

# Das Tor

AMERICAN GRADUATE SCHOOL OF INTERNATIONAL MANAGEMENT

Vol 16 No 5

February 23, 1983

8 Pages

## ACADEMIC BOARD VISITS AGSIM

by Connie Dugan

The Academic Board of Visitors consisting of five nationally-known academicians who meet at AGSIM annually to assess the school's academic program discussed with students concerns such as the "Thundercurve", Career Services, and teacher evaluations.

Although the Board will not submit its official recommendations to the administration until March, Das Tor herein reports on the Board's session with members of the student body held Feb. 11 in the Goldwater Lounge.

Among their concerns, students described to the Board the "Thundercurve," the notion that regardless of the students' abilities, the majority of students will maintain better than a 3.0 GPA. University of Arizona English professor Paul Rosenblatt responded: "Where graduate schools give grades, they usually have grad inflation."

Although most students commended the performance of Career Services, they questioned the use of the Placement Report issued annually by Career Services as a marketing device in recruiting students. Economics professor Robert Will of Carleton College in Northfield, MN, reminded students that in other schools only a minimal number of graduates obtain jobs through career service departments.

When some students complained that course material was sometimes redundant and resembled too closely subjects they had studied as undergraduates, board members justified the instruction of such courses by saying that those involved in graduate work will encounter repeat material. A literature student, explained Rosenblatt, will study Emerson and Thoreau at both an undergraduate and graduate level. The objective, however, should be to present the material at a more challenging level. Statistics, for example, for the graduate student must be presented at a more sophisticated level and in greater depth, added Rosenblatt.

If students are not being challenged, the problem lies in the quality of instruction, not in the course, remarked President

Emeritus Francis Horn of Rhode Island University. AGSIM students "owe it to their successors to rank teachers," commented Horn, a member of the Board for the past ten years.

Board chairman and professor of international business at Ohio State University Lee Nehrt said the Board has been "pushing for a faculty sabbatical policy, so every six years a faculty member can take off to do research, go abroad, write case studies, or even intern in a business."

With the exception of the language department, Nehrt believes the curriculum at AGSIM has continued to evolve and "keep up" with the dynamics in the field of business. The language department, "AGSIM's mainstay" is still taught the same way, commented Nehrt. "However," continued Nehrt, "there is now ferment as the language faculty are looking for 'better' methods."

Horn, who remembers AGSIM when it

was a bachelor's program, showed concern for insufficient use of computers at AGSIM. Horn cited Dartmouth as one of the many institutes of higher learning in which a course in computers is required for even liberal arts students. "If you haven't learned it here, you'll have to learn it on the job, fast," he added.

"The quality of the MIM degree is foremost in the minds of the AGSIM administrators," said Rosenblatt. "The school's not sittin' back." Rosenblatt, who regarded himself as a "dean in exile," said the AGSIM administration is "concerned with the future and the dynamics of change."

While most graduate students in other institutes enroll in three or four courses each semester, the typical AGSIM student takes five, and until recently six, classes. When asked whether he thought AGSIM is expecting to do too much in too little time, Nehrt said "it's advisable for the student

with a minimal amount of business background to complete a fourth term," which more and more incoming students have decided to do. According to Nehrt, opportunity today in international business lies in finance. Contrary to the past two decades, companies are no longer sending as many marketing people overseas. "Finance is giving companies the most trouble, so they're looking for finance students," said Nehrt, former president of both the World Trade Institute in New York and the Academy of International Business, a national association for professors of international business.

In pursuing a career in finance, however, Nehrt does not believe a strong background in accounting is imperative: "With financial accounting you learn to read and understand financial statements. Intermediate accounting is not critical. Managerial accounting is good for a manager's general knowledge but not essential for someone working in finance."

Nehrt agreed that in selecting a very broad course of study and not specializing in one particular area of business, the student is limiting himself: "It's best to have one field; to say 'this is my area,' but not to the detriment of disregarding all other subjects. Begin with a general base; then, specialize," advised Nehrt. When asked whether he considered a particular course at AGSIM is unique, he suggested Professor Robert Moran's seminar in "Cross-Cultural Communications," which Nehrt said relatively few schools offer.

Concerning weaknesses in the AGSIM program, Nehrt said there should be another look into the required number of upper level world business courses. In addition, Nehrt believes "It's a shame a student can graduate from AGSIM never having taken a class in finance." Among international executives, remarked Nehrt, a course in international finance is critical, for finance is "a pervasive problem in no matter what you're doing."

Despite the depressed job market, Nehrt sees no need for a graduate of an MIM program to supplement his degree with an MBA. Moreover, AGSIM should not try to compete with MBA programs, added Nehrt who said AGSIM's "only real competitor" is the Masters in International Business program offered by the University of South Carolina. That four semester program, which has been in existence for five years, includes approximately 200 students and has a placement record comparable to that at AGSIM.

Since the largest proportion of graduates will perhaps obtain jobs on the East Coast, AGSIM may appear as set apart from the mainstream of the international business world. Although studying, say, in New Continued on page 6



"AGSIM'S location is not a disadvantage, on the contrary, by moving to an urban center AGSIM would, lose its degree of student

cohesiveness." In New York, "students come and go without interacting with one another."

## APOLLO 17 ASTRONAUT TO LAND ON AGSIM Splash Down: February 24

Stand in the middle of the desert with a goldfish bowl over your head, your ski suit on, a garden hose down your shirt front, a couple of bricks tied to your feet and breathe slowly. There! What does it feel like?



Astronaut Ron Evans

That would probably be as close as any of us will ever get to understanding what our forthcoming speaker went through during his career with the US Government!

Captain Ron Evans was chosen as one of NASA's 19 Astronauts in 1966 whilst on duty in the Pacific, flying F8 aircraft from USS Ticonderoga.

This selection crowned an illustrious career starting with a commission as Ensign through the Navy ROTC Program at the University of Kansas, from which Captain Evans graduated with a B.Sc. in Electrical Engineering. The next three and a half years were spent on WESTPAC aircraft carrier cruises as a pilot. Between 1961 and 1966 he was combat flight instructor (F8 aircraft) and experienced combat duty in Viet Nam. Yet Captain Evans reached the heady heights of world fame in December 1972 as Command Module 'America' Pilot for Apollo 17. This was the last scheduled manned mission to the moon for the USA. You may also remember that incredible night launch, a tremendous spectacle for those fortunate enough to have color TV in those early

times.

During this mission Captain Evans completed his assigned work tasks requiring visual geological observations, hand held photography of specific targets, the control of cameras and highly sophisticated scientific test equipment. He also took a one hour six minute space walk.

The Apollo 17 flight broke several records. It became the longest manned lunar landing flight, largest lunar sample return and longest time in lunar orbit.

Evans was backup Command Module Pilot for the USA-USSR earth-orbital mission designed to test international crew rescue techniques and equipment.

Such background provides for great experience and unique impressions. It is this as well as his remarkable slide show that Captain Evans proposes to share with us on Thursday the 24th of February at 7:30 p.m. in the Old Auditorium.

So, unless you know all about Space or enjoy walking with a goldfish bowl on your head, BE THERE!

B.K.

## Note From The ASLC Treasurer: Club Funds Ready Appeal Procedure Set

All clubs that have submitted a list of at least 15 paid members, are eligible for an allocation of \$25 from the A.S.L.C. These checks can be picked up at the A.S.L.C. office this week. Also, if any clubs would like to appeal the allocation of funds by the program board for campus activities, they can come forward and present their case at the A.S.L.C. meeting Wednesday 23 at 6:30 p.m., Rm. 32.

All A.S.L.C. meetings are open to the student body.

# Das Tor

AMERICAN GRADUATE SCHOOL OF INTERNATIONAL MANAGEMENT

"THE GATE"

at The American Graduate School of  
International Management  
Glendale, Arizona 85306

Editor: Brian Kelly  
Assistant Editor: Steve Spitts  
Business Manager: Andrew Previtali  
Copy Editor: Kathy Parker  
Circulation Managers: Roy Thong  
Suzy Swift

Contributing Writers:  
Caroline Hubbel  
Marji Morrow  
Connie Dugan  
Dr. Doom  
Suzy Swift  
Peter Amrein

DAS TOR is the independent campus newspaper of AGSIM. Opinions expressed are not necessarily those of the DAS TOR staff. Copy deadline is noon, Wednesday. All copy handed in must be typed and double-spaced, with margins set at 20 and 70.

## MORE ON LANGUAGE

To the Editor:

After reading the lengthy, rambling interview with Ms. Lorna Wright in Das Tor of 2/9/83, informing the AGSIM community of her many excellencies and the School's many defects, we are moved to reply in defense of the Department of Modern Languages.

Ms. Wright's Master's in Applied Linguistics does not necessarily fit her to judge the efficacy of our instruction method. We teach neither linguistics nor language-via-literature here. Although our faculty comprises PhD's in both these fields, our stated aim here at AGSIM is to enable our students to acquire native proficiency in the use of a second language, with emphasis on the mastery of an extensive business vocabulary. We have, therefore, over many years developed, and continue to develop, our own method, an optimally effective combination, including audio-lingual and other elements (i.e., the audiolingual conceptual method, as developed by the School, is practiced).

Ms. Wright's assertion — patently made without any knowledge of what transpires at departmental executive committee and general meetings — that any progress made in language teaching since the 1940's has not "broken through" to AGSIM is not only made without grace, but also without accuracy.

