

1961

## 1961-1963 Southern Illinois University Bulletin Carbondale Campus (School of Business)

Southern Illinois University Carbondale

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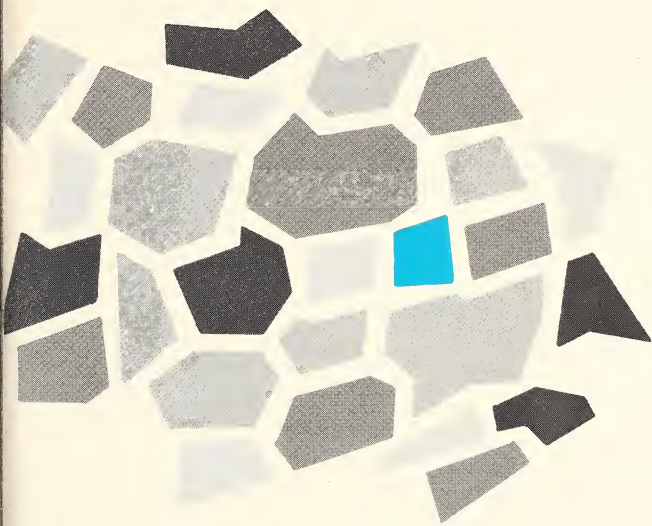
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# **Southern Illinois University**

*Bulletin*



*School of Business*

**CARBONDALE CAMPUS 1961-63**

# Objectives of Southern Illinois University

## TO EXALT BEAUTY

IN GOD,  
IN NATURE,  
AND IN ART;  
TEACHING HOW TO LOVE THE BEST  
BUT TO KEEP THE HUMAN TOUCH.

## TO ADVANCE LEARNING

IN ALL LINES OF TRUTH  
WHEREVER THEY MAY LEAD,  
SHOWING HOW TO THINK  
RATHER THAN WHAT TO THINK,  
ASSISTING THE POWERS  
OF THE MIND  
IN THEIR SELF-DEVELOPMENT;

## TO FORWARD IDEAS AND IDEALS

IN OUR DEMOCRACY,  
INSPIRING RESPECT FOR OTHERS  
AS FOR OURSELVES,  
EVER PROMOTING FREEDOM  
WITH RESPONSIBILITY;

## TO BECOME A CENTER OF ORDER AND LIGHT

THAT KNOWLEDGE MAY LEAD  
TO UNDERSTANDING  
AND UNDERSTANDING  
TO WISDOM.

School  
of Business  
*Announcements for 1961-1963*



SOUTHERN ILLINOIS UNIVERSITY BULLETIN  
Volume 3                      Number 4                      June, 1961  
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The following issues of the *Southern Illinois University Bulletin* may be obtained without charge from General Publications, Southern Illinois University, Carbondale, Illinois.

General Information  
Summer Session  
Schedule of Classes  
Graduate School  
College of Education  
College of Liberal Arts and Sciences  
School of Agriculture  
School of Applied Science  
School of Business  
School of Communications  
School of Fine Arts  
School of Home Economics  
University Institutes  
Division of Technical and Adult Education

## Board of Trustees

	TERM EXPIRES
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Dean Henry J. Rehn, Ph.D. (Chicago)	1945
Assistant Dean Vernon G. Morrison, Ph.D. (Nebraska)	1947
Chief Academic Adviser Mary Noel Barron, M.B.A. (Michigan)	1948

Registrar and Director of Admissions Robert A. McGrath, Ph.D. (Iowa)	1949
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## *This Bulletin. . .*

covers in detail questions concerning the School of Business. It does not cover all questions concerning Southern Illinois University. For complete information about the University the prospective student should refer to the General Information bulletin.

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# University Calendar, 1961-1962

## SUMMER SESSION\*

Session Begins	Monday, June 19
Independence Day Holiday	Tuesday, July 4
Final Examinations	Wednesday–Thursday, August 9–10
Commencement	Friday, August 11

## SUMMER QUARTER\*

Quarter Begins	Monday, June 19
Independence Day Holiday	Tuesday, July 4
Quarter Ends	Friday, September 1

## FALL QUARTER

New Student Week	Sunday–Tuesday, September 17–19
Quarter Begins	Wednesday, September 20
Thanksgiving Recess	Wednesday, 12 noon–Monday, 8 A.M. November 22–27
Final Examinations	Monday–Saturday, December 11–16

## WINTER QUARTER

Quarter Begins	Tuesday, January 2
Final Examinations	Monday–Saturday, March 12–17

## SPRING QUARTER

Quarter Begins	Monday, March 26
Memorial Day Holiday	Wednesday, May 30
Final Examinations	Wednesday–Tuesday, June 6–12
Commencement	Wednesday, June 13

Summer classes will begin on Tuesday, June 20. During the fall, winter, and spring quarters, day classes will begin on the second day of the quarter. Evening classes (5:45 p.m. or later) will begin on the first day of the quarter.

\* Provision has been made for either an eight-week summer session or a regular summer quarter. The one to be followed will not be known until after the Illinois General Assembly acts on the University's budget during the 1961 legislative session.

# University Calendar, 1962-1963

## SUMMER SESSION\*

Session Begins	Monday, June 18
Independence Day Holiday	Wednesday, July 4
Final Examinations	Wednesday–Thursday, August 8–9
Commencement	Friday, August 10

## SUMMER QUARTER\*

Quarter Begins	Monday, June 18
Independence Day Holiday	Wednesday, July 4
Quarter Ends	Friday, August 31

## FALL QUARTER

New Student Week	Friday–Sunday, September 21–23
Quarter Begins	Monday, September 24
Thanksgiving Recess	Wednesday, 12 noon–Monday, 8 A.M. November 21–26
Final Examinations	Wednesday–Tuesday, December 12–18

