

## Business on upswing

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(The College of Architecture was not considered for this comparison because it was established just last year. Also, students taking architecture were classified under the College of Engineering until last year, which explains somewhat the dramatic drop in credit hour production for Engineering.)

Evidence of a nation-wide trend toward increased interest in business courses can be seen in faculty changes in colleges of business throughout the country, according to Smith.

He said the University of Oklahoma has hired 18 additional business professors, and Arizona has added 23.

At UNL, the business college has hired two more faculty members. It requested 17.

William Dick, Management Dept. chairman, and Phillip McVey, head of the Marketing Dept., both said their departments are busier with students now than ever before.

"We've got students we can't teach," said McVey, noting enrollment has been on a continual rise over the past few years. He said more and more nonbusiness majors are taking marketing courses, because "Business is regaining stature in students' eyes as a career field."

Jick said he advises some graduates to get a Master's degree in business, no matter what their undergraduate major. He said students with a degree in a technical area like chemistry or physics who are having trouble finding a job are wise to go on for a Master's in business.

Keith Broman, Finance Dept. chairman, said students' attitudes toward careers are changing.

"The student is far more job oriented than he was two or three years ago," he said.

Women, for example, are tending more toward the business profession than formerly. Enrollment figures show that in 1970 there were 52 freshman women business majors. This semester shows 113.

## RACTIME 60 YEARS AGO

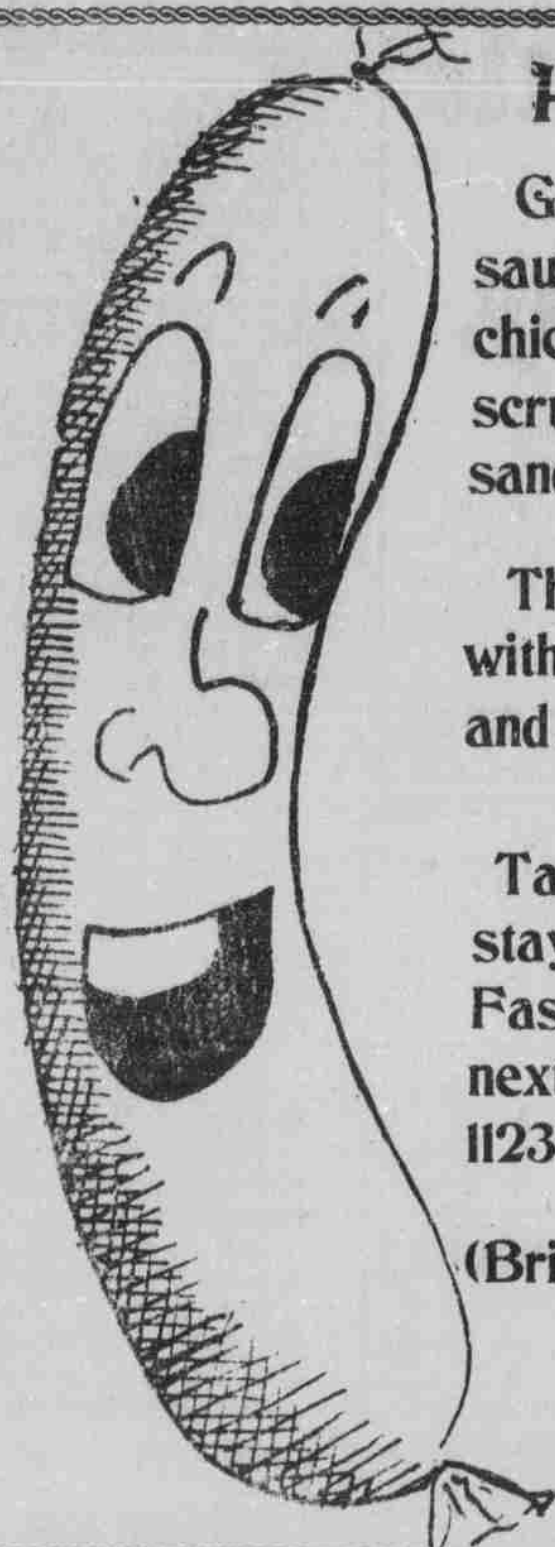
Nov. 22, 1914—"The greatest football team that ever donned the Scarlet and Cream, and one of the best that ever carried the pigskin for any school, closed a season that will shine in the annals of football history for years to come by defeating the powerful Iowa machine on her own field 16 to 7. It was the same old story: a great team once more went down to defeat before an eleven that has proved itself well-nigh invincible."

"There is a good deal of talk floating around, about a post-season game to be played by two strong representative teams, one from the east, and one from the west. Chicago has refused to take part in such a game, even though they succeed in winning the Big Nine conference championship. It is against the rules of the conference to play post-season games, and Chicago refuses to break the rule. The same rule, in the Missouri Valley conference, would prevent Nebraska from considering any such game, even though the athletic authorities, here, should favor the idea, which is unlikely."

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