We are not nearly as isolated and complacent as Ms. Wright makes us appear. In the past two semesters alone we have invited 5 methodologists to our campus for presentations and workshops, and our faculty members have attended 10 professional conferences, where they are usually asked to read papers on our method and what makes it so successful. When the innovations propounded by others at such gatherings and by visitors to our campus are judiciously deemed useful to our stated purpose, they are absorbed into our method; when they are found to be mere gimmickry, produced in obedience to the caveat of "Publish-or-Perish," they are rejected. It is not compatible with our academic integrity to adopt a new method simply because it is the latest fad elsewhere.

As a result of this constant flow of information, new teaching materials are produced, and one or more pilot programs put in place virtually every semester. Some recent ones include having students of German 401 write their own dialogues based on class discussion of selected business topics; incorporating certain elements of the Rassias method into Portuguese instruction, and the use of videotapes in Spanish, among others.

Thus, it is entirely incorrect to say that "we are stuck" here with the audio-lingual method of the 1940's. Perhaps, the busy Ms. Wright has not had time to visit the DML sections of our library and book store, to inform herself about the extent to which books, magazines, and newspapers are used in language instruction, and at what levels. In Portuguese and the Oriental languages written materials are used from the very beginning, and in those languages where sound teaching experience has shown this to be detrimental to the production of native pronunciation, such materials are introduced by the middle of the first semester at the latest.

Ms. Wright's criticism of the DML is neither well-founded nor constructive, and we note with particular disappointment that our "most representative graduate" (by virtue of the faculty's BKY Award), couched her disapproval of AGSIM, its academic program, its administration, its faculty, its students, and Americans in general, in such churlish and condescending terms, both in this interview and at last semester's graduation ceremony.

THE GERMAN FACULTY AT AGSIM

## Campus Notes

### Career Services Center-Tours

The Placement Committee will be giving tours of the Career Services Center on Monday, February 21st, and Tuesday, February 22nd.

The times will be:  
Monday: 9:30 a.m. Tuesday: 9:30

1:30 p.m. 1:30 p.m.  
2:00 p.m. 2:00 p.m.

Please try to attend one of these tours as they are only given once a semester and it's the least painful way to gain a thorough understanding of what resources and services they have for you to use. The Career Services Center will be an integral part of your stay at AGSIM so learn all about it as soon as possible!

### Career Lectures

Career Services will be giving the following lectures:

Thursday

February 24, 1983, 5:15 - 6:15 p.m., in the Thunderbird Auditorium:  
Topic: RESUMES, USE AND PREPARATION, AND COVER LETTERS  
Speaker: D. R. Belisle, Director of Internship Education

Monday

February 28, 1983, 1:30 - 2:30 p.m., in the Thunderbird Auditorium:  
Topic: INTERVIEW/SELECTION PROCESS AND FLYBACKS  
Speaker: D. R. Belisle, Director of Internship Education.

## Letters

To the Editor:

The interview that was published in the Das Tor 2/9/83 has aroused more controversy than I expected, considering that it is substantially what I have been saying since I first ran for President almost a year ago. I am happy it has generated so much discussion but perhaps I should clarify my position.

The prevailing attitude appears to be, "Don't make waves". Unfortunately, I care too much about this school to abide by that. If I didn't think the school was worth it, I wouldn't take the time and energy to criticize it. I can see the potential AGSIM has to be a great school, not just an average one. I want it to realize that potential.

Inertia is such a strong force in any institution that it takes pushing and prodding to accomplish change. Students and faculty take on that function at most schools. At AGSIM this hasn't happened as much as it has elsewhere. One reason is that students are here for such a short time that most don't feel they can accomplish anything.

The Faculty Senate should be pushing for change also, but it is an infant institution and still feeling its way. As it grows stronger and more sure of itself, it will start to assert its leadership.

Even in the time I've been here, I've seen heartening indications of change — most of it within the last two semesters. Dr. Frear and the Academic Planning Committee of the World Business Department have been working on a core curriculum for that department. This will go a long way to giving our degree more academic credibility. Computers are being used in more classes than they were. We have been hiring some excellent new members of faculty. All of these things are necessary and good, but they aren't sufficient.

The core curriculum is a great idea. However, it has not yet passed the planning stage. The plan must be approved by the World Business Department and then must be passed by the Faculty Senate. Computers are being used more but still not enough to prepare our graduates for today's world of business. Again, there is a three credit hour computer course in the planning stage for

To the Editor:

As an interested visitor to your campus on the occasion of Dr. Lilienthal's February seventh lecture on the Middle East, I feel I must write to express my extreme displeasure with the style, tone, and content of his presentation. It seems shocking to me that an institution of your stature would invite such an obviously biased lecturer without providing an effective forum for rebuttal of his vicious slander.

The intellectual credibility of the evening was destroyed by the opening remarks made by a member of AGSIM's faculty, Dr. Gulick. This variation on the logically invalid argument ad hominem sought to discredit Israel's international stature by attaching Israel's policy to the incoherent meanderings of a member of America's "lunatic fringe". This below-the-belt punch set the moral tone for the entire evening.

Recent historical facts were ignored. Yasser Arafat, international terrorist and Kremlin ally, was called "the world's greatest living man". American foreign policy and Western media orientation was described as a pawn of moneyed Zionist in-

fall.

There are necessary changes that require someone to believe in them and push for them. They won't happen automatically, I am adding my voice to others who believe in the same goals.

My comments on the language department seem to have hit a particularly sore spot. It has been said that I am not qualified to pass judgment in that area. If there is any department here that I am qualified to criticize, it is the language department. I am a language teacher (not a literature teacher, not a linguistics teacher, but a language teacher). I have not only a graduate degree and certificate in language teaching but 14 years experience teaching at post secondary levels in Asia, America and Europe. I also have experience from the other side of the desk as a language learner. This includes a course I took here. I may not be privy to what goes on in departmental meetings but I can judge the final product.

There has been increased activity in the department in the last couple of semesters and I think this augurs well for the future. There have been five methodologists invited to campus and I was the driving force behind bringing one of them.

Bear in mind that I am not saying that the method here is all bad. I am saying that it could be better and I will work towards that goal.

(Judging by their letter to the editor, the German faculty appears to believe that I am advocating more reading and writing in the classes here. Far from it. AGSIM's stated aim is to teach its students to speak a language. I am in total agreement with this aim. I only disagree in how best to go about it.)

In conclusion, I would like to say that I chose to come to AGSIM. I am proud to have graduated from AGSIM and I want to continue being proud. As an alumnus I have a vested interest in the school. I will continue to criticize and I will continue to work for changes because I feel they are vital to the life of this institution.

Lorna Wright

### Lilienthal

terests — the latter statement being the sort of vicious calumny that originally made valid the concept of a Jewish national homeland, and continues to validate the necessity of Israel's existence as a pogrom-free bastion today.

Such questions as: "Who attacked whom in 1948" might have been profitably discussed. It would have been even more interesting to inversely examine the scurrilous question first posed by Dr. Lilienthal himself: i.e. "Who's paying for Dr. Lilienthal's propagandizing and who stands to gain?" A person with as conspiratorial a turn of mind as Dr. Lilienthal might conclude that the Arabs themselves are not exactly paupers, and might further conclude that men of the Doctor's ilk are the opening wedge in a campaign to turn public opinion against Israel and thus provide the moral rationale for selling that country down the river in return for generous access to Arab oil. In that event, there will be an epithet reserved for men like Dr. Lilienthal: ...Quisling!

Sincerely,  
Wendell Tyler  
Tempe

## Speakers Committee Calls For Inter-Club Co-operation

The ASLC Speakers committee would like to work with you this semester to bring quality speakers onto campus; both this spring and in the Summer.

Feb. 3, James Bostain spoke to a full auditorium to start us off for the spring term. Among other speakers that we will be bringing to campus are a former astronaut and state department officials.

The purpose of this letter is so that we might try to alleviate the overlap in speaking dates and repetition of speakers, which have appeared here in the past. In other words, if you have an interest in having somebody come to campus and speak, we would like to hear your proposals. In this manner, we can combine people and money to bring a higher caliber speaker to campus, and more impact on the student body.

The Speakers Committee meets in the International Studies Department every Monday at 1:30 P.M. If you have any input, or speakers you definitely want to come, please write it down, and come talk to us. In this manner we think that the students will be best served.

## Gay Oasis

Thunderbird Gay and Lesbian group is having a get together on Saturday evening, February 26. Please meet with us informally to get to know each other. Bring a friend. Call 931-2904 for more information. Confidentiality respected.

*It's much easier to be successful than to handle failure creatively.*  
—Philosophy of Church of Religious Science

To the Editor:

Last Monday evening, the Middle East Club sponsored a presentation given by Alfred M. Lilienthal, who spoke on a very controversial, complicated, and emotional issue. Unfortunately, we were presented with only one point of view. Thus, I can only hope that Dr. Lilienthal's lecture will induce people to think about this situation, and to seek out other sources of information before forming their own opinions.

I won't begin to go into all the points with which I disagree, for I have neither the time nor the space. I can agree with Dr. Lilienthal on one point, though, and that is that the solution to the problems in the Middle East lie through peaceful negotiations.