## WINTER QUARTER

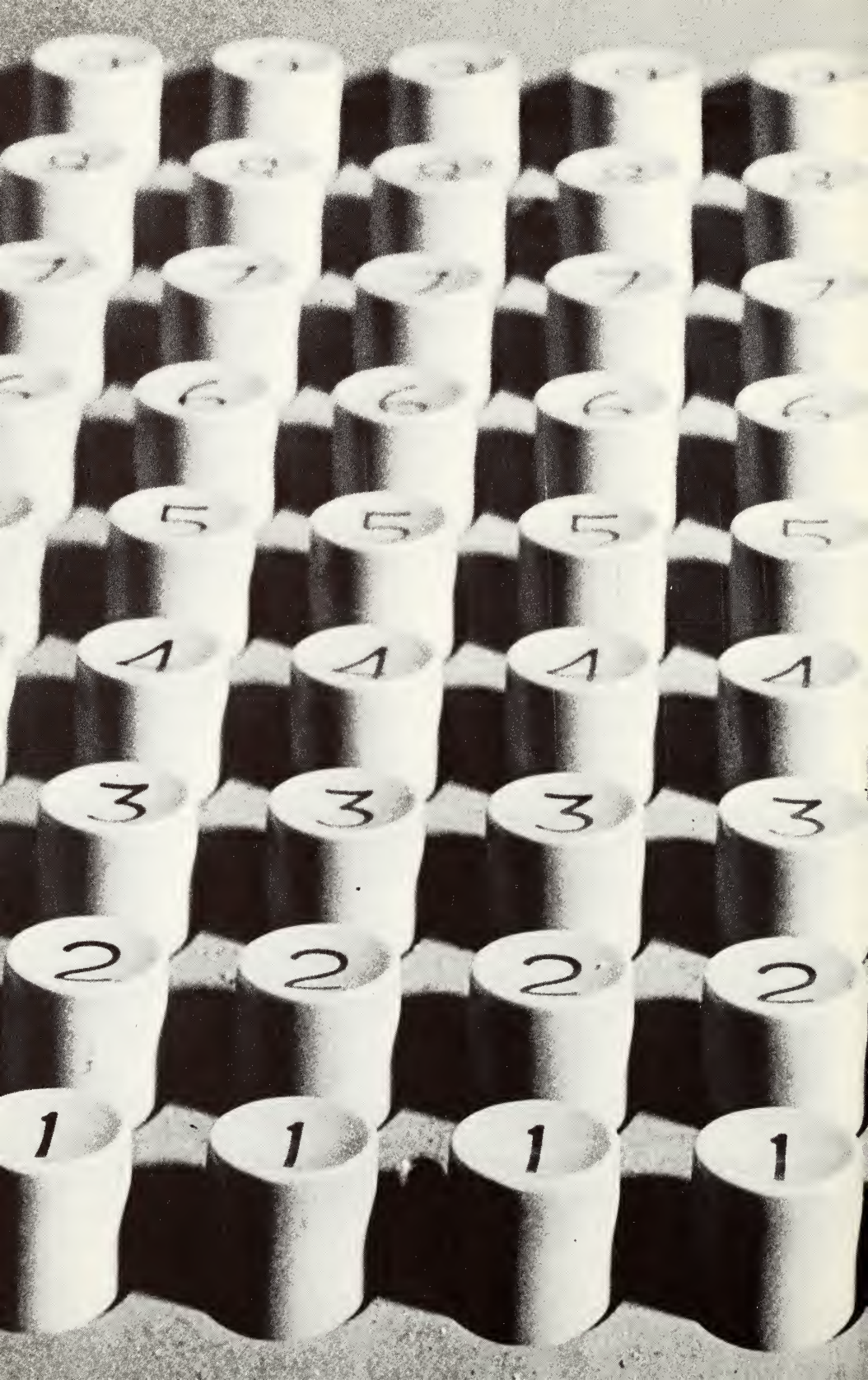
Quarter Begins	Wednesday, January 2
Final Examinations	Wednesday–Tuesday, March 13–19

## SPRING QUARTER

Quarter Begins	Wednesday, March 27
Memorial Day Holiday	Thursday, May 30
Final Examinations	Thursday–Wednesday, June 6–12
Commencement	Thursday, June 13

Summer classes will begin on Tuesday, June 19. During the fall, winter, and spring quarters, day classes will begin on the second day of the quarter. Evening classes (5:45 P.M. or later) will begin on the first day of the quarter.

\* Provision has been made for either an eight-week summer session or a regular summer quarter. The one to be followed will not be known until after the Illinois General Assembly acts on the University's budget during the 1961 legislative session.



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# The University

SOUTHERN ILLINOIS UNIVERSITY was established in 1869 as Southern Illinois Normal University. The shortened name became official in 1947 by action of the state legislature.

For some years after its establishment, Southern operated as a two-year normal school. In 1907 it became a four-year, degree-granting institution, though continuing its two-year course until 1936. In 1943 the state legislature changed the institution, which had been in theory exclusively a teacher-training school, into a university, thereby taking official recognition of the great demand in the area for diversified training.

The Graduate School, approved in 1943, at first granted only the Master of Science in Education degree. In 1948 it was authorized to grant also the Master of Arts and Master of Science degrees. In 1952 the Master of Fine Arts degree was added to this list, and in 1955 the Doctor of Philosophy degree was added. The Master of Music and the Master of Music Education degrees were authorized in 1956.

In 1949 the Belleville Residence Center was established and the Alton and East St. Louis residence centers in 1957. In 1958 the Southwestern Illinois Residence Office was created to co-ordinate and direct the University's educational activities in the Madison-St. Clair counties area. In 1959 its name was changed to the Southwestern Illinois Campus.

## LOCATION

The general administrative offices for the University's campuses at Carbondale, Southern Acres, and Little Grassy Lake are located at Carbondale. The Southwestern Illinois Campus, which is the administrative office for the Alton and East St. Louis campuses, is located at Edwardsville.

The facilities at Carbondale now include more than twenty-five hundred acres of land, thirty-six permanent buildings, and numerous temporary buildings. These buildings house classrooms, auditoriums, laboratories, libraries, offices, living quarters, cafeterias, and farm equipment and animals. The Little Grassy Lake and Southern Acres campuses are each about ten miles from Carbondale.

The facilities of the former Shurtleff College have been leased by the University for the operation of the Alton campus. The East St. Louis campus is located at the former East St. Louis High School building.

## SESSIONS

The academic year is divided into three quarters. Each quarter is approximately twelve weeks in length.

The fall quarter opens near the middle of September and closes just prior to the Christmas vacation period. The winter quarter begins early in January and ends about the middle of March. The spring quarter begins the latter part of March and ends about the second week in June. Definite dates for each quarter may be found in the University Calendar.

