

Pre- Business

The purpose of this brochure is to introduce students to the role of pre- business at Colorado College, to emphasize the importance of career planning and preparation, and to provide practical advice. The objective of the major in Economics is to develop a general knowledge of how economics function to allocate scarce resources. Applying economic theories of decision making and coordination to public policy issues aids students in gaining an understanding of the operation of the United States as well as the interaction of other economies. Specialization in economics is valuable to students who intend to enter business. The liberal arts college tends to de-emphasize pre-professional training and other career issues, but liberal learning and this type of preparation are not incompatible. Students use their liberal arts training to its full advantage and maximize their contributions and service to the business world and the larger society. The following sections offer some direction on career preparation and list a number of activities available at Colorado College that will enhance students' experience and study of business throughout their college careers.

For students interested in a focus on business, courses are offered in accounting, finance, investments, entrepreneurship, marketing, policy and strategy, and business and society. See courses at <http://www.coloradocollege.edu/dept/EC/courses.html>. Opportunities for research on business topics are available in both senior thesis and independent study courses. Thesis topics have included issues related to the business areas of management, accounting, marketing, finance, and business strategy. The Economics and Business Department also has different programs for business career preparation.

The Perspectives Program

Perspectives on Business in a Changing World is a continuing program of visiting faculty, executives-in-residence, lectures, symposia, and other activities designed to discuss and evaluate business as an institution in our society. The particular visitors, speakers and activities in any given academic year are intended to broaden the campus discussion of business to include a variety of fields and points of

view. Over the last several years, the Perspectives program has sponsored more than 40 business executives who have taught courses or given talks at Colorado College. Executives have included the CEOs of Experian Corporation and trip.com, an executive vice president of Bank of America, a senior vice president of Universal Studios, and the manager of the Janus Twenty Fund. The Perspectives program has also sponsored several major college-wide symposia, including Changing Gender Perspectives: Professional Women in the '90s, Reforming Entitlements: War between the Young and Old or Détente over the Decades, Symposium on Technology and E-Commerce, and Economics and the Environment. Faculty and students from different disciplines come together with visitors experienced in operating and observing business. Together, they explore, from a liberal arts perspective, the social, political, ethical, and technological dimensions associated with the varied and rapidly changing role of business in the world.

Food for Thought

The "Food for Thought" program began informally as an opportunity to let the students have visiting executives all to themselves for a time. The program has become one of the most active aspects of the Perspectives Program. At least once per block, visitors, faculty members and sometimes students involved in independent research, gather with other majors and some departmental faculty in a classroom with soft drinks and fast food to carry on a free-wheeling discussion of topics of particular interest to students.

The Schlessman Visiting Executives-in-Residence Program

The Schlessman Visiting Executives-in-Residence Program allows the Economics and Business Department to invite several mid-level and senior executives to campus each year for prolonged periods of time (a week up to a full 3 1/2 week block) during which they examine the role of business in society. This program bridges the gap between abstract knowledge and practical involvement in the business world. The program brings individuals to campus who provide a record of active leadership in economics and a solid contemplation of business in America and the world. They help teach a

departmental course, serve as a visiting lecturer in other courses, meet with students both individually and in groups, talk to gatherings within the Pikes Peak region, and enjoy time for their own reading, discussion, and contemplation.

Graduate School Preparation

The GMAT (Graduate Management Admission Test) is the test required in the application process to business schools. The test has three distinct sections. The analytical writing ability section has two essays and is designed to test a candidate's analytical approach to an issue and an argument; the quantitative section tests the knowledge of basic fundamentals of mathematics; the verbal section is comprised of sentence correction, critical reasoning, and reading comprehension questions. The average GMAT score at the top 10 schools, according to the 1997 US News & World Report, was over 665, out of a possible 800.

It is important for students to assess their skills and abilities in order to find an area of economics that interests them. **The Career Center** has a number of diagnostic tools that can help students with this process. It is also important for students to begin networking. **The Career Center** facilitates informational interviews with alumni, resume and cover letter writing instruction, interview skill practice, and internship information. Internships are especially important to help create personal networks that serve as a source of support and knowledge for students. These efforts enhance students' study and experience of Business as well as form a strong preparation for graduate school and a career.

Pre-Business Advising Faculty

For students interested in a focus on business, the department has three full-time faculty devoted to the major business areas.

Larry Stimpert is Professor of Economics and Business. Professor Stimpert received his B.A. in economics from Illinois Wesleyan University and his M.B.A. in finance from Columbia University. Professor Stimpert received his Ph.D. from the University of Illinois at Urbana-Champaign, where he was recognized for the quality of his teaching while still a graduate student. He has written on many strategy issues, including managerial responses to environmental change and organizational decline, business definition and organizational identity, the management of corporate strategy and diversification, corporate governance, and company strategies following deregulation. He has also co-authored a strategic

management text. Professor Stimpert is a member of the Academy of Management, the Strategic Management Society, the Southern Management Association, and the Academy of Business Education. He also serves on the editorial review board of the Journal of Management.

Judy Laux, Professor of Business Economics, received her B.A. at Colorado College. She attained her M.B.A. at Keller Graduate School of Management and received her Ph. D. at the University of Colorado, Boulder. Laux teaches investments, business finance, and accounting. Professor Laux has done research investigating bankruptcies, but of late has focused on research in the areas of market efficiency (an investments topic), accounting scandals, and accounting pedagogy. Laux presented a paper with a former senior thesis student last October, and their paper will be published in a forthcoming journal.

Clark Maxam, Associate Professor of Business and Economics. He received his Bachelor of Arts at Albion College in 1984. He attained his M.A. in 1986 at the University of Chicago, and received his PhD at Indiana University in 1996. Maxam served as the President of Trailcrest Capital Advisors. Trailcrest focuses on multi-line financial consulting specializing in wealth management and alternative asset management. Professor Maxam teaches investments, entrepreneurship, accounting, business and society. Recent projects include natural gas and oil management evaluation, venture capital financial management and weather risk management research. For more information on these professors or the courses that they teach please see: <http://www.coloradocollege.edu/dept/EC/faculty.html>

Colorado College Graduates

From 1961 through 2000, 306 CC graduates went on to receive graduate degrees. The vast majority of degrees being Masters of Business Administration (MBA) or Juris Doctorate's (JDs). The University of Chicago, Dartmouth, University of Denver, University of Colorado, and Northwestern were the most highly represented institutions. Graduates have gone on to hold a variety of careers in business such as consulting, marketing, banking, finance, investment and more.

For more information, please contact:

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