

CONVERSATIONS UNLIMITED - April 7, 1987

INTRO UP AND UNDER

Hi, everybody. Perhaps as never before, the ordinary citizen is aware of what's going on the world of big business. The Japanese - U.S. trade war is just one of the many major business stories making the front pages of our newspapers, and getting into the radio and television news. How about the roller-coaster ride of the Dow Jones industrial averages, and the insider trading scandals, and the hostile takeover of the religious organization based in South Carolina? That's business, and Americans are paying attention.

So is Gerrit Wolf. He's dean of the Harriman College of Policy and Management at the State University of New York at

Stony Brook. Dr. Wolf pays attention to management styles, and to how policies are set. He has a special interest in the entrepreneurial skills, and he believes the future of America lies not in the giant corporations -- General Motors, RCA, U.S. Steel -- but rather in the small, new businesses that are started up by risk-takers. All of this, Dr. Wolf, makes me dizzy, sometimes. But from your perspective, this must be an exciting time.

INTERVIEW DR. WOLF:

- Wall Street as Las Vegas
- "Business of America is business" - why?
- Government's role in business
- Management styles:
 - * Reagan
 - * Gimmicks; viz, The One-Minute Manager
- Management as career

14:00

We'll take a short break now. When we return, I'll be talking with Dean Wolf about the education of future managers. What kinds of courses are being offered these potential risk-takers? What kinds of people, in fact, do business firms want ^{ONT} the campuses to be turning out? I hope you'll stay tuned.

Hi. I'm Al Dickle. I'm at the State University of New York at Stony Brook, talking with Gerrit Wolf. Dr. Wolf is dean of the W. Averell Harriman College of Policy and Management. The college has had some important contributions to make over the years. I know, for example, that many Harriman graduates now fill major roles in government agencies. Dean Wolf is building on that base. And one of the areas in which he has been gaining attention is that of entrepreneurship -- it that's a word. As I understand it, Dr. Wolf, you do believe that risk-taking is an important part of business and that it can be taught. How are you doing that at Stony Brook?

INTERVIEW DR. WOLF:

- Outline basic undergraduate/graduate curriculum
- What kind of students are you looking for?
- Placement; internships
- Related agencies at SUSB: Economic Research Bureau
- Outreach: faculty contributions to business community
- Education as an entrepreneurial activity in an already busy field
- A few words about what lies ahead in business education

29:00

OUTRO

*Mgmt as
CABLE*

*Rich Risk-
Tables*

Page 3 - PROMO FOR CONVERSATIONS UNLIMITED - 4/7/87

Hi, everybody. My name is Al Dickle, and the name of my weekly program here on WUSB is Conversations Unlimited. This week I will be talking with Gerrit Wolf. He's dean of the Harriman College of Policy and Management, and he is a leading advocate of applying entrepreneurial skills in business. That means risk-taking. Dean Wolf will tell us about some young people who are fiscal daredevils, and who, because of their risk taking, are also very wealthy. That's

Tuesday at 6 p.m. Conversations Unlimited. WUSB 90.1 FM.