In addition to the three quarters, there is an eight-week summer session which begins immediately following the close of the spring quarter. The summer session consists of a comprehensive program of courses offered by the departments of the University. In addition to the courses which run the full eight weeks, there are workshops and short courses covering shorter periods of time.

## REGULATIONS

The University and its various instructional units reserve the right to change the rules regulating admission, instruction, and graduation; to change courses and fees; and to change any other regulation affecting the student body. Such regulations shall go into force whenever the proper authorities so determine, and shall apply both to prospective students and to those who have enrolled in the University.

Each student must assume responsibility for his progress by keeping an up-to-date record of the courses he has taken and by checking periodically with his adviser and the Registrar's Office. Responsibility for errors in program or in interpretation of regulations of the University rests entirely upon the student. Advice is always available on request.

# School of Business

A COMMERCIAL program was offered as early as 1906. Economics was a part of the political science department in 1930 and a part of the commercial department in 1931. Finally in 1932, a commercial department and an economics department were established.

In 1945 these two departments plus nine others were grouped into a College of Vocations and Professions. Ten years later, the Business, Economics, and Industrial Education departments became the School of Business and Industry.

The School of Business was organized in 1957. It now includes the departments of Accounting, Economics, Management, Marketing, and Secretarial and Business Education.

## OBJECTIVES

The academic program of the School of Business is designed to provide the student with the environment, the help, and the stimulation to acquire both an education for business and an education for life. Its objective is to prepare students so that they may become qualified ultimately for professional and administrative positions of responsibility in business, labor, government, and other areas and that they may have an appreciation of the moral and ethical responsibilities attendant to such positions.

## FACILITIES

In addition to the usual classroom facilities, the school has well-equipped statistical, office machines, and typewriting laboratories and classrooms.

## PROGRAMS OF INSTRUCTION

The Bachelor of Science degree may be earned in the School of Business in the following majors: accounting, economics, management, marketing, and secretarial studies. The Bachelor of Arts degree with a major in economics may be earned in the College of Liberal Arts and Sciences. The Bachelor of Science in Education degree with a major in business teacher education or in economics may be earned in the College of Education.

In addition to the above programs, the School of Business co-operates with the Small Business Institute and the Transportation Institute.

The primary objective of the Small Business Institute, which is administratively independent of the School of Business, is to develop executives for small businesses. The program, leading to a Bachelor of Science degree with a major in small business management, is tailored to fit the needs of each student with courses drawn from many departments.

The Transportation Institute, also administratively independent of the School of Business, offers a Master of Science degree program. The School of Business is enlarging its offerings in transportation to meet the needs of the institute.

Further information relative to the Small Business Institute and the Transportation Institute appears in the University Institutes bulletin.

## GRADUATE WORK

The School of Business offers through the Graduate School the Doctor of Philosophy, the Master of Arts, the Master of Science, and the Master of Science in Education degrees. Any of these degrees may be earned in the Department of Economics. The departments of Accounting, Management, and Marketing each offer the Master of Science degree. The Department of Secretarial and Business Education offers the Master of Science in Education degree.

Students should consult the Graduate School bulletin for more information.

## STUDENT ORGANIZATIONS

There are four clubs for business students. Each has professional and

social objectives. They provide a variety of educational experiences, including lectures by campus and off-campus speakers who supplement what is learned in the classroom. Students may find employment opportunities through contacts made in club activities.

All students who have had two courses in accounting on the university level and have an over-all average of "C" or better are invited to join the Accounting Club, while the Marketing Club is open to all students interested in marketing. The Marketing Club is affiliated with the National American Marketing Association. Management students are eligible for membership in the Society for the Advancement of Management. Phi Beta Lambda, an affiliate of the National Future Business Leaders of America, is for students in secretarial studies and business teacher education.

In addition to the above clubs there are professional and honorary fraternities in the School of Business.

Alpha Kappa Psi, a national professional business fraternity, is interested in all male students who plan to follow business as a profession. Pi Omega Pi is a national honorary fraternity for undergraduates in business teacher education. Its aims are to foster interest in business and in teaching as a profession, to encourage and recognize high scholarship, and to emphasize service. Business teacher education students who have at least a "B" average in business and education courses are eligible for membership.

COMPLETE DETAILS concerning admission, tuition, fees, housing, financial assistance, and student employment are given in the General Information bulletin. For a free copy write to General Publications, Southern Illinois University, Carbondale, Illinois.

## ADMISSION TO THE SCHOOL

The School of Business recommends that students include in their high school program four units of English, two of mathematics, two of science, and two of social studies.

Inquiries concerning admission to the School of Business should be addressed to the University's Admissions Office. Application for admission should be initiated at least thirty days in advance of the desired entrance date. High school seniors should start the admission process during the



first semester of their senior year, but their formal admission will not be considered until after receipt of the high school record showing completion of the seventh semester of high school work.

## TUITION AND FEES

At the present time legal residents of Illinois registered for more than eight hours pay a total of \$61.50 per quarter. This includes \$42.00 tuition, a \$5.00 book rental fee, a \$5.00 student union building fund fee, and a \$9.50 student activity fee. Out-of-state students pay an additional \$50.00 tuition, or a total of \$111.50. Students registered for eight hours or fewer pay one-half tuition, one-half book rental fee, and full student union building fund fee; they have the option of paying the student activity fee.

## ADVISEMENT

To insure that an undergraduate student is properly advised concerning the course of study which will fulfill the general university requirements and prepare him for his chosen career, academic advisement has been made the special responsibility of a selected group from the teaching faculty. The School of Business has a chief academic adviser and a number of assistant advisers.

## REQUIREMENTS FOR THE BACHELOR'S DEGREE

Each candidate for the degree must complete a minimum of 192 hours of credit in approved courses. At least 64 must be in senior college courses, of which 48 must be earned at Southern, 16 of which may be earned in extension from Southern. Each student must have a "C" average, and grades not lower than "C" in subjects aggregating at least three-fourths of the work. A "C" average is required in the major subject. These averages are required for the credit made at Southern as well as for the total record.

The *quarter hour* is the unit of credit used at Southern and throughout this bulletin. One quarter hour is two-thirds of a semester hour.

Except for Bachelor of Music Education and Bachelor of Music degree students, the following requirements should be met by all bachelor's degree candidates of the University within the first two years of attendance.