Glori Rosenson

# Latin American Film

Portuguese with English Subtitles

## OS FUZIS

OS FUZIS IS SET IN THE NORTHEAST OF BRAZIL, A BARREN REGION WHERE DROUGHTS CAN LAST FOR YEARS. THE FILM BUILDS A CANVASS OF THE NORTHEAST: ITS HISTORY, ECONOMICS, OPPRESSION, POLITICS, RELIGIOUS FANATICISM, AND FOLKLORE. IN ONE SCENE A STARVING POPULATION WATCHES PASSIVELY AS TRUCKLOADS OF FOOD ARE CARTED AWAY. WHEN SOLDIERS ENTER THE TOWN, AND AGAIN WHEN THEY LEAVE, WE SEE THEIR GUNS, NOT THEIR FACES.

TIME: 3:30 and 7:00 P.M.

DATE: THURSDAY, FEBRUARY 17

PLACE: LANGUAGE AND LITERATURE BUILDING, ROOM C57

OPEN TO THE PUBLIC  
NO ADMISSION CHARGE

## Contemporary Mexico: Crisis And Change

A SERIES OF PUBLIC LECTURES BY LEADING AUTHORITIES TO BE HELD AT ARIZONA STATE UNIVERSITY

Monday, February 28

"Changes in the Mexican Government: The De la Madrid Imprint"  
DR. MARVIN ALISKY  
Professor of Political Science - Arizona State University  
Mohave Room, 222 Memorial Union

Monday, March 7

"The Paradoxical Border"  
DR. STANLEY R. ROSS  
Professor of History - University of Texas at Austin  
Coconino Room, 217, Memorial Union

Monday, March 28

"Rewriting the History of Mexican Art: The Politics and Economics of Contemporary Culture"  
DR. SHIFRA GOLDMAN  
Professor of Art History - Santa Anna College  
Coconino Room, 217 Memorial Union

Tuesday, April 5

"Rediscovery of Mexican Literature"  
DR. GUSTAVO SAINZ  
Mexican Novelist and Visiting Professor at The University of New Mexico  
Mohave Room, 222 Memorial Union

Monday, April 11

"Mexico's Foreign Policy"  
DR. MARIO OJEDA  
Professor of Political Science - El Colegio de Mexico  
Coconino Room, 217 Memorial Union

LECTURES WILL BE HELD FROM 3:00 TO 5:00 P.M.

Sponsored by:

The Center for Latin American Studies

No admission charge

# Asian Int'l Business Seminar Available for Summer '83

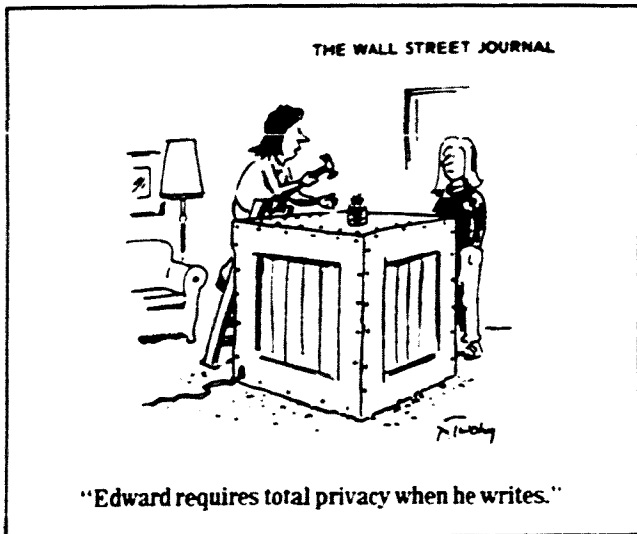
AGSIM students may participate in an international business program as part of a ten school consortium which is sponsoring a summer study program in Asia. Students will travel to Japan, Taiwan, Hong Kong, Macao and the P.R.C. from July 27 to August 18, 1983.

Twelve units of AGSIM credit will be available, composed of six credits of 400 level World Business-work, and 6 credits of 400 level I.S. study. The first 6 hours will be accomplished on the Thunderbird campus in preparatory courses prior to departure, with the second six credits awarded in conjunction with the seminar itself.

Costs for the program include \$1550.00 fee for "ground costs" while in Asia, plus AGSIM summer tuition of approximately \$1,750.00 and air fare to Asia and return on Singapore Airlines (approximately \$600). Exact figures will be available in early March 1983.

The entire program is focused on international business, and includes visits to the American Chamber of Commerce in Taiwan, the China External Trade Development Council, the Tatung Company, The Hong Kong Industrial Estates Corporation, Keidanren and Fujitsu Ltd. Other stops of business and cultural interest are included.

For details and a preliminary sign-up see Professor Sours of the I.S. Department X7181 or X7196 (who will accompany the tour) or the Dean of Students, by March 1, 1983.



## Orientation Committee



Sook-Hyung Lee, Kathy Parker, Dan Donaldson, Suelynn Weeks, and Boaz Falk; not pictured, Nancy Settergren.

To the Editor:

I'd like to thank Ed Boyd for his letter to the Orientation Committee in the Feb. 9th issue of DAS TOR. It is appreciation like that which makes involvement in campus activities all the more rewarding.

Many students have asked me how to get involved in Orientation activities. Ed Boyd mentioned in his letter that we were volunteers (an understandable assumption). That is partially true; however, Orientation Committee members are paid, albeit little. The Associated

Students' Legislative Committee (ASLC) supports the planned social activities of the Orientation Committee on a budget which the Orientation Committee decides how to allocate. In addition to that, the Academic Affairs office pays the Orientation Committee members a stipend, which is distributed among the committee members according to the decision of the Orientation Chairman. Although the amount is small, the non-monetary rewards are great.

I encourage any new

# Computer Club

by Brian Prill

As the "computer revolution" sweeps the business community, are AGSIM students left functionally handicapped by their lack of computer training? A group of concerned students believes so and is hoping to remedy the situation.

Out of this need has risen a new campus organization, THE COMPUTER CLUB. Its goal is entirely career oriented—the raising of computer literacy among its members and subsequently, the AGSIM community. Its presence will act as a catalyst in encouraging students to develop proficiency in a personal/business computer environment and pointing toward the very pressing need for more adequate computer training for the AGSIM student body.

The requirements for membership are based solely on interest. No previous exposure to microcomputers or personal ownership of such is necessary. Meetings and workshops will be oriented toward demystifying the computer world and introducing a wide range of topics with direct implications for future international managers.

Among the topics that will be discussed are:

- How to choose a personal computer
- Financial modelling for finance and accounting
- Information management

Students interested to consider serving on the Orientation Committee next semester.

Information about applying for the Orientation Committee for summer and fall will be published in the DAS TOR towards the end of the Spring Semester. The qualifications are friendliness, availability, flexibility, willingness to have a sore throat (vocal cords) for a few days, knowledge of how to tap a beer keg, etc., etc.

All of you are welcome to apply and enjoy a really rewarding and fun job....

Meanwhile, I would like to thank my Committee members, Dan, Sook-Hyung, Nancy, Suelynn and Boaz for a job well done! I would also like to thank all the students who volunteered their time to help us in counseling, pouring beer, running around, and just generally pitching in to help us when we needed it!

Kathy Parker  
Chairman  
Winterim/Spring Orientation

-Word processing applications for work and school

-Marketing research by remote data base communication

-Statistical trending and graphics

Drawing from a wide variety of expertise in the Valley, effort will be made to bring speakers to campus regarding such pertinent topics as:

-Your career and computer literacy

-How to market special skills one learns

-Special interest topics

-Discussion of new arrivals on the computer scene

Sociologists and scientists have compared the ramifications of the advent of personal/business computing (and the associated technology) to that of the automobile and mass communication. Experts have gone so far as to predict that computer illiteracy will severely limit the marketability of skills in business and industry. THE COMPUTER CLUB will make every effort to introduce and stimulate its members to acquire marketable computer skills.

## -Classified-

ROOM FOR RENT  
MALE OR FEMALE  
COUPLES TOO!

3 rooms for rent/share bath  
\$118.75/each, 1/4 Utilities.  
4924 W. Pichot.

20 minutes from campus  
Message 934-4066  
Non-smokers & drinkers,  
PLEASE...

Survival and Conversational English. Spouses interested in forming a group to learn English call Denise at 983-5474.

STEREO, SONY, FOR \$90

with McDonald turntable; with built-in cassette player and 2 speakers. 978-7119 or eve., 866-2845.

GREMLIN; HOT TO TROT - \$800 or best offer. Good Condition, Reliable transportation. 978-7119 or eve., 866-2845.

ON-CAMPUS TYPING SERVICE

Again specializing in:  
COVER LETTERS  
TERM PAPERS  
RESUMES

Located on Campus—Room A5  
978-7428

EXPERIENCED DEPENDABLE  
INEXPENSIVE CENTRALLY LOCATED  
PROFESSIONAL alterations. Reasonable rates. Fittings on campus. Thursdays 11-1 in the TV lounge. Or call for appt. at 843-5386.

## JUBILATION!

HAIRTYLING EXCELLENCE FOR MEN & WOMEN

**25% OFF ANY SERVICE**

WITH THIS AD OR SCHOOL I.D.



