

Study: Business graduate degrees don't help everyone

COLUMBIA, MO (CPS)-- Middle- and lower-income students can improve their earning power dramatically by filing away their business bachelor's degrees and going on for master's degrees in business administration (MBA), a new study has found.

But the highly touted MBA doesn't help upper-middle and upper-income students earn much more than they could without an MBA, the study also concludes.

The study of 346 graduates of the universities of Missouri, Kansas and Oklahoma also discovered that women from the middle,

lower-middle and lower classes earned as much as their male counterparts four to five years out of school—half the sample had BAs and half had MBAs.

"We think it's very gratifying finding equality (between the sexes) for the lower group," says Tom Dougherty, the University of Missouri at Columbia management associate professor who directed the study.

Within four to five years of earning their MBAs, graduates from the lower classes were making about \$11,000 more a year than economically similar students who

earned just business bachelor's degrees.

MBAs, however, didn't help improve the earning power of students from upper economic classes.

"Students from the upper group already have the skills and contacts necessary for success," Dougherty says, "whereas the MBA may provide the extra socialization that those from the lower group need" to earn more money.

And while 'lower class' men and women out of school for four years were making the same

amount of money, females from the upper strata were earning less than males from the upper strata.

Dougherty thinks it's because wealthy females may not have the same access to family businesses as do upper-strata males, a factor he found to contribute greatly to earning power.

He also speculated affluent women probably don't have the same financial motives as females from the lower classes.

"Rich women can afford to take interesting jobs such as working in a museum," observes William Hokanson, director of communications for Harvard's business.

Additionally, affluent females have the option to leave the work force to rear children more readily than women of lesser means, Hickman says.

Dougherty's study, of course, deals with grads of three schools

not nationally recognized as heavyweights in business education

At least one observer thinks an MBA from a "credential" school will accelerate the earning power of any student, regardless of his or her economic background.

"I think that an MBA (from Harvard) will clearly have an advantage over a BA regardless of class," contends John Aisner, assistant director of communications at Harvard's business school.

Moreover, "where you go to grad school is becoming more important," he adds.

At the same time, student's grades don't seem to have anything to do with how much they earn after graduation. Dougherty found no relationship between academic performance and professional success.

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faculty as well. It is a two-way system that provides a wealth of new possibilities," Burke adds.

Plans call for Behrend College to deliver courses in electrical engineering, adult education and others, says Froke. He adds that the T-1 won't be limited to instructional usage. It can be a means of video conferencing administrative committee meetings, student programs, staff development meetings, seminars and other activities between the two campuses, he says.

"This will aid in the research and development efforts of companies in northwestern Pennsylvania," says Behrend Provost John Lilley. "It will allow highly specialized faculty experts to share their knowledge more widely and thereby assist companies in their efforts to remain competitive."

In February, T-1 brought University Park and Behrend staff together for a personnel evaluation workshop. Considering costs such as travel expenses and staff time that normally would have been incurred in bringing the two groups together, the system saved Penn State and estimated \$1,800.

Behrend student Dave Antalek, a freshman agricultural education major, is attending the

agriculture class via T-1. "We can ask questions during class and get an immediate answer," he says. "Discussion goes back and forth as if this were a normal class with the professor right here."

Outside class, Behrend students receive assistance from the designated proctor, Mary Beth Peterson, coordinator of Behrend's career placement office.

"It takes a while to get used to being in front of a camera," says Ron Biebel, freshman agricultural economics major at Behrend. "Yet there is a certain advantage because the distance between you and the instructor tend to make you more inclined to ask questions."

Bucher says T-1 makes him better prepared for teaching the class. "If anything, the format has helped me refine my presentation. My material is more organized because I can't rely on the blackboard as much to get the message across. It has been exciting, teaching this class. Any new approach to teaching can add life to the subject material."

From its inauguration Jan. 15, the T-1 system will be expanded this summer when a similar system is installed at the Milton S. Hershey Medical Center.

Campus notes

--BEHREND STUDIO THEATRE production of Lillian Hellman's "The Children's Hour" opens this week. A powerful drama, the play deals with the tragic results of a malicious rumor that circulates through a girls' boarding school. Free preview is scheduled for 8 p.m. Thursday April 17, on a first-come, first-seated basis. Doors will open at 7:30. The show opens to the public at 8 p.m. April 18, with additional performances April 19, 24, 25 and 26 at 8 p.m. and April 27, at 2:30 p.m. For ticket information, call 898-6331.

--ADVANCED REGISTRATION for Fall semester 1986 is under way, through April 25, in the Registrar's Office, Behrend 114. Students are reminded they must have new ID photos taken in the Registrar's Office before they advance register.

--CONTINUING EDUCATION is offering a workshop titled "Fundamentals of Office Automation" at a reduced price for staff members. The workshop will be held on campus from 9 a.m. to 4 p.m. April 29 and 30. For more information, call the Continuing Education office at 898-6103.

--WAGNER SERIES CONTINUES tonight with the presentation of Richard Wagner's "Twilight of the Gods" at 6:30 p.m. in the Reed Lecture Hall. The videotaped opera, part of Wagner's "The Ring of the Nibelung," will be presented on a large screen. Admission is free.

--SATURDAY MARKS THE START of Behrend's two-day "Symposium in Celebration of Women and Blacks: Gifts, Goals and Barriers." The symposium schedule includes discussions and lectures on apartheid, Civil Rights laws, communication issues, prejudice and equal rights, along with literary readings and student presentations. Events will be held from 9 a.m. to 8 p.m. Saturday and from 8:30 a.m. to 9 p.m. Sunday. For a complete schedule see page 3.

--THE SYLVAN WIND QUINTET will present a concert of chamber music for wind instruments in a live performance on April 19 at 8 p.m. in the Reed Lecture Hall. Admission is free.

--FREE COLORECTAL CANCER SCREENING April 23 from noon to 12:50 p.m. in Behrend 101 for all faculty and staff. For more information, contact the Business Office at 898-6322.

--SGA DINNER/DANCE will be at Peek'n'Peak Friday April 25. Cost is \$20 per couple. Tickets now on sale 1-5 p.m. in the SGA office--first floor Reed Building.

--PROFESSOR EMERITUS BEN LANE will join other English/writing tutors in the Academic Services Center. Mr. Lane will be available on Thursdays from 10 a.m.-noon. The Center is located in Turnbull 205 and offers additional tutoring in Math, Chemistry, Physics, Biology, Accounting and Computer Science.

--SPC PRESENTS "THE DATING GAME" Friday, April 18 at 8 p.m. in Reed Lecture Hall. Pick up a copy of the rules and sign up at the RUB desk.

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