REQUIREMENTS	HOURS	COURSES
Social Studies	20	Economics 205, Geography 100, 300, Government 101, History 101, 102, 103, 201, 202, Sociology 101 (work in four of the five departments)
Humanities	18	
English	(9)	English 101, 102, 103
English	(6)	English 205, 206, 209, 211, 212
Art or Music	(3)	Art 120, Music 100
Biological Sciences	9	
Health Education	(4)	Health Education 100
Botany or Zoology	(5)	Botany 101, 102, 202, Zoology 100
Mathematics and Physical Sciences	12	Chemistry, physics, and mathematics (work in two of the three departments)
Practical Arts and Crafts	3	Agriculture, business administration, home economics, industrial education (automatically satisfied by students in the School of Business)
Physical Education	6	Activity courses
Air Science (Men only)	3	Air Science 110, 210, 220, six quarters of leadership laboratory, and three elective courses must be satisfactorily completed before this requirement is fulfilled.
TOTAL	71	

### SCHOOL OF BUSINESS REQUIREMENTS

The electives should be chosen so that the student has at least 77 hours in the School of Business and at least 77 hours outside of the school.

Each student must pass an English qualifying examination. This examination, given several times each year, should be taken by the student in his sophomore year.

The following courses are required by the School of Business: Accounting 251, 252, 253, Economics 205, 206, 307, Geography 211, History 202, Management 320, 371, and Marketing 230. These courses represent 49 hours of credit, but because 18 of these hours count toward general degree requirements in practical arts and crafts and in social studies, the curricula suggested by the various departments list only 31 hours for School of Business requirements.



# Instructional Units

## ACCOUNTING

Professor Edward J. Schmidlein, Jr., Ph.D. (New York)	1959
Professor Ralph Dale Swick, D.B.A. (Indiana), Chairman	1955
Associate Professor Clifford R. Burger, M.S. (Indiana State)	1958
Associate Professor J. William Cundiff, J.D. (Northwestern)	1958
Associate Professor Leo M. Favrot, M.B.A. (Harvard)	1960
Associate Professor Susie E. Ogden, A.M. (Illinois)	1931
Associate Professor Roy W. Richards, M.B.A. (Indiana)	1960
Assistant Professor Mary Noel Barron, M.B.A. (Michigan)	1948
Assistant Professor Robert L. Gallegly, A.M. (Illinois)	1946
Instructor Jerome J. Rooke, M.S. (Northern Illinois)	1957
<hr/>	
Visiting Professor E. I. Fjeld, Ph.D. (Columbia)	1961-62

Accounting is the means by which the many transactions of business are analyzed, recorded, and interpreted. The ability to analyze and interpret is not easily acquired. It is one that takes thorough and serious study.

The accounting program is designed to develop that ability which leads to professional positions in cost accounting, auditing, income tax, financial statement analysis, and general financial accounting. The operation of a business and its financial position are of interest to its owners, to its employees, to its creditors, to the government, and to the public in general.

The accounting curriculum is designed to cover four general areas of study: theory, cost, tax, and auditing. In addition to the four main groups, special courses are offered in governmental accounting, accounting systems, and C.P.A. problems. Although individuals trained in accounting might work in private industrial firms, public accounting firms, governmental agencies, or in college teaching, the four basic areas in accounting are

needed as background for any of those types of work. Those individuals desiring to practice public accounting in Illinois should familiarize themselves with the Illinois law and regulations covering a C.P.A. certificate. The regulations are published by the Committee on Accountancy, University of Illinois, Urbana, Illinois.

### SUGGESTED CURRICULUM IN ACCOUNTING

This curriculum leads to a Bachelor of Science degree.

<i>General Degree Requirements</i> (See page 6.) .....	71
<i>School of Business Requirements</i> (See page 7.) .....	31
<i>Requirements in the Major Department</i> .....	32-33
Accounting 331, 341, 351, 352, 353, 356, 442 .....	29
Accounting 355 or 432 or 458 or 459 or 461 .....	3-4
<i>Related Requirements for the Major</i> .....	26-28
Speech 101 .....	4
Economics 315, 317 or 470 .....	7-8
Management 170, 271 or 361, 340 or 380, 372 or 373 .....	15-16
<i>Electives</i> .....	29-32
<i>Total</i> .....	<u>192</u>

The following courses constitute a minor in accounting: 251, 252, 253, 8 hours of accounting courses numbered 300 or above, Management 170.

### COURSE DESCRIPTIONS

Courses on the 100, 200, and 300 levels are for undergraduate students. Those on the 400 level are for both undergraduate and graduate students. Those on the 500 level are for graduate students only.

- 250-4. ACCOUNTING FUNDAMENTALS. A study of accounting principles covering the more prevalent types of business organizations. Usefulness of accounting reports and data rather than technical practice is stressed. Not open to majors in the School of Business.
- 251-4, 252-4, 253-4. ACCOUNTING I, II, III. The fundamentals of accounting as applied to sole proprietorships, partnerships, and corporations. The purpose of accounting as an orderly method of providing useful information to management, investors, and others is emphasized. Courses to be taken in sequence. Prerequisite: sophomore standing.
- 309-2. INDIVIDUAL INCOME TAX. Preparation of income tax returns. Federal income tax law as applied to individuals. Not open to accounting majors.
- 331-5. TAX ACCOUNTING. Study of accounting principles and procedures for