STYLISTS: Linda, Gina, Karen, LouAnn

51st AVE. & PEORIA

979-1185

## RELAX!

Let FOUR SEASONS TRAVEL

coordinate all your travel arrangements

contact **MARY BETH SIREK**

— on campus student representative —

for travel preparation to meet your needs

Phone 978-7372  
AGSIM Box 890



Farangis Zardoshty

B.S. & M.A. Economics  
Tax Consultant

2140 West Thunderbird #26-22  
Phoenix, Arizona 85023

Returns Computer Processed by United Tax

Res. (602) 582-3022

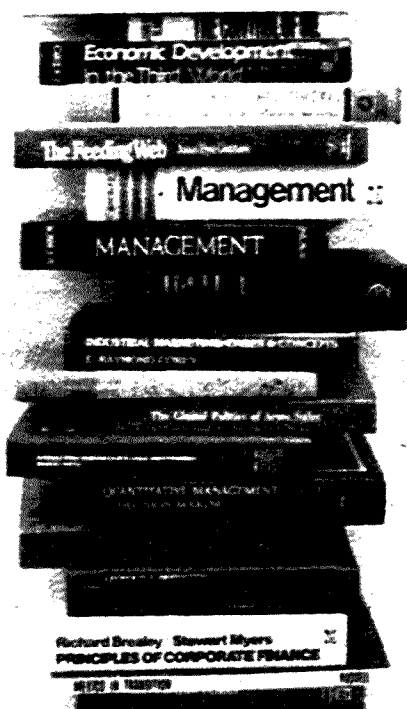
# Why Are Textbooks So Expensive?

by Ken Vanderroot

Why are textbooks so expensive? This question was echoed over the entire campus the first week of the semester. The common assumption was that the bookstore is making a killing. The truth is many college bookstores are not making a killing on textbooks. In fact, they are getting killed.

What does the bookstore get out of it? Books fall into several categories and college texts are known in the trade as "short discount". This means that the standard dealer discount is 20% off list price. Out of this 20%, the bookstore must pay the freight. You have three basic choices. The cheapest is postal service book rate. You pray that it arrives before you need it. The next choice is UPS. It may be a little more expensive, but it is the fastest and most reliable way to ship books. The last choice is freight. You can kiss any profit goodbye. They also run it around the country three times before they deliver. Odds are that a box will also be missing. Shipping charges on books usually run 5 to 10% of the list price. Textbooks are heavy, so the percentage is usually on the high end. This leaves the bookseller with a 10 to 15% profit out of which the operational expenses must be paid.

How about the books? Pick up any textbooks, hardbound or paper, and answer these questions. How many colleges and universities teach this course? How many sections do they teach? How many students are there in each section? How many students are buying new books? How many titles are available for this course? How many of these titles are used by each school? How often are they revised? (My Samuelson Economics in 1969 was the seventh edition. What edition is being used now?) What does typesetting and printing cost?



Answer all of these questions and you will realize how small many press runs actually are. Very few authors can retire on textbook royalties. I have a friend with four short discount titles on the University of Arizona Press backlist. His royalties start on copy number 1,001. He felt numb when he learned that one title actually made it that far.

The bottom line is that textbooks exist because there is a need. This need is filled no matter what the demand is or what the price is. Now you know why all college bookstores have large sections of shirts, supplies, and other non-book items.

In case you are wondering, Eden did not supply any of this information. I once owned a store called The Book Mine.

# A Blunder A Day

by Marji Morrow

The other day I overheard a native Spanish-speaker complaining about how complicated English is, and how many mistakes he kept making. His companion, in her moderate wisdom replied, "We learn from our mistakes."

Mistakes. AGSIM ought to publish a book on blunders abroad. I know I had my share. When I first went to Spain my confidence was overwhelming—they didn't I get an A in Spanish 100? But then, that first week, at that important dinner, they served chicken. Time to make a good impression and tell everyone how much I liked the meal. But as I mentally composed my preview sentence I ran into a stumbling block—was chicken masculine or feminine? I tried logic. If it were masculine it'd be a rooster, therefore it couldn't be pollo. So I said "me encanta la polla." The senorita turned pink. The senora turned green. The senor just smirked and turned his chicken. O.K., so you don't praise the food in Spain. No problem,

just another cultural nuance I had to learn. Twenty minutes later someone whispered that "pollo" was chicken and "polla" was part of the male anatomy. Adios to confidence and logic. And chicken.

Months passed and the mistakes continued. I once apologized to a group of people for saying that I was horny when I meant I was hot by saying that I was pregnant when I meant I was embarrassed. Then I refused a toke of "chocolate" because I was on a diet. Confused the hell out of them. Especially when a few days later I told them that the best thing I had learned in Spain was to "hacer la tortilla." Ask the Spaniards about that one.

But now I realize that Miss Moderate Wisdom was right, we do learn from our mistakes. The expressions I screwed up on are the ones I remember best. And to that confused native Spanish-speaker, don't worry. Nobody will care that you told them you spend your vacation laying on a bitch in California. They might even be jealous.

# In Defense of # (R) \* # !

by Mark Meshkoff

James Bostain's entertaining lecture on February 3rd, as well as Das Tor's subsequent articles on language usage, emphasized the importance of effective communication in many areas. One topic yet to be discussed is the "taboo word" — the use of strong language in moments of crisis.

Reinhold Aman, a former language teacher from Waukesha, Wisconsin, is a firm believer in the "expletive undeleted." He is also the publisher of an unusual magazine called "Maledicta" that has a large circulation among linguists, semanticists and sociologists who do not shy away from the facts of life.

One such fact is that when one bangs a thumb with a hammer, the pain is not exorcised by exclamations of "egad," "oh, phooey," or "aw shucks." When confronted with this term's financial registration, very few T-birds found solace in "Holy Toledo," "Land O'Goshen," or "Ye Gods and Little fishes."

Mr. Aman notes that euphemisms are just that because they do not contain proper sounds, and therefore do not ring out loud and clear. He blames this on a lack of voiceless stops, unvoiced fricatives, and unvoiced affricates. The definitions of these linguistic technicalities are not in-

teresting, but the implications are pretty clear.

A word that brings relief under otherwise intolerable stress should burst forth in such fashion that cows in a barn a mile away rise to their feet in alarm and soaring eagles scream in terror. The really good ones might even make Richard Pryor blush.

A few years ago in Michigan a telephone lineman was hauled before a grievance committee for using strong language against a union brother. He denied the accusation: "I was standing at the foot of a pole and Joe dropped a ladle of hot solder down the back of my neck. I looked up and said: 'Mercy Sakes, Joe, won't you please be more careful?'"

The lineman might have called his partner a "doddering dunderhead," "witless whippersnapper," or "ne'er-do-well rotter." He might even have used Shakespeare's profound put-down: "a muddy, beetleheaded, flap-eared knave." But even such aspersions as these are not really helpful when trying to get a mule in motion, a tire out of a trunk, or an "A" in Agribusiness.

So, the next time you feel an expletive coming on, it may be best not to delete it. Unless, of course, you happen to live at 1600 Pennsylvania Avenue...

Just When You Thought The Language Controversy Was Over

## In Support of AGSIM Language Instruction

by Wasana Kenman

I would like to express my appreciation for the two language programs I have benefited from at AGSIM: the Spanish and the Chinese. I took SP-300, SP-400, SP-401, SP-430, CH-300, CH-400, and am currently enrolled in CH-401. I have gained a great deal of proficiency in and knowledge of the two languages within a short time. The teachers I have had are excellent and dedicated. The teaching methodology, in my opinion, is well suited to the educational milieu of AGSIM.

Contrary to recent comment that the Department of Modern Languages is still using the language teaching methodology of the 1940's, my view is that the method currently used at AGSIM, although based on the audio-lingual method and may be superficially viewed as such, is indeed AGSIM's unique blend of the audio-lingual method and the sound educational techniques of role play and situation-based activities. Although heavily aural-oral at the 300 level, the department has devised for the upper levels a complex of dialog presentation, grammar explanation, semi-free and spontaneous create-your-own-dialog dramatization, thus allowing

the student to fully utilize the available repertoire of vocabulary, following the grammatical structures already presented in the programmed dialogs. Through readings, dictations, and compositions, the program also takes into account the integration of the four skills, only half of which are represented in the audio-lingual method of earlier periods. Also, as opposed to the earlier form of the audio-lingual method which tends to de-emphasize meaningfulness in its sole regard for automaticity, the AGSIM language methodology incorporates both.

I disagree strongly with those whose judgment of the merits of any teaching method is based mainly on whether or not it is "modern." Any teaching method, be it that of the 1940's or the 1980's, should be judged solely on the basis of its effectiveness.

Notwithstanding one or two minor problems (e.g. a few students are not doing well in their language study, because they have to devote most of their time to business courses, and consequently have little time for their language practice), the Spanish and Chinese programs can be considered truly effective.

## Kim To Speak at Baylor

Dr. Taeho Kim of World Business Department has been invited to give a paper at the Baylor University Banking Forum in Texas this April. His paper, "An Application of the Du Pont System of Financial Analysis to Assessment of Country Risk," deals with a systematic economic ration analysis to trace problem areas of a country's debt servicing capacity.

The all-expense-paid invitation was ex-

tended by Professor Tipton of the university who was a discussant of Dr. Kim's paper on risk intermediation in international lending at a previous Western Economic Association meeting.

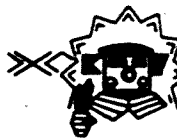
Dr. Kim also attended a finance seminar held recently at London Business School where he served on the panel to discuss the methods of introducing new theories in financial economics to students.

### RESUMES LETTERHEADS • ENVELOPES

At  
AGSIM Post Office/Bookstore Lobby  
Twice Weekly  
Tuesdays: 5-5:30 p.m. • Fridays: 11 a.m.-Noon

### TYPESETTING SPECIALISTS

5201 North 19th Avenue, Suite 110  
Phoenix, Arizona 85015  
246-1975



KACHINA PHARMACY

Located in Thunderbird Medical Plaza  
We will fill your Rx under your insurance program

PCS • Master Charge • BankAmericard

5022 W. Thunderbird Road

Glendale, Arizona 85306

938-4260

I find the great thing in this world is not so much where we stand, as in what direction we are moving.

