

## **Memo**

**TO:** Ms. Lindsey Gosma Donhauser, Instructor  
**FROM:** Shauna Evans, Student Researcher  
**DATE:** January 15, 2013  
**SUBJECT:** The value of business majors

By your request on January 11, this report outlines the results of my conducted interview as well as my own opinions about that value of business majors today. In a recent Wall Street Journal article, it claimed that nowadays business graduates lack the critical-thinking and problem solving skills as their liberal arts counterparts. This in return, gives business graduates a disadvantage in the job market.

My investigation was conducted on Mr. Dave Evans, an entrepreneur and the CEO of Clipper Merchants LLC D.B.A. Kidworks Academy, which is a childcare center. In order to maintain his company, Mr. Evans has to look after day-to-day operations as well as taking care of the financial and marketing operations and paying the expenditures. Based upon his work status and the requirements of his job I thought it would be especially beneficial of interviewing someone who has a broad range of knowledge working in an important industry.

During the interview, Mr. Evans revealed that he strongly believes do to constant changes within the business world, there needs to be constant changes the material taught to business students. Essentially, businessmen graduates need to be well-rounded people. While in college, these students need to take an array of classes in the liberal arts, in the school of sociology and psychology, in the department of education, history and technology in addition to the required business classes. Mr. Evans goes on to mention how his personal job responsibilities for his specific business are broader then typical business classes provide knowledge for. A few things he has to be able to understand are the humanitarian issues, society issues within the country in order to instill the proper values into young children so they can become productive citizens.

Since business world is always changing the workers need to be able to adapt to these changes. In the years to come, the technological advances and knowledge would have grown in a vast amount. For example, in the field of education, we have to continue to find more effective ways of teaching kids in a varying complex society. Teachers are going to have to be more highly trained in order to keep up with education and social environments that are starting to become more accepting. The teachers need to help their students deal with the educational and social environment they are living in. Government regulation is also becoming more strict on a budgetary standpoint in terms of resources of education. They are giving out fewer amounts of money as the debt in the country continues to increase, so there is a need to know how to operate with less resources. In the end, the future of the department of education depends on how they can train their teaching staff but still maintain a low operational cost.