- meeting requirements of current laws and regulations which relate to federal income tax. Laboratory problems and preparation of tax returns with special emphasis on the individual taxpayer. Prerequisite: 253.
- 341-3. **COST ACCOUNTING.** Cost determination and control of manufacturing activities. Interpretation and managerial implications of material, labor, and overhead for job order and process types of cost systems. Cost reports to executives. Prerequisite: 253.
- 351-4, 352-4, 353-4. **ADVANCED ACCOUNTING I, II, III.** Accounting principles and procedures for the preparation of adequate financial statements. Special attention given corporate equity, inventories, depreciation, investments, partnership equity, consignments, installment sales, insurance, branch accounts, and compound interest in relation to accounting practice. Analysis and interpretation of statements; preparation and use of special statements; application of funds, consolidated statements. Courses to be taken in sequence. Prerequisite: 253.
- 355-3. **GOVERNMENTAL ACCOUNTING.** Study of the unique characteristics of fund accounting as found in local, state, and federal government units and certain private institutions. Prerequisite: 253.
- 356-5. **AUDITING.** Objectives, standards, and procedures for auditors in examining and reporting on financial statements, internal control, and accounting practices of business firms and non-profit organizations and agencies. Prerequisites: 341, 352.
- 410-4. **SURVEY OF ACCOUNTING.** Purpose is to permit non-accounting majors and teachers to study advanced accounting from the standpoint of its usefulness in controlling and administering an enterprise. Critical analysis of reports, statements, and other accounting data but with little attention given to accounting techniques used in collecting and reporting such information. Prerequisite: 250 or 253 or equivalent. Not open to accounting majors.
- 432-4. **PROBLEMS IN FEDERAL TAXATION.** Study of income tax problems which arise from partnership, corporation, estate, and trust types of organization. Brief study of social security, federal estate, and gift taxes. Student does research in source materials in arriving at solutions of complicated tax problems. Prerequisite: 331.
- 442-4. **ADVANCED COST ACCOUNTING.** Cost accounting for co-products, joint products, and by-products. Managerial control and profit planning through flexible budgets, standard costs, direct costing, break-even and profit-to-volume charts, and differential and comparative cost analyses. Distribution costs. Prerequisite: 341.
- 458-4. **ACCOUNTING SYSTEMS.** Problems in accounting systems design and installation. Examination of existing systems and practice in system design and reports. Prerequisites: 341, 352.
- 459-4. **INTERNSHIP IN ACCOUNTING.** Supervised work experience in professional accounting. Prerequisite: outstanding record in accounting and recommendation of the committee on internship.
- 461-4. **C.P.A. AND ADVANCED ACCOUNTING PROBLEMS.** A problems course, using problems from the examinations sponsored by the American Institute of Certified Public Accountants and given in the last few years. Some problems also drawn from other sources. Prerequisites: 341, 352.

Courses on the 500 level are for graduate students only.

- 500-2 to 5. READINGS IN ACCOUNTING. Directed readings on selected topics in the accounting field.
- 501-2 to 5. INDIVIDUAL RESEARCH IN ACCOUNTING. Directed research in selected areas of accounting.
- 550-4. ACCOUNTING THEORY. Contemporary advanced accounting theory including controversial issues with emphasis on net income determination and asset valuation. Particular attention given to current publications of the profession and governmental agencies. Prerequisite: 352 or 410 or equivalent.
- 557-4. ADVANCED AUDITING. Advanced auditing procedures applicable to medium and large scale businesses. Not only is careful attention given to auditing standards as outlined by the American Institute of Certified Public Accountants, but rulings of governmental agencies, such as the Securities and Exchange Commission, affecting auditing procedures are analyzed. Prerequisite: 356 or consent of instructor.
- 562-4. C.P.A. AND ADVANCED ACCOUNTING PROBLEMS. A problems course including some highly technical C.P.A. examination problems not studied in undergraduate courses. Prerequisite: 461 or consent of instructor.
- 565-4. CONTROLLERSHIP. A study of the function of controllership in a business organization. Includes an analysis of the duties and responsibilities of a controller, in his capacity as the chief accounting executive of a firm. Attention is given to the contribution of a controller to effective planning, co-ordination, and control through accounting. Prerequisites: 341 and 352 or consent of instructor.
- 599-2 to 9. THESIS.

## ECONOMICS

Professor Clark Lee Allen, Ph.D. (Duke)	1958
Professor George H. Hand, Ph.D. (Princeton)	1952
Vandever Professor C. Addison Hickman, Ph.D. (Iowa)	1960
Professor Robert George Laver, Ph.D. (Harvard), Chairman	1955
Professor Lewis A. Maverick, Ph.D. (Harvard), Ed.D. (California) Emeritus 1959	1946
Professor Edward V. Miles, Jr., A.M. (St. Louis)	1919
Professor Guenther Carl Wiegand, Ph.D. (Northwestern)	1956
Associate Professor John Arthur Cochran, Ph.D. (Harvard)	1957
Associate Professor Milton T. Edelman, Ph.D. (Illinois)	1950
Associate Professor Bernard J. Marks, Ph.D. (Minnesota)	1961
Associate Professor Thomas A. Martinsek, Ph.D. (Ohio State)	1959
Assistant Professor Robert L. Decker, B.S. (Colorado)	1961

Assistant Professor Paul Isbell, M.S. (Illinois)	1952
Assistant Professor Vernon G. Morrison, Ph.D. (Nebraska)	1947
Assistant Professor Donald A. Wells, Ph.D. (Oregon)	1960
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Lecturer Eugene Maxwell Malone, B.A. (Southern Illinois)	1960-61
Lecturer Catherine W. Martinsek, M.A. (California)	1960-61
Lecturer Harry C. Thornberry, M.S. (Southern Illinois)	1959-61
Lecturer Thomas M. Stevenson, Jr., M.A. (Southern Illinois)	1960-61

The aim of the economics courses is to develop in the student such critical and analytical skills as underlie the ability to understand economic problems and institutions, both in their contemporary and historical setting.

Students who major in economics may specialize in any one of six areas: general economics, banking\*, public finance, labor, foreign trade, or economic theory. These specialties furnish the academic background necessary for many positions in industry, for work in the economic branches of government service, for college or university teaching, and for graduate study in economics and business.

A student may elect economics as his major or minor subject for the following degrees:

1. Bachelor of Science for students in the School of Business.
2. Bachelor of Arts for students in the College of Liberal Arts and Sciences.
3. Bachelor of Science in Education for students in the College of Education.

### *SUGGESTED CURRICULA IN THE SCHOOL OF BUSINESS*

<i>General Degree Requirements</i> (See page 6.) .....	71
<i>School of Business Requirements</i> (See page 7.) .....	31
<i>Economics Courses Required for the Major</i> .....	29-42
Economics 315, 317, 330, 470 .....	15
One of the following specializations .....	14-27
GENERAL ECONOMICS: 310, 328, 418, 440, 450, 451, 481 .....	24
BANKING: 310, 416, 432, 451 .....	14

(Continued on next page)

\* Not included in the list of specializations in economics for students in the College of Liberal Arts and Sciences.