—Oliver Wendell Holmes

### CHASTAIN'S AUTO SERVICE, INC.

6826 NORTH 56th AVE.  
GLENDALE, ARIZONA 85301  
(602) 937-3051

Domestic and Foreign Cars

TOWING & INSURANCE WORK AVAILABLE

MON - FRI 7 am - 6 pm

SAT 8 am - Noon

Serving T'Bird's and Glendale Since 1968

"The object of the intellect is truth, as that of eyes is sight. Being clever is just the sports department of thinking, to be enjoyed for its own sweet sake, but not to be confused with the real business at hand."

—Wilfred Sheed  
novelist & literary critic

## Spinali's Clothing

Don't Get Ripped Off With Today's High Clothing Prices

If You Have Any Doubt Look At These Prices.

SUITS 3 Piece Corduroy Reg. \$125 \$59.95	SPORT COATS Reg. \$79 \$39.95	SUITS Wool Blends Reg. \$225 \$99.95
Many Other Unbelievable Low Prices	High Gear Calvin Klein Jordache Chardon Givency From	Designer JEANS from \$9.95

Bring This Ad And We Will Give You An Additional 10% Discount  
Many Other Items At Unbelievable Low Prices

9019 N. 51st Ave.

931-8128

# Dr. Doom's Limo Race Report

*"Would they report that terrible quick encounter to the police? Probably not. It had happened too fast, with no witnesses, and the odds were pretty good that nobody would believe them anyway. The idea that two heroin pushers in a white Cadillac convertible would be dragging up and down the Strip, abusing total strangers at stoplights, was prima facie absurd. Not even Sonny Liston ever got that far out of control."*

—Dr. Hunter S. Thompson. Fear and Loathing in Las Vegas

The tag-team toilet-wrestling championship of the world was decided last Saturday night, right here in the Valley of the Sun... but maybe I'm getting ahead of myself. My attorney has advised me to dance carefully around the Fifth Amendment on this one — and I wouldn't want to give too much away, anyway, until I see how the negotiations for the movie rights are going to break.

Suffice it to say that Limo Team Six outdid itself in reaching for new heights of post-collegiate goofery. Led by the recently-paroled Laura Mannel and promising featherweight contender Belinda DeDios, Team Six embarked on a search-and-destroy mission calculated to shake our local community down to its shallowly-planted roots.

Their first stop was nearly their last. With a fine disregard for common prudence, our intrepid adventurers elected to discuss their plan of action directly beneath a large brown mountain that had "Bouncer" written all over it. Undaunted, the team captain laid hands (and legs) on a priceless objet d' art and sidled, Groucho-like, to the door. The "bouncer" (who was not a big man; certainly no more than six foot ten) lurched off his barstool and followed, looming dangerously. At the last possible moment, he veered off, no doubt to look for roots and berries in the parking lot. Our doughty band breathed a collective sigh of relief, and I stopped trying to remember the words to the Lord's Prayer.

Setting sail for new adventures, the

evening's debauchery was slightly stunted by the chauffeur's unwillingness to pump the tires up to sixty pounds each. "Just an experiment", we assured him. "It'll take the corners like a Vincent Black Shadow in heat". But the chauffeur remained adamant, and a brief, slight pall fell over our activities.

At this point, my recollections become a bit hazy, but I seem to recall massive transfers of wealth from corporate to private hands. Team Six reeled from bar to bar in a fog of broken promises, shouted imprecations, and adrenalin overload that prevented effective notetaking, but everything snapped abruptly into focus at our last stop.

Someday, I'll have to set down the rules for tag-team toilet-wrestling. (It's sort of like whorehouse rugby, only different.) Basically, it involves two women and three toilet stalls. The two cohorts seat themselves in the left and right stalls, leaving the middle one open. When the victim seats herself and pulls her panty hose down around her ankles, both teammates reach down from opposite sides, wrench off the victim's Givenchy pumps, and head for the door like Dagwood Bumstead hurrying to catch a bus. Security forces usually cannot regroup in time to cope.

All in all, an excellent evening. My only regrets center around the astonishing variety of stains currently sullyng my favorite tweed jacket — but what the hell! You can't make an omelet without breaking a few eggs, and it's comforting to realize that even Sonny Liston never got this far out of control.

# Winning Quicker With Liquor

by Suzy Swift

"Hey Sooz, guess what?!" Sooz being a somewhat affectionate short form of my name, I instinctively turned around to see who was shouting at me.

"I signed you up for the Limo Races on Saturday—gonna be a lotta fun."

I finally focused on the boyish face of my good friend from my memorable first day at AGSIM, the one whose help has gotten me through that first day, Baby Accounting, midterms, first semester parties, finals, registration, second semester parties, and car trouble.

"Lemon races?" I puzzled. "C'mon, Rich, you know lemons can't run. I think maybe the pressure's getting to you."

"Limo, not lemon, stupid." (He didn't really call me stupid, but I don't want to tarnish "nice guy" reputation by printing what he did say.) "I signed you up on our team for the Limo Races on Saturday."

"Hey great! That's it? You mean I'm in, just like that? Yeah, my Rabbit is a pretty decent car I guess—new stereo, bucket seats, porto-bar in the glove box, but I'd hardly consider it a limousine, Rich."

"No, stupid." (Same unprintable word as above.) The limos are provided! You're in; that's it! Oh yeah, by the way, you owe me \$15 bucks for the entrance fee."

So that's how it happened. Somehow my folks never believe me when I tell them I don't know how I get myself into these things.

OK, the scene is this: Saturday evening, 7 p.m. at the AGSIM watering hole. Most of the teams have arrived, the guys looking like an ad for Gingiss Formal Wear and the girls like models for Anne Klein Tafeta eveningwear. Outside, the limousines are pulling up one by one.

My team piled into a long blue Cadillac

and gave Leo (we had been hoping for a James, but c'est la vie) the directions to our first stop—a teammate's campus apartment to pick up a case of Heineken. Then we were off.

From bar to bar we went, making sure to get to every one on the judges' list, plus a few extras for good measure (not to mention a few more libations). Meticulously we planned and plotted what to take back to judges as our souvenirs from each bar. (I wonder if it was the toilet seat or the hostess from Boots that won us the award for originality?)

"Leo, Leo, there's a liquor store—and with a drive-thru! Can we have four bottles of your finest cheap champagne, please?"

Let's see—Bennigan's, Boot's, the Biltmore, Houlihan's, T.G.I.Friday's; finally, the last one. Different Point of View, look out! Now, what transpired from here on out I can only relate to you second-hand. Oh of course I was there—they have really lovely bathroom stalls, you know?

Next scene: Sunday, probably somewhere around the middle of the day. RRRRRRRING! RRRRRRRING! "Oh my God, what's that awful noise?" RRRRRRRING! "H'lo?"

"Sooz, did I wake you up?" "Are you OK? You sound awful!"

"Dad? Oh no, Dad—I'm uh, I'm fine—just uh, I'm just studying."

"Sooz, you can relax. It's me, Rich—WE WON!"

"Ouch—please don't yell, Rich. We what? We won? But how? I mean, I don't even remem—oh, well never mind. We won, huh? That's great. What'd we win?"

"A FREE night at the Pub Thursday. ALL YOU CAN DRINK, EVERY LITTLE DROP, FOR FREE!!!!"

"Rich, puhleeeeeease stop screaming."

## Off The Wall The Lottery Couple Are Near Defeat

McMurray, Pa.

Tom and Philomena Drake who vowed to win Pennsylvania Instant Bingo Lottery even if it took all of their \$20,000 savings, may throw in the towel by the end of the week.

"I'm sure if Rocky was here, he'd understand. Even he probably would have reconsidered boxing if his opponents were allowed to fight without gloves," said Drake, referring to the movie character played by Sylvester Stallone

The Drakes set out a month ago to find the one ticket in 35 million that will win them \$1000 a week for life.

"After visiting with the lottery commission in Harrisburg, some serious questions about the possibilities of winning were put in my mind," the 30-year-old real estate man said Tuesday as he scratched the numbers off what may be his last \$500 book of lottery tickets.

"When my wife and I have had the chance to discuss the matter further with lottery officials this week, we'll make the decision whether to go on," Drake said from the local pharmacy that has been headquarters for the venture.

Drake refused to elaborate on what lottery officials told him, but noted he "got an education" when he toured the state's lottery facilities after a misunderstanding over the rules.

So far, the Drakes say they've spent \$3,500 on seven books of tickets. By Tuesday, their winnings totaled \$700.

Lottery officials say the 20,000 tickets the Drakes intend to buy increase their odds to only 1600 to 1 from 35 million to 1.

—S.F. Examiner



PIB: tipping the scales at 15 lbs - dripping wet.

## CATS

Bruce Harris

Something CATastrophic is happening on campus!

These furry creatures — CATS — are popping up everywhere! I think the group we have here is nocturnal as I hear them PUSSYfooting around like CATburglars and CATerwauling all night. What a raCAT they make!

I don't think this situation is at all aMEOWsing — I can't sleep at night — I just CATnap. I don't know what CATegory to put this problem into but it should be a PETproject of the administration to CATalog the offenders that meow KITTY corner from my dorm room.

The whole campus is being affected by these ubiquitous fluffy creatures: students are CATnapping in class; CATnapping in the pub (drinking teCAtE); the Spaniards are all speaking CATalan; and the muslims are even turning CATHolic!

