

# BUSINESS

“An interesting phenomenon is occurring. There’s an increasing demand for liberal arts graduates especially by businesses that offer management-training programs. Why the demand? Because liberal arts graduates have learned to learn.” John Naisbitt, *Megatrends*.

All talented business people have the ability to effectively lead their organizations through change. The business person with a broad liberal arts background such as Lawrence provides – whether he or she decides to major in economics, government, biology, philosophy, or any of 20 additional choices – has acquired the adaptability, broad perspective, and the ability to ask the right questions and to seek answers in a logical, efficient manner. The business person with a liberal arts education will have been trained to anticipate and deal effectively with the unusual circumstances that, all too often in the business world, are not unusual at all.

Lawrence students focus their efforts on “learning to learn.” They seek to understand contexts both familiar and unfamiliar to them, to learn problem-posing and problem-solving skills, and to develop the ability to communicate both orally and in writing while expanding their knowledge about a broad range of subjects. Students acquire the strategies and abilities that will allow them to efficiently address new business problems.

The ability to adapt undoubtedly will become increasingly important. At its 25<sup>th</sup> reunion in 1982, 75% of Yale University’s class of 1957 found that they held jobs that had *not even existed* when they graduated. No area is changing faster than the business world. The business person with a

liberal arts education will adapt most easily.

Successful business leadership also requires an attentiveness to and an understanding of the economy. Lawrence encourages students to seek success in today’s corporations, to take courses in economics as well as other fields such as psychology, mathematics, history, government, and philosophy. A major in economics that includes courses in *Financial Accounting, Corporate Finance, The Political Economy of Regulation, Industrial Organization, and The Economics of the Firm* provides a strong foundation for a career in business. Students interested in a career in business are well served by an economics major, but other majors can also provide appropriate preparation. Furthermore, leadership requires clear communications skills, a deep understanding of human behavior, and moral consciousness – all of which are hallmarks of a Lawrence liberal arts education.

### *The 3-2 Engineering Program*

If you are interested in engineering, the 3-2 engineering program might be the perfect preparation for a career in business, especially if you desire a management position. This program combines three years at

Lawrence with two years in one of our affiliated engineering programs. At the end of five years, you will receive two degrees: one from Lawrence and a second from the engineering school. When you complete the program, you will be especially attractive to businesses that feature substantial interaction between management and technical staff because of the development of liberal arts skills such as thinking, writing, and speaking on a broad range of topics.

### *International Studies*

If you are considering a career in international economic policy or international business, the interdisciplinary area in International Studies might be right for you. In related course work, you will concentrate on a country or region of the world or on a theme such as development or international economics. The International Studies program draws professors and students from economics, anthropology, foreign languages, government, and history. In conjunction with this program, you will also expand your foreign language skills beyond the general education level. Participation in an off-campus program, such as the International Business concentration of the Washington Semester Program, will add to your enrichment. Internships with an international exposure are especially worthwhile.

## CAREER PLANNING

In addition to your professors, including your academic advisor, the Lawrence Career Center provides students with an extensive selection of programs to help clarify career goals, with resources to help search for just the right position or graduate school, and with assistance in getting in touch with the right people. The Alumni Center Consultant Program is one of the Career Center's most effective resources. Many Lawrentians have achieved success in their chosen fields and have volunteered to provide advice, references, summer internships, and other help to Lawrentians who are exploring careers.

## AFTER LAWRENCE

Although many Lawrentians eventually pursue advanced degrees in business and management, most seek professional work experience before applying to graduate schools; indeed, that is the route most business schools prefer. Following graduation, many land excellent positions in the business world and quickly reach positions with significant responsibility.

Manisha Bhinge '02 – Research Associate, Corporate Executive Board  
Randy Mangelsen '00 – Risk Analyst, Wells Capital Management  
Syed Rabbi '99 – Strategic Planning Consultant, CNA Life Insurance  
Daniel Kolev '98 – Senior Business Systems Analyst, Chicago Mercantile Exchange  
Paul Nickel '97 – Manager, Financial Services, Accenture Consulting  
Sarah Schott '97 – Vice President and Assistant General Counsel, The B.C. Ziegler Company  
John Bachhuber, '94, Senior Actuarial Assistant Thrivent Financial for Lutherans  
Jennifer Palmer, '94, Systems Analyst, Deloitte – Touché

Gina Perri Jaeckel, '94, Assistant to the President, Web Offset Corporation  
Aadit Seshasayee '94 Vice President, Lehman Brother Finance (Japan)  
Todd Dembroski, '92, Actuary, American Medical Security  
Michael Nugent, '92, Manager and Senior Analyst, The Tyber Group  
Christopher Serra, '92, Portfolio Manager, Thrivent Financial for Lutherans  
Lisa Hansen, '89, President and Chief Operating Officer, Bouwer Printing, Inc.  
Jon Hofer, '85, Vice President, Head of Application Development Services, Aetna Insurance  
Alexander Starrett, '84, Vice President, Data Services, M & I Bank  
Catherine Cotter, '83, Assistant Vice President, First National Bank of Chicago

A number of Lawrentians have reached the top levels of executive management. For a particularly interesting discussion of how some Lawrentians view the effect of their education on their roles as Chief Executive Officers, see the article entitled "Paradigm Shift: Lawrence, the Harvard Business School of the Midwest" in the Fall 2002 issue of *Lawrence Today*, (<http://www.lawrence.edu/news/pubs/lt/fall02/ceo.shtml>)

David Blowers, '82, Senior Vice President, the Northern Trust Company  
Larry Domash, '81, Chief Financial Officer, First Financial, Inc.  
Robert Perille, '80, Managing Director, Shamrock Capital Advisors  
Harry Jansen Kraemer, '77, President and Chief Executive Officer, Baxter International.  
David Mulford, '59, Chief Investment Advisor to the Saudi Arabia Monetary Fund, Undersecretary of the U.S. Treasury, Chairman International for CS First Boston. Presently U.S. Ambassador to India.

## PRE-BUSINESS ADVISORS

**Dan Alger**, associate professor Lawrence University, B.A.; Northwestern University, Ph.D. Interests: political economy regulation, game theory, industrial organization, and laboratory experiments

**Merton Finkler**, professor University of California, San Diego, B.A.; London School of Economics and Political Science, M.Sc.; University of Minnesota, Ph.D. Interests: public finance, investments, macroeconomic policy, and health care economics.