<i>Economics Courses Required for the Major</i> .....	Continued
PUBLIC FINANCE: 310, 331, 340, 416, 418, 432	21
LABOR: 310, 328, 411, 432, 436	18
FOREIGN TRADE: 310, 328, 416, 418, 429, 460, 481	27
ECONOMIC THEORY: 308, 328, 416, 429, 440, 450, 451	25
<i>Related Requirements for the Major</i> .....	23
Government 231, History 103, Management 340, 473, Mathe- matics 111, and 2 hours of philosophy	
<i>Additional Courses Depending Upon Specialization</i> .....	4-12
GENERAL ECONOMICS: Management 380	4
BANKING: Management 380, Marketing 334	8
PUBLIC FINANCE: Government 360, 495	9
LABOR: Management 380, Psychology 201, 322	12
FOREIGN TRADE: Government 370	4
ECONOMIC THEORY: Management 380	4
<i>Electives</i> .....	21-30
The number of hours depends upon the specialization: 24 hours for general economics, 30 for banking, 22 for public finance, 22 for labor, 21 for foreign trade, and 23 for economic theory.	
<i>Total</i> .....	192

Required courses constituting a minor in economics: Economics 205, 206, 307, 315, 317, 310 or 328 or 330, Accounting 250 or (251, 252, and 253).

### SUGGESTED CURRICULA IN THE COLLEGE OF LIBERAL ARTS AND SCIENCES

Required courses constituting a major in economics with a specialization in *general economics*: Economics 205, 206, 307, 310, 315, 317, 328, 330, 418, 440, 450, 470, 481; Accounting 250; Mathematics 106c and 111.

Required courses constituting a major in economics with a specialization in *foreign trade*: Economics 205, 206, 307, 310, 315, 317, 328, 416, 418, 429, 460, 470, 481; Accounting 250; Government 370 and 475; Mathematics 106c and 111.

Required courses constituting a major in economics with a specialization in *labor*: Economics 205, 206, 307, 310, 315, 317, 330, 411, 436, 470; Psychology 201, 322; Sociology 101, 338; Accounting 250; Mathematics 106c and 111.

Required courses constituting a major in economics with a specializa-

tion in *public finance*: Economics 205, 206, 307, 310, 315, 317, 328, 330, 331, 340, 416, 432, 440, 451, 470; Accounting 250; Government 360; Mathematics 106c and 111.

Required courses constituting a major in economics with a specialization in *economic theory*: Economics 205, 206, 307, 315, 317, 328, 330, 416, 429, 440, 450, 451, 465, 470; Accounting 250; Mathematics 106c and 111.

It is recommended that electives be selected from the social sciences and mathematics.

Required courses constituting a minor in economics: Economics 205, 206, 307, 315, 317, 310 or 328 or 330, Accounting 250.

### SUGGESTED CURRICULA IN THE COLLEGE OF EDUCATION

Required courses constituting a 48-hour major in economics: Economics 205, 206, 307, 310, 315, 317, (328 or 330), 418, (440, 450, 451, or 470), (460 or 481); Accounting 250; Marketing 230.

Required courses constituting a 36-hour major in economics: Economics 205, 206, 307, 315, 317, (310, 328, or 330), 418, (460, 470, or 481).

Required courses constituting a minor in economics: Economics 205, 206, 307, 315, 317, and (310, 328, or 330); Accounting 250.

### COURSE DESCRIPTIONS

Courses on the 100, 200, and 300 levels are for undergraduate students. Those on the 400 level are for both undergraduate and graduate students. Those on the 500 level are for graduate students only.

205-5. SURVEY OF ECONOMIC PRINCIPLES.

206-4. ECONOMIC PRINCIPLES AND PROBLEMS. Prerequisite: 205.

301-1 to 6. ECONOMIC READINGS. Reading in books and periodicals in a defined field, under direction of one or more staff members. Periodic written and oral reports. Prerequisite: approval of chairman.

307-4. ECONOMIC AND BUSINESS STATISTICS I. 3 hours lecture; 2 hours laboratory. Prerequisite: 205; recommended, Mathematics 106c.

308-4. ECONOMIC AND BUSINESS STATISTICS II. 3 hours lecture; 2 hours laboratory. Prerequisite: 307 or consent of instructor.

310-4. LABOR PROBLEMS. Prerequisites: 205 and 206.

315-4. MONEY AND BANKING I. Prerequisites: 205 and 206.

317-4. ECONOMIC HISTORY OF THE UNITED STATES. Prerequisite: 205.

328-4. INTERNATIONAL ECONOMICS I. Prerequisites: 205 and 206.

330-4. PUBLIC FINANCE I: NATIONAL. Prerequisites: 205 and 206.

331-3. PUBLIC FINANCE II: STATE AND LOCAL. Prerequisite: 330 or consent of instructor.

- 340-3. PUBLIC UTILITY ECONOMICS. Prerequisites: 205 and 206.
- 355-3. ECONOMICS OF CONSUMPTION. Prerequisite: 205 or consent of instructor.
- 360-3. REGIONAL ECONOMY. Natural economic regions, governmental action (as in the T.V.A.), local applications.
- 380-4. ECONOMICS OF WAR. Mobilization, resource allocation, manpower, wage and price problems. Government economic policy. Post-war problems. Prerequisite: 205.
- 411-4. COLLECTIVE BARGAINING AND DISPUTE SETTLEMENT. Nature, issues, procedures, economic effects. Analysis of actual collective bargaining situations. Prerequisite: 310 or consent of instructor.
- 416-4. MONEY AND BANKING II. Emphasis upon the Federal Reserve and other banking systems. Prerequisite: 315 or consent of instructor.
- 418-4. ECONOMIC HISTORY OF EUROPE. A survey of the economic growth of Europe with emphasis upon the development of European agriculture, industry, finance, and international trade since 1750. Prerequisites: 205 and 206 or consent of instructor.
- 419-4. LATIN AMERICAN ECONOMIC DEVELOPMENT. A survey of the resource base of Latin American economic development with special reference to the problems of transition from an export-import to an integrated industrial economy; monetary policies; problems of economic planning. Prerequisites: 205, 315.
- 429-4. INTERNATIONAL ECONOMICS II. Intensive treatment of the principles of international economics with special emphasis on the classical and modern theories of international trade. Income effects. Balance of payments adjustments. Prerequisite: 328 or consent of instructor.
- 432-3. FISCAL POLICY OF THE UNITED STATES. Countercyclical, secular, and emergency use of government expenditures, debt, taxes. Prerequisites: 205 and 206 or consent of instructor.
- 436-3. GOVERNMENT AND LABOR. (Same as Government 436.) A study of labor relations and legislation considering both constitutional and economic aspects. Prerequisites: 205 and Government 101 or 231 or 300 or consent of instructor.
- 437-4. ECONOMICS OF SOCIAL SECURITY. The federal and state social security programs, including Social Security Act, Workmen's Compensation, Unemployment Compensation, Disability Insurance, with emphasis on their economic aspects. Prerequisites: 205 and 206 or consent of instructor.
- 440-3. INTERMEDIATE THEORY. A more intensive treatment of price theory. Prerequisite: 205, 206 or consent of instructor.
- 445-2 to 8. SOUTH AMERICAN STUDY TOUR. (Sponsored by Latin American Institute, in co-operation with departments of Anthropology, Economics, Foreign Languages, Geography, Government, History, and the University Museum.) Fifty to fifty-five days of travel and study in South America, with twenty to twenty-five lectures and seminars (in English) by experts from colleges and universities in at least five countries. A project paper will be required. Students seeking credit under more than one department must arrange their papers and credits with each department.

