

# CBA increases grad student recruiting

The College of Business Administration is stepping up public relations efforts to attract graduate students to the college, according to Arthur Kraft, interim associate dean of CBA.

In the coming academic year, faculty representatives will be sent to college campuses across Nebraska to recruit students for CBA's Master of Business Administration (MBA) program, Kraft said. Doctoral students later will be sought from the entire Midwest.

CBA is unique because it is the only business college in Nebraska which is accredited at the graduate level by the American Association of Collegiate Schools of Business (AACSB), Kraft said. It also has many faculty members with specialties in various business areas, he said.

To increase graduate school enrollment, the college will attempt to educate students about the MBA program, according to Kraft. Some students need to know they can

earn MBAs even if their bachelor degrees are obtained in other than business, Kraft said.

Other advantages of the MBA degree include availability of jobs and higher salaries, he said. CBA currently places all graduate students in jobs with salaries ranging from \$16,000 to \$22,000, he said.

Kraft said the college wants to "make sure all the (graduate) classes are filled up" and that there is a demand for classes. CBA could accommodate 100 additional MBA students, he said.

A high graduate student enrollment now also would ensure the college a sufficient number in the 1980 when expected enrollment declines will begin, he said.

Attracting "the best possible students" is important to the recruiting program, Kraft said. Students with high grades in math, physics and engineering are of special interest to CBA officials, he said.

# Businesswoman honored

Phi Chi Theta, of the College of Business Administration, named Businesswoman of the Year last Saturday.

The organization, a professional fraternity devoted to the promotion of women in business, presented the award to Eva Cullinan, president of Industrial Tool and Supply Co. of Lincoln, at its Third Annual Businesswoman of the Year Award

Banquet.

The winner was chosen for her contributions to business and the community and her participation in activities which advance women in business.

The Golden Key Award also was presented to Jayne Timmerman, UNL business major, for her scholarship and involvement in extracurricular activities.

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