cuits, microprocessors and parallel-processing computers, hires MBAs from the finance discipline, Sturr said. Floating Point Systems Inc. in Portland, which produces computer hardware, hires MBAs for its support services, but hires mainly people with a technical or scientific background, according to senior recruiter, Mary Killeen.

Sturr said MBA holders have a foot up in the organization because they have the opportunity to work on different case studies and statistical subjects. "That gives an understanding of the total corporation, the macro rather than the micro view," Sturr said.

He also said most MBA graduates have some work experience before they enroll in the programs and thus have a broader base of marketing, finance and management knowledge compared to most undergraduates.

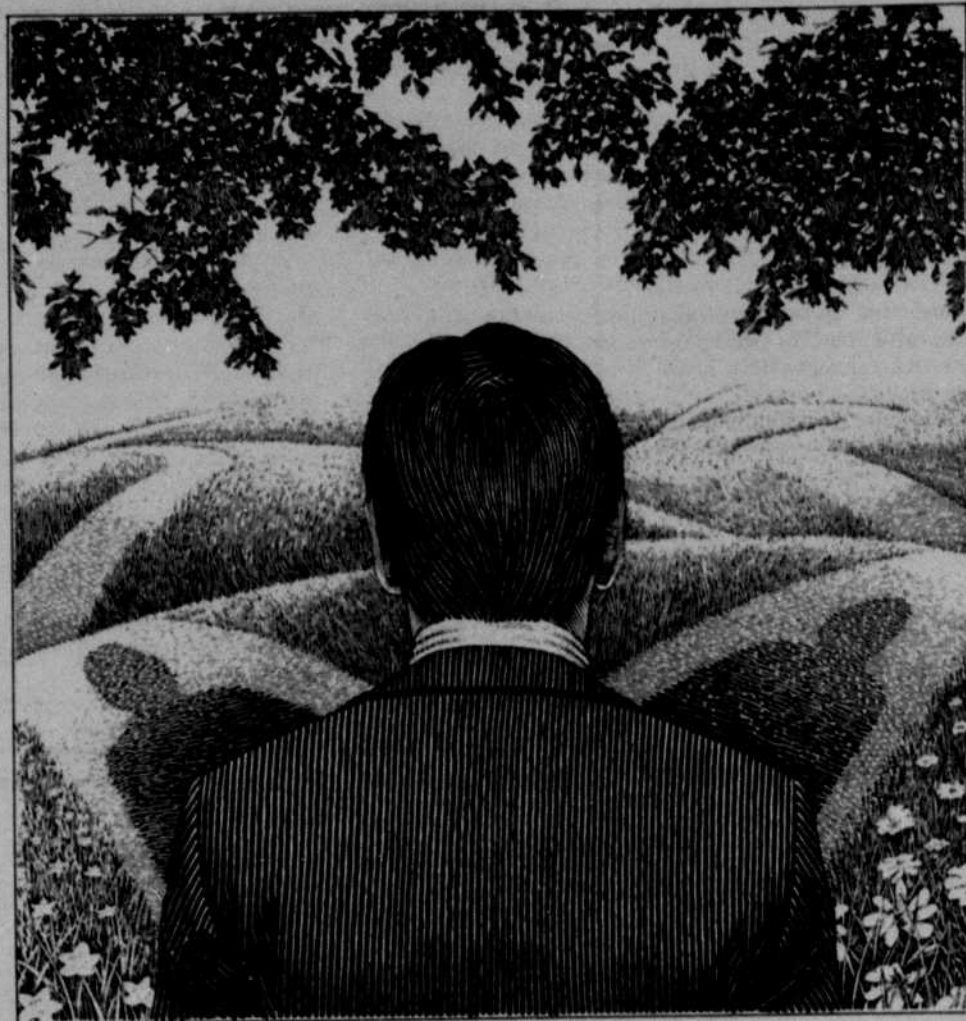
In Moshberger's view, MBA graduates with no prior work experience tend to be slightly impatient and have unrealistic expectations because they lack the knowledge of the working world and business policies. She said an MBA holder who has worked for two or three years before obtaining the degree is an attractive candidate for employment at U.S. Bancorp.

The University's MBA program does not require its students to have work experience, but it is recommended, Reinmuth said.

Class materials are more relevant to MBA students who have working experience, Reinmuth said.

"They can understand the importance of the various examples of the various topics presented in the classroom and can effectively evaluate the applications. It is also easier for these students to find placements when they graduate," Reinmuth said.

The University MBA program uses both the case-study method pioneered by Harvard, and the descriptive method of



study. The case-study method provides the student with an opportunity to work in the classroom with realistic business problems and to evaluate prospective solutions, Reinmuth said.

The descriptive method has a lecture that doesn't allow for class discussion and class interaction to the extent the case-study method does. Reinmuth said the descriptive method is a presentation

of theory of the various aspects of business that must be understood before a student can study and effectively evaluate a case.

Intel gives its staff the opportunity to go back to college and earn an MBA degree while remaining at work, Sturr said. However, employees must have a

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Willamette

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tion on the opening of Willamette Street, according to Larry Douglas of the Chamber of Commerce, though it will consider the issue at its meeting Oct. 21.

The League of Women Voters, however, has decided to support the status quo, keeping Willamette Street closed. But the league supports making efforts to improve the mall, according to Sue Girardeau. She cited a lack of evidence suggesting an increase in retail business, a lack of coordination with other city planning agencies and a lack of time to study the costs, not only in construction, but in disruption of downtown businesses.

Eric Harden of Centennial National Bank said the bank's board of directors wants to play a part in the development of the downtown area. He said the

bank would "make a timely decision" about opening a downtown branch if Willamette Street were open, but could not as long as the street is closed.

The mall also should be a center for art and entertainment, according to Jonathon Pines, representing the Community Center for the Performing Arts. He said the center was afraid downtown renovation might hamper the its growth, but that members are willing to be part of the renovation to introduce arts and entertainment into downtown Eugene's plans.

Many who testified wanted the council to take a clear stand on making downtown a business area, not a park. They said the trees and structures that make a good environment for a park obstruct visibility of downtown stores and impede people's mobility.

Seminar

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ly with intervention, detoxification and treatment of heroin, cocaine, marijuana and alcohol addicts.

The two moved to Eugene a month ago and have opened a marriage, family and child counseling service. They are of-

fering the programs free of charge to introduce their services to the community.

Although the sessions are full for October, if enough interest is shown, they may conduct another series. For more information, call 341-6551.

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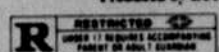
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