To top it off, an AGSIM student with a cat draped over his forehead went to the campus nurse complaining he couldn't see. She examined him and announced he has CATaracts!

My solution is to use CATgut to tie concrete waterwings onto these animals and CATapault them into the swimming pool. Someone has to SPAY for this.

*Do you need an optometrist?*

Contact:

Dr. Lawrence A. Pearl  
5132 West Northern Avenue  
Glendale AZ 85301  
937-1518

10% OFF FOR AGSIM STUDENTS & FAMILIES

Henry Kissinger's best line:  
"The nice thing about being a celebrity is that when you bore people, they think it's their fault."

Latest disease among chickens — Cherpas. It's untreatable.

—Tim

Best Rock 'n Roll on Campus

The Standard Deviations

Fri., Feb. 25 9:30 pm

The Pub

WE RENT  
TYPEWRITERS, T.V.'S  
REFRIGERATORS  
USED CARS

4 miles from campus

Also we have a  
typing service

3530 W. Bell Rd.  
978-8772

Rx Eyeglasses  
Contact Lenses

15% Discount  
to AGSIM Students,  
Faculty & Families

BELL OPTICAL  
43rd Ave. & Bell Rd.  
Near Skaggs & Bayless  
978-3545

CAN WIN  
\$1,000,000

Canadian Government Lottery

OVER \$30,000,000. IN CASH  
Draws Every Month

ONE IN FOUR CHANCE OF  
WINNING CASH PRIZES  
UP TO \$1,000,000

— MANY U.S. WINNERS —

Write for info & FREE brochure:

MEGA AGENCIES INC.  
261-1068 Homer Street  
Vancouver, B.C. Canada  
(604) 684-9939

# GULF OIL CORP INTERN: BILL MANNY

\* \* \*

AMERICAN GRADUATE SCHOOL OF INTERNATIONAL MANAGEMENT

INTERNATIONAL SECURITY MANAGEMENT

ORGANIZATION NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY, STATE & ZIP CODE: \_\_\_\_\_

INTERNSHIP CONTACT: \_\_\_\_\_

TITLE: \_\_\_\_\_

PHONE: \_\_\_\_\_

JOB OF PROJECT TITLE: \_\_\_\_\_

JOB OF PROJECT DESCRIPTION: \_\_\_\_\_

INTERNSHIP DATES: \_\_\_\_\_

INTERNSHIP CONTACT: \_\_\_\_\_

TITLE: \_\_\_\_\_

PHONE: \_\_\_\_\_

## As Offer Appeared in Career Services

by Caroline Hubbell

Budget cutting can lead to unexpected good fortune for some people. William R. Manny, an AGSIM third semester student, is a case in point. A recipient of an internship with Gulf Oil Corporation this past Fall, his job as an international policy analyst intern was created because it was cheaper than hiring a full-time Ph.D. to do the work.

Bill, a University of Minnesota graduate in International Relations, spent a little over three months in Pittsburgh, Pennsylvania working in the Public Affairs Unit of Gulf Oil Corporation. His job consisted of writing country risk reports and memos on international issues for Gulf's senior executives. He also monitored and analyzed political, economic and oil market trends in various African countries.

Even though the other analysts included Ph.D.'s picked from academia and a foreign service officer with ten years experience, "I was treated just like one of the analysts," Bill stated.

His biggest assignment and challenge was to write a country risk report on Nigeria, a country he knew nothing about beforehand. Bill said that Gulf had been doing business in this OPEC member country for quite a while, but because of Nigeria's dependency on oil for 80-90% of its revenues, it is quite vulnerable. Gulf closely monitors such countries.

Bill was able to complete this and other reports by utilizing various journals, oil publications and, in this case, the desk officer for Nigeria at the U.S. Department of State. By applying a little "common sense" as Bill put it, he wrote a condensed ten page report for his boss, John Sassi (mentioned in Fortune, March 1980). "It was just a matter of getting the best available information, asking the right questions and answering them with the most accurate and up-to-date data."

The job exceeded his expectations, paying a salary of \$2,000 per month, involved plenty of responsibility, no menial labor, and he had access to a secretary and his own WATTS line. There were also a number of unexpected benefits, such as attending a luncheon in New York at the United Nations in place of his boss.

Bill found himself sitting with corporate executives as they discussed the Vredeling proposal (legislation pending with the EEC proposing management-labor co-

The job exceeded his expectations, paying \$2,000 a month and involving plenty of responsibility (and) nominal labor.

determination of corporate policy and involving mandatory employer disclosure to unions of such information as layoffs, investments and closures). "I got to play Executive for a day," he said.

However, not every day consisted of luncheon meetings with executives or well-known professors from academia. During a typical day, he said, "I sat at a desk with a yellow legal pad and did a lot of reading and writing. It was very unstructured."

While Bill was chosen mainly because of

his writing skills, he noted, "It took me a while to try and get a feel for their writing style. (Theirs) was very brief and crisp and wasted no words at all ... It wasn't a matter of just writing facts and more facts."

Bill remarked that even though the job was very interesting and challenging, there were drawbacks. "One of the big transitions was moving to Pittsburgh and not knowing anyone ... It was kind of hard having no social life. Here, you're around friends constantly ..."

He did not care for the academic routine either. He found writing reports to be very passive. "You didn't know where they would go or how they would be used. It was not the most satisfying ... You weren't a part of the action. You weren't a part of the actual decision-making. It was basically a staff job. You're helping the senior executive to make better decisions."

Another problem Bill encountered was the lack of availability of his boss. Before any of Bill's work could be sent out it would have to be approved by his boss, and "he was always so busy it was hard to get him to review my things and that was very frustrating."

Bill feels it was a worthwhile experience, but jobs in political risk analysis are scarce, and usually reserved for people with Ph.D.'s. For this reason, he's concentrating more on banking as a career. "I'd rather be involved in actual decision-making and I think banking is one job where the loan officer is using some form of political risk analysis, and also playing a role in the actual decisions being made."

Unfortunately, it is unlikely that there will be an internship at Gulf Oil this summer or even next Fall. Gulf, like all major oil companies, has been hit hard by the oil glut. "Gulf has had a particularly difficult time weathering the oil glut," Bill stated. They have called in a consulting firm to help them cut costs by up to 40% so an internship is considered a luxury at this time. If the circumstances do change, Bill stressed the fact that Gulf wanted people with proven writing skills.



Bill Manny

Even with his background of a United Nations internship and participation in an international business program in the Far East, Bill felt it was his writing samples that got him his job. He sent Gulf a copy of a paper on the oil glut he had done for IS 483 (Global Resources), in addition to

It was just a matter of getting the best available information, asking the right questions and answering them with the most accurate and up-to-date data.

editorials which were published in his undergraduate school newspaper. They liked his style.

Upon completion of his internship, Bill received a Certification of Internship Participation from AGSIM. "I feel we should receive credit for our work," Bill said. Considering the amount of work and knowledge gained in a semester long program, it certainly seems appropriate.

## Academic Board cont'd.

Continued from page 1

York, would allow easier contact with the world of business, Nehrt does not consider AGSIM's location as a disadvantage. On the contrary, in relocating, AGSIM would "lose its degree of student cohesiveness." In New York, explained Nehrt, "students come and go without interacting with one another."

The great variety of nationalities shaping the student body "may be one of the glories of the school," commented Horn.

With Fortune's top 1,000 companies all international in nature AGSIM will continue to gain recognition among domestic firms. Furthermore, a small percentage of graduates travel overseas with their work within their first few years in a firm. Nowadays Nehrt recommends business students prepare for a career knowing that at some point in their future with a company, they will inevitably have to deal with international concerns.

Nehrt regards internships as complementary to any academic program, but isn't concerned with the scarcity of AGSIM intern programs. "Few schools have internship programs. The University of

South Carolina does so only because it's so small. How long they'll be able to maintain their intern program is uncertain."

According to Nehrt, just to have studied overseas remains influential among prospective employers. At least the employer "knows the student has been able to adapt," commented Nehrt.

The student with prior work experience may also be at somewhat of an advantage, suggested Nehrt. First, he will probably gain more from his studies. Second, prior work experience is helpful in the interview process, and third, employers view this experience, regardless whether it's been in business, as a part of a maturing process.

When in search of a job, Nehrt recommends using the "rifle Approach" as opposed to the "shot gun" method in which the graduate "aims in a general direction and sends out 200 pellets." Securing employment using the rifle approach requires the student to first clearly identify the industry in which he's most interested; learn what companies deal in the particular industry; then, do a little research on the gamut of firms in order to narrow his choice to a half dozen. His selection will

be based on criteria such as the company's size, product, and growth. Once the student can list the half dozen or so firms, he's now ready to spend a week in the library to research at length the prospective firms. Upon completing his case studies, the student should write an individual letter to each of the companies, making them aware of his insight into the company's activities, weaknesses and problems. "Let the company know what you can do for them," concluded Nehrt, "and they'll remember you."

Students attending the Friday afternoon session attributed the "awkward time" to the poor student turnout. Horn reported this was the first time that no foreign students were present. Board members, who essentially donate their time, said they may change the schedule for next year.

Traditionally, said Horn, those students who do attend are usually the most critical. On the other hand, he recalled that there are over "15,000 alumni scattered around the country who are very loyal" to AGSIM. Horn concluded that throughout his years as an advisor "Everyone thanks me for having sent them to AGSIM."