- 450-3. HISTORY OF ECONOMIC THOUGHT. Great economists and the development of economic theory. Prerequisites: 205 and 206 or consent of instructor.
- 451-3. ECONOMIC THEORIES. A study of the theories of recent leading economists. Prerequisite: 450 or consent of instructor.
- 460-4. RUSSIAN ECONOMY. A study of the development of Russian trade, agriculture, industry, government, finance, and standards-of-living in successive periods in relation to the historical, geographic, economic, and ideological background. Prerequisite: 205 or consent of instructor.
- 465-4. MATHEMATICAL ECONOMICS. A systematic survey of mathematical economic theory. The principal topics are conditions of static equilibrium, including stability conditions, dynamic models using difference equations, and linear production models of input-output analysis and activity analysis (linear programming). Prerequisites: 440 and consent of instructor.
- 470-3. BUSINESS CYCLES. Major business fluctuations in the United States—prices, employment, production, credit, inflation and deflation, and government action during the cycles. Prerequisite: 315 or 440 or consent of instructor.
- 471-4. LAND RESOURCE ECONOMICS (Same as Forestry 471 and Agricultural Industries 471). The use of land as an economic variable in production of goods and services; land markets; group versus individual conflicts; elementary land resource planning techniques. Field trip costs approximately \$5. Prerequisite: 206 and Agricultural Industries 350 or Forestry 470; or Economics 440.
- 481-3. COMPARATIVE ECONOMIC SYSTEMS. Capitalism, socialism, fascism, and other forms of the economy. Prerequisite: 205 or consent of instructor.
- 490-4. WORKSHOP IN ECONOMIC EDUCATION. (Same as Secondary Education 490.) Designed to assist elementary and secondary school teachers in promoting economic understanding in the minds of their students through the translation of economic principles and problems into classroom teaching materials.

Courses on the 500 level are for graduate students only.

- 500-4 to 8. ECONOMICS SEMINAR. A study of a common, general topic in the field of economics, with individual reports and special topics. (This course may be taken twice for a total of 8 hours of credit.) Prerequisite: 205 or consent of instructor.
- 501-1 to 5. ECONOMIC READINGS. Contemporary books and periodicals in economics. Prerequisite: consent of chairman.
- 502-1 to 6. READINGS IN RESOURCE ECONOMICS. (Same as Forestry 520B and Agricultural Industries 520B.) Directed reading in the field of resource economics. Prerequisites: graduate standing and consent of instructor.
- 512-4. LABOR ECONOMICS. A study of economic principles involved in the employment relationship. Such topics as wage theory, the labor market, employment and unemployment, and the economic effects of collective bargaining are covered. Prerequisite: 310 or consent of instructor.

- 519-4. **ECONOMIC GROWTH.** Intensive examination of the problems (past and present) of economic development faced by nations everywhere. Attention to the alternative solutions which have been, or are being, attempted. Prerequisite: 317 or 418 or consent of instructor.
- 533-4. **PUBLIC FINANCE THEORY AND PRACTICE.** Historical development of public finance theories with analyses of their policy implications. Prerequisite: 330 or consent of instructor.
- 541-4. **NATIONAL INCOME THEORY.** Keynesian and post-Keynesian developments in national income theory. Empirical research concerned with characteristics and magnitudes of important national income concepts, such as the consumption function, are examined. Recent American policies and problems bearing on national income fluctuations are considered. Prerequisites: 205 and 206 or consent of instructor.
- 542-4. **PRICE THEORY.** A course designed to develop skills in the use of the analytical tools, including the basic mathematical techniques, used in price theory. Prerequisite: 440 or consent of instructor.
- 561-4. **COMPARATIVE ECONOMIC DEVELOPMENT IN ASIA.** A comparison of the economics of Japan, India, and China within the framework of emerging economic theory of developing economies. Performance, goals, problems of self-sustaining growth, problems of resource allocation, and changes in the institutional framework in each case. Economic role of the U.S. in Asian development. Prerequisite: 205 or consent of instructor.
- 575-4. **ECONOMIC REGULATION.** An analysis of the economic causes and effects of the regulation of agriculture, business, and labor. Prerequisites: 330 and Management 473 or consent of instructor.
- 581-4. **ECONOMICS OF WELFARE.** The application of economic theory to the quest for economic welfare. Includes consideration of income distribution, rates of growth, the pricing system, and the role of government. Prerequisite: 440 or equivalent.
- 582-4. **ECONOMIC BEHAVIOR.** A theoretical and empirical study of the behavioral aspects of economics, including the behavior of firms, households, and government. This course draws upon the recent literature of economics and also, on frontier areas, upon directly relevant concepts and findings of related behavioral sciences. Prerequisite: 440 or equivalent or consent of instructor.
- 599-3 to 9. **THESIS.**

## MANAGEMENT

Professor Thomas W. Douglas, Ph.D. (Pennsylvania)	1959
Professor Everette N. Hong, Ph.D. (Southern California), Chairman	1958
Professor Henry J. Rehn, Ph.D. (Chicago)	1945
Professor John W. Scott, Ph.D. (Chicago), Emeritus (1952)	1947
Associate Professor Irving Kovarsky, Ph.D. (Iowa)	1957

Assistant Professor Ralph Bedwell, M.S. (Syracuse)	1954
Assistant Professor Richard J. Dandeneau, M.S. (Wisconsin)	1958
Assistant Professor Frank F. Stamberg, B.S. (Illinois)	1955
Assistant Professor Lawrence R. Winters, L.L.B. (Michigan)	1959
<hr/>	
Visiting Professor Karl E. Lieb, J.D. (Stanford)	1959-61
Lecturer Edward R. Kittrell, M.A. (Virginia)	1959

The Department of Management offers work in three areas: general, financial, and personnel management. Students who do not wish to specialize will select the first area. The latter two areas are more restrictive in their requirements. It is the objective of the department to provide a broad, general, liberal educational experience rather than a narrow professional training.

