

Business trend

Seattle Pacific cashing in on interest in business classes

By JULIE EMERY

Seattle Pacific University has opened its new, unnamed business school, riding a wave of confidence about the future and knowing that it is in good academic company.

Campus historians will record that the school's classes began in an era of unprecedented student interest in business administration and a changing student body.

Like the University of Washington and Seattle University, an increasing number of women are attending. About half of the students at Seattle Pacific's accounting program are women.

At Seattle U.'s Albers School of Business, more than a third of the new students accepted in this fall's graduate business programs are women.

The dean, John Eshelman, said women not only are enrolling in greater numbers, but also are getting more than their share of higher grades.

Women now total 31 per cent of undergraduate business enrollment, yet nearly half of the A students are female, Eshelman said.

About 20 Seattle-area schools offer business-administration courses.

The Seattle Pacific business-school director, Dr. F. Wesley Walls, said the school has had a substantial number of courses in business, but student demand pushed for a separate school.

(Students earlier got their degrees through the School of Social and Behavioral Sciences.)

Walls and his boss, Dr. Curtis Martin, director of the University Center, said the school is in part a way of saying thank you to a business community that has strongly supported its fund drives and other programs.

Many university students are from smaller towns and suburbs, Martin said, where the parents tend to be small-business operators and leaders in their communities. These primarily are "self-made people" whose children are apt to be interested in a business education, he said.

Walls and Martin said that while Seattle Pacific students already have a sense of stewardship and a consciousness of



Wesley Walls
'Student demand'



Curtis Martin
'Ethics emphasis'

ethical issues in business, business-ethics classes will be increased and emphasized.

The university plans to double its full-time faculty to 12 in the next three years. The enrollment goal for majors for that period is 400, up from today's 200.

Dr. Raymond T. Cole has been appointed executive officer of the American Management Association extension institute, which will offer classes on the campus.

Walls is a political scientist turned administrator. He also is chairman of the all-campus academic-policies committee.

The school will move into renovated quarters in Moyer Hall in November.