To punish me for my contempt for authority,  
Fate made me an authority myself.  
—Albert Einstein

Talent is formed in solitude; character out in world.

**FRENCH**  
Spanish  
The Superlearning way

LEARN FASTER REMEMBER MORE

call today: 252-3262  
Khalsa School Of Languages

Tune-Up, Brakes, Air Cond. & Front End  
All Automotive Repairs -N.I.A.S.E. Approved

Thunderbird Chevron Service  
3501 W. Thunderbird, Phoenix, AZ 85023  
Telephone (602) 938-3631



Whit Revell, Dealer

OPEN 24 HOURS  
DIESEL AVAILABLE

**RAWHIDE TRAVEL, INC.**

**FLASH** Rawhide Travel expands in AGSIM's neighborhood! Now we're just 1 mile from you!!  
6318 West Bell Road (Bell Tower Plaza)  
979-3381

"NO FEE, WE'RE FREE"

We'll work our hides off to get you the lowest possible airfare to your destination.

DISCOVER RAWHIDE'S WORLD  
TICKETS BY PHONE — ALL CREDIT CARDS ACCEPTED

1718 WEST BELL ROAD (ACROSS FROM TURF PARADISE) 942-0214  
6318 WEST BELL ROAD (BELL TOWER PLAZA) 979-3381

# Friends of Thunderbird Present \$29,061.99 to Scholarship Fund



Nancy Bossert, president of The Friends of Thunderbird, presents a check for \$29,061.99 to Dr. Voris from The Friends of Thunderbird at the Phoenix Country Club. The sum represents receipts from the Balloon Race and will go to the AGSIM scholarship fund.

## First Scholarship Recipient

"For want of a nail the shoe was lost; for want of a shoe the horse was lost; and for want of a horse the rider was lost" was one of Benjamin Franklin's wise analogies printed in his Poor Richard's Almanac.

In looking at the career of Yasumichi Aoki, it is apparent that the "nail" in his case was the first grant from the Scholarship Fund established by Friends of Thunderbird.

"Yasu" obviously was an unusual individual, since he had quit his job in Japan in order to come to the States, with his wife Ikuko, to enroll at the American Graduate School of International Management. This was exceptional, because in nearly all cases students from Japan are sponsored by the company for which they have been working in Japan.

In October, 1977 "Yasu" realized that due to financial problems he would not be able to complete his studies at AGSIM without some assistance. So he made inquiries as to what help was available.

The Friends of Thunderbird Scholarship Fund was still in its infancy, having been started with \$1,500 made on the first Thunderbird Invitational Balloon Race in November, 1975. However, the Review Committee established

by AGSIM discovered that the small amount available for a scholarship would mean the difference between "Yasu" dropping out or graduating. The Committee was so impressed by the courage and confidence which "Aoki" had shown, along with his excellent academic record, that they decided he was a worthy recipient of the first grant to be issued from the Friends of Thunderbird Scholarship Fund.

The decision of the Review Committee proved to be a good one. Immediately after graduation he was hired by Mister Donut of America, Inc. for the purpose of establishing a chain of their shops in Japan.

"Yasu" was so successful in Japan that in 1979 Mr. Donut promoted him to the position of Manager of International Services, with responsibility for all of their operations in Southeast Asia. But that was only the beginning.

In January, 1982 Aoki went to London to monitor the establishment of the first Mister Donut shop in Europe. In February he went to France to open Mister Donut shops there and then on to Kuwait for the establishment of Mister Donut operations, the first of several Middle East countries to be introduced to the joys of doughnuts.

However, he has kept in touch with some of the many friends he made while at AGSIM. In a Christmas card to Professor and Mrs. Richard Bossert last year he wrote a note saying "In a bookstore we happened to run across the August, 1982 issue of Arizona Highways magazine which featured the Thunderbird Balloon Race. Ikuko and I feel so appreciative and are so impressed that the Friends of Thunderbird would give a scholarship to a foreigner. That is so generous that it is beyond our sense. We think it is now time for Japan to do something for the world."

That small "nail" given to Yasumichi Aoki in October, 1977 might eventually have results beyond the wildest dreams of Friends of Thunderbird and the Review Committee that awarded the initial grant from the Scholarship Fund — which now totals \$149,000 after receiving the proceeds from the 8th Annual Thunderbird Invitational Balloon Race held in November, 1982.

*Editor's Note: 53 Friends of Thunderbird scholarships have been granted since the one to "Yasu" in 1977. There were 17 recipients in 1982.*



Yasumichi Aoki, Tokyo, is the first recipient of a scholarship from a fund established in 1976 by Friends of Thunderbird. Yasumichi is shown with Else Baker, that year's FOT chairman of student services.

## Softball Rules and Schedule

All A.S.A. rules will be observed with the following exceptions and clarifications:

- The game will consist of 7 innings. However:
  - If a team is ahead by 10 runs (or more) after at least 3 innings of play, the game is considered to be a slaughter and will be mercifully ended.
  - No inning will start after the 50-minute mark into the game (therefore, possibilities of ties do exist).
- Teams will consist of no more than 10 players and no less than 8, 3 of which must be female. If in the course of the game, a female is injured and there is no substitute available, the game may continue. However, an automatic out will be assessed each time that female was scheduled to

- bat.
- A player will be ejected if:
  - His or her language is deemed inappropriate by the umpire.
  - Unsportsmanlike conduct (clarification: it is the responsibility of the baserunner to avoid collisions at the bases. A malicious confrontation will lead to immediate ejections from the game and from the league.)
 An ejected player may not be replaced and an automatic out will be assessed each time that player was scheduled to bat.
- Two forfeits will constitute dismissal from the league.
- A pitched ball must be thrown with an arc of no more than 12 feet. If the ball touches any part of the plate or the rug, the pitch is a strike. A fouled third strike is not considered an out.
- All decisions made by the umpire or supervisor are final.

## Schedule

Home team is listed last	3/6 SUN.	3/7 SUN.
2/16 WED. 4:00 - 3 vs. 7 5:00 - 4 vs. 8	10:00 - 7 vs. 6 11:00 - 3 vs. 2	10:00 - RAIN DATE 11:00 - 8 vs. 1
2/20 SUN. 10:00 - 2 vs. 1 11:00 - 5 vs. 6	3/9 WED. 4:00 - 2 vs. 5 5:00 - 6 vs. 4	3/20 WED. 4:00 - 6 vs. 8 5:00 - 7 vs. 2
2/23 WED. 4:00 - 4 vs. 5 5:00 - 2 vs. 6	3/13 SUN. 10:00 - 3 vs. 1 11:00 - 7 vs. 6	4/7 HOLIDAY
2/27 SUN. 10:00 - 8 vs. 3 11:00 - 7 vs. 1	3/16 WED. 4:00 - 4 vs. 7 5:00 - 1 vs. 5	4/6 WED. 4:00 - 1 vs. 6 5:00 - 3 vs. 4
3/2 WED. 4:00 - 1 vs. 4 5:00 - 8 vs. 5	3/20 SUN. 10:00 - 8 vs. 2 11:00 - 6 vs. 3	4/10 SUN. 10:00 - RAIN DATE 11:00 - 5 vs. 7
	3/23 WED. 4:00 - 3 vs. 5 5:00 - 2 vs. 4	

Any Questions call Mike at 978-7326, Box 829

Being with a woman all night never hurt no ball player.  
Staying up all night looking for one — that does him in.  
— Casey Stengie

## Cubs Will Stay in Mesa

Kevin Kucera

A year ago, the Chicago Cubs dreamed of leaving their Mesa, Arizona spring training base for Florida. Manager Lee Elia wanted Florida for more National League Competition than just the San Francisco Giants and San Diego Padres, who are not in the same division, and more sweat under a tropical sun. The theory of more competition is good but, Old Style will sweat the same anywhere south of Moline. General Manager Dallas Green said, "We'd be stupid to pull out, the way those people ran things, the way they treated us." Hopefully, that kind of logic will help bring pennant fever back to Wrigley Field. With the new additions of Ron Cey and Steve Trout, the Cubs might falter toward fame once again.

**STINKHOLE:** New York Yankees owner George Steinbrenner and Chicago White Sox co-owners Jerry Reinsdorf and Eddie Einhorn were fined by Commissioner

Bowie Kuhn for their recent name-calling episode. The incident started in mid-December when Reinsdorf called Steinbrenner "irresponsible" in his signing of free agent Steve Kemp to a five year, \$5.5 million contract.

Steinbrenner responded by calling Reinsdorf and Einhorn "the Abbott and Costello of baseball." Steinbrenner questioned how they could call him irresponsible when the Sox signed free-agent Floyd Bannister to a most lucrative contract.

Spring training will start March 1 for all Cactus league teams. Baseball fans can expect to see a lot of action on and off (on sunny days) the practice fields. More details later.

### AMATEUR HOCKEY

Hockey players interested in league play should contact Kevin Kucera (x7380). All games will take place at the Metro Center arena. This is a well-organized league that will end in late-April.

## Hoping For Better Athletic Facilities? You Can Help!

As some of you may know already, the school will be adding to its athletic facilities this week when a Dynatrack Fitness Course will be put in over a two mile layout around campus. You may have seen similar courses (Par Course is another popular brand) at various other college campuses or city parks around the country. They provide a comprehensive workout for all levels of ability with a lot of flexibility.

While funding for the course has come from both the ASLC surplus fund and the administration, a major saving was obtained by not having the course installed by the company. THIS IS WHERE YOU COME IN!!!