The work in this department leads to a Bachelor of Science degree.

### SUGGESTED CURRICULUM IN MANAGEMENT

<i>General Degree Requirements</i> (See page 6.)	71
<i>School of Business Requirements</i> (See page 7.)	31
<i>Management Courses Required for the Major</i>	38-43
Management 170, 271, 361, 372 or 373, 385	19
One of the management specializations below	19-24
GENERAL: 327, 340, 380, 421, 473, 479-4	24
FINANCIAL: 323, 327, 328, 340 or 380, 421, 475	23
PERSONNEL: 340, 380, 382, 480, 481	19
<i>Related Requirements for the Major</i>	19-28
Economics 310, 315	8
Speech 101	4
Other courses depending upon specialization	7-16
GENERAL: Economics 317 or 470,	
Marketing 334, 341 or 438	11-12
FINANCIAL: Economics 317 or 470,	
Marketing 334 or 341 or 438	7-8
PERSONNEL: Economics 411, Psychology 201,	
322 or 323, 421	16
<i>Electives</i>	19-29
<i>Total</i>	<u>192</u>

Requirements for a minor in management with a specialization in finance include Accounting 250, Management 170, 320, 323, 327, 340.

Requirements for a minor in management with a specialization in

general management include Accounting 250, Management 170, 320, 340, 371, and Marketing 230.

### *COURSE DESCRIPTIONS*

Courses on the 100, 200, and 300 levels are for undergraduate students. Those on the 400 level are for both undergraduate and graduate students. Those on the 500 level are for graduate students only.

- 170-4. **INTRODUCTION TO BUSINESS ADMINISTRATION.** A survey of business, intended to give to the student a general knowledge of the modern business world, a better basis for choosing his specialty, and certain information not covered in the various specialized courses offered.
- 271-4. **BUSINESS WRITING.** Principles and practice in writing typical kinds of business correspondence and reports. Prerequisite: English 103.
- 320-5. **CORPORATION FINANCE.** Financial structure in industry, sources of capital, regulation of securities, of stock exchanges, and the Security and Exchange Commission; dividend and other financial policies. Interpreting corporation reports and evaluating securities through the analysis of financial statements. Prerequisites: Accounting 253 or consent of instructor, Economics 205.
- 323-4. **INVESTMENTS.** Survey of the problems and procedures of investment management; types of investment risks; security analysis; investment problems of the individual as well as the corporation. Prerequisite: 320.
- 327-4. **GENERAL INSURANCE.** Underlying principles and functions of insurance in the economic life of the individual and of business. Prerequisite: junior standing or consent of instructor.
- 328-3. **REAL ESTATE.** Purchasing, financing, owning, developing, improving, assessing, maintaining, zoning, subdividing, conveying, managing, operating in a real estate business; the influence of recent court decisions on real estate. Prerequisite: junior standing or consent of instructor.
- 340-4. **BUSINESS ORGANIZATION AND MANAGEMENT.** Business organization, management theory, and practice. Prerequisite: junior standing or consent of the instructor.
- 360-5. **SEMINAR IN SMALL BUSINESS.** Provides final research into the special field of the small business major, helps him to decide upon the precise steps he will take in furthering his objective upon graduation. Open with the approval of the director of the Small Business Institute to senior students in that program.
- 361-3. **BUSINESS REPORT WRITING.** Discussion, illustration, and practical application of report-writing techniques, including study of uses, forms, and structures of different types of reports.
- 364-3 to 14. **SMALL BUSINESS MANAGEMENT INTERNSHIP I.** This course provides on-the-job training in management of a specific small business in the area of the student's aims. All phases of management will be covered. Emphasis will, however, vary with the job and the student's past experience. The student will live in the community and participate in the normal civic functions in order to parallel the true role of a small business man. Conference hours and working hours will be arranged. Students taking this course will not be permitted to carry additional col-

- lege courses during that quarter. Open only to approved majors in the Small Business Institute, during their third or fourth year.
- 365-3 to 14. **SMALL BUSINESS MANAGEMENT INTERNSHIP II.** This is a continuation of 364, primarily for students who have had no previous business experience in the field.
- 371-4. **BUSINESS LAW I.** Introduction to the history and philosophy of law, contract law, and agency law.
- 372-4. **BUSINESS LAW II.** Real property law, personal property law, partnership law, and corporation law. Prerequisite: 371.
- 373-4. **BUSINESS LAW III.** Negotiable instrument law, sales law, suretyship law. Prerequisite: 371.
- 380-4. **PRODUCTION MANAGEMENT.** Plant location, design, and construction; internal organization for operations, production control, stores control, routing of materials, job analysis, and time study; wage systems, subdivision of executive responsibilities and duties; methods of coordination and planning. Prerequisite: Economics 206.
- 382-3. **TIME AND MOTION STUDY.** Principles and methods for simplifying work and establishing sound time-standards for performance.
- 385-4. **PERSONNEL MANAGEMENT.** Relation of the human element to production; the art of securing understanding and co-operation; employee organizations and outside activities; work of the personnel department; wage standards and working conditions. Prerequisite: junior standing or consent of instructor.
- 421-4. **MANAGEMENT OF BUSINESS FINANCE.** The principal problems of managing the financial operations of an enterprise will be examined. Emphasis will be upon analysis and solutions of problems pertaining to policy decisions. The scope will include both short-term working capital and long-term financing. Prerequisite: 320.
- 428-4. **LIFE INSURANCE.** A study of life insurance with particular attention given to policy forms and provisions, reserve and investment problems, company organization, legal aspects, taxation, and personal and business needs. Prerequisite: 327.
- 429-4. **FIRE AND CASUALTY INSURANCE.** An