This Friday, the 25th of February, from 12:30 p.m. on we will need willing and able bodies to help build and put the course into the ground.

There are 20 stations total, made of pine posts and piping, (nothing too baffling really) that will spread over the two mile course. With hard work, enough bodies, and a few beers we should be able to put the entire course up in one afternoon. There will be a sign-up this Wednesday in the Post Office for those willing to help during all or part of the afternoon.

Just think, after using this course, all your friends will stop laughing when you walk in, no more sand kicked in the face, fame, fortune, jobs, etc. What more could you ask for!

**REMEMBER — SIGN-UP WEDNESDAY, WORK HARD FRIDAY, PLAY HARD EVERYDAY!**

Contact Charlie Clapp, Box 200 or 938-8776 for any info.

The electronic data network puts the relevant information at the fingertips of whoever has the foresight to ask for it. The ruling scepter is passing from those with the answers to those who ask the questions. The best questioners will run the most successful corporations.

— Alex Madsen  
quoting Rene  
Dubos (Omni;  
Dec. 79)

59th Ave. & Greenway

# UNICORN SALON

AGSIM HAIRCUTTING SPECIAL

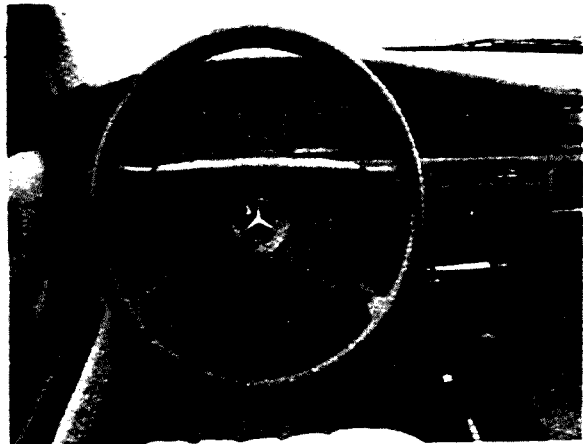
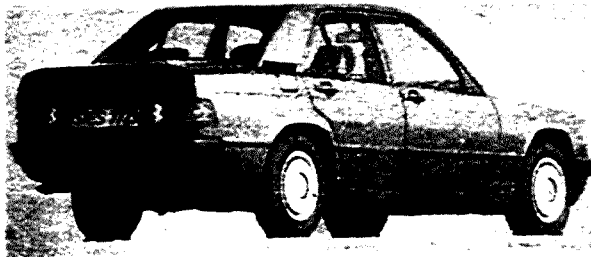
ON: Tues. 4—6 pm  
Thurs. 6—8 pm

Precision Haircutting  
For Men and Women

978-0678

## Fencing

Anyone interested in the sport of fencing can contact Marty Mahowald at X7686 or box #616. En garde.



Peter's Car Corner

Mercedes 190E v. BMW 320i

by Peter Amrein

As all automotive followers have realized by now, both Daimler-Benz and the Bayerische Motoren Werke have cars on the market that are presently making their debut in Europe. Categorized as the W201, the Mercedes 190 and 190E (Bosch fuel-injection) are completely new constructions, all components having been newly developed. They round out the bottom end of the Mercedes carline and are expected to compete successfully with BMW's redesigned 3-Series.

Obviously, aside from the stylistic difference, the cars have a great deal in common. At Daimler-Benz, the W201 (code-named Ushido) is quick, nearly as quick as the 320i. Depicted accurately, that is, by placing engine against engine, the BMW is marginally faster through the gear.

In the BMW's case, I chose the 320i, because it is so similar to the new (little) Mercedes. Its engine weighs in at 1990 c.cm., its six-cylinders generating 125 fuel-injected horsepower. The 190E's engine is of the four-cylinder cast, with 1997 c.cm. producing 122 horsepower.

Looking in at the performance between the two, choosing a five-speed gearbox, the Mercedes 190E accelerated from 0-100 km./h. (0-62 m.p.h.) in 10.5 secs., with a top speed of 195 kms./h. The BMW accelerated to the same speed in 10.4 secs. and topped out at 196 kms./h. (122 m.p.h.).

The two cars are priced within \$2,000 of each other. The 190E costs (cles en main) DM 27,742 (\$11,559), and the BMW 320i costs DM 23,650 (\$9,980). Remember, these prices are only for cars with the European specifications, thus not for personal importation into the U.S.

Fuel costs have decreased considerably, though m. p. g. is nevertheless important. The 190E is expected to deliver an average of 41 m. p. g. driven at a constant 55 m. p. h. The BMW 320i isn't much behind, with an average of over 39 m. p. g.

Moving right along, we come to the interior. Clean, crisp designs, mark both cars. The dashboard of the Mercedes is closely modeled after that of the large S-Class; the BMW's dashboard can be described as a cockpit, all the instruments being angled towards the driver. Whereas the 190E is roomy and utterly refined, the BMW is detailed and compact.

Electronic wizardry abounds in the redesigned BMW, and I would consider BMW to currently have the world's most electronically advanced cars. Indeed, no other manufacturer comes close. Mercedes, on the other hand, produces the most superbly-finished automobiles. Both feature a generous selection of standard appointments. In the BMW, a Check-Control system electronically indicates to the driver if all is working properly. The five-speed gearbox is standard, not so in the Mercedes. Furthermore, the 320i has a service indicator, which tells you when your car needs to be returned.

An electrically heated windshield spray nozzle heads the list of standard innovation on the 190E. A single-blade wiper augments this, as do the different-sized outside mirrors (to reflect the varying angles of the driver's view).

Overall, I must choose the BMW as it offers a better dollar for dollar value than the Mercedes. That it's Bavarian had little to do with my decision! Both cars should be of considerable interest to prospective A. G. S. I. Mites. For flair and race select the BMW, for spacious elegance and refined transportation the 190E. Personally, I'd put both in my car park: The 320i for country roads on a Summer's day, and the 190E for a night at the opera.

Note: The 320i referred to herein is not identical to the 320i for sale in the U.S. The U.S.-version has a 1.8 litre fuel-injected engine, a catalytic-convertor, henceforth less performance.

# AACSD Survey AGSIM 9th In Size

The following are part of the results of the AACSB (The American Assembly of Collegiate Schools of Business) survey, as reported through survey participation and a telephone spot check, to identify the 10 institutions with the largest business school enrollments for fall 1982. Figures include students enrolled full time, as defined by the school, and total full-time and part-time students. At the undergraduate level, the 10 schools with the largest enrollment of business majors admit students as freshmen. —Newsline.

### Top 10 Business Schools Fall 1982 Enrollment

BACHELOR'S DEGREE PROGRAM	
Full Time	Total
1. University of Texas at Austin 8,646	1. Bernard M. Baruch College, CUNY 12,787
2. Bernard M. Baruch College, CUNY 8,437	2. University of Texas at Austin 9,564
3. Arizona State University 7,206	3. Arizona State University 9,530
4. Michigan State University 5,975	4. Pace University 7,961
5. Texas A & M University 5,685	5. University of Texas at Arlington 6,635
6. San Diego State University 5,500	6. San Diego University 6,000
7. Pace University 5,333	7. Texas A & M University 5,995
8. Pennsylvania State University 5,000	8. Michigan State University 5,975
9. Oklahoma State University 4,898	9. University of South Florida 5,911
10. Northern Illinois University 4,822	10. Ball State University 5,865
MASTER'S DEGREE PROGRAM	
Full Time	Total
1. Harvard University 1,500	1. Pace University 5,027
2. University of Pennsylvania 1,379	2. New York University 3,789
3. Georgia State University 1,264	3. Georgia State University 2,852
4. New York University 1,263	4. DePaul University 2,460
5. University of California, Los Angeles 1,199	5. Bernard M. Baruch College, CUNY 2,451
6. Pepperdine University 1,120	6. Pepperdine University 2,120
7. Columbia University 985	7. University of Chicago 2,071
8. University of Chicago 979	8. University of Houston 1,895
9. American Grad. School of Intl. Mgmt. 920	9. Arizona State University 1,862
10. University of Texas at Austin 905	10. Northwestern University 1,860

## Stick Your Neck Out

He was told that if he hadn't written a book by age 35, chances were he never would. (The man was almost 40.) He was told that for every book published, 95 weren't. He was warned that short stories weren't popular or considered for top prizes. (His book won the Pulitzer.) Hollywood told

him his book held no dramatic possibilities and Broadway said it would never make a musical. Would you have washed that idea right out of your hair or would you have hung in there, and written *Tales of the South Pacific* as James Michener did?

A message as published in the Wall Street Journal by United Technologies Corporation, Hartford, Connecticut 06101

## TRAVEL RESERVATIONS WITH FREE DELIVERY!

LUCY SNURE  
(formerly with Miles Travel)  
is now with  
MUNDUS TRAVEL

On Campus Tuesdays & Thursdays  
in the Post Office from 9:30-2:30

4350 east camelback road (602) 840-5250

# Good times offer:



Fourteen cz. glass mug for sale. It's the two-fisted way to drink to good times and salute your great taste in drinks. Why not start a collection? Please send this coupon, along with a check or money order for \$4.95 per mug (no cash please) to: Seagram's 7 Crown Mug Offer, P.O. Box 1622, New York, N.Y. 10152

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Specify quantity \_\_\_\_\_ Amount enclosed \$ \_\_\_\_\_  
Offer expires January 31, 1984. No purchase necessary.  
New York residents add 8.25% sales tax. AMC24  
Please allow 4 to 6 weeks for shipment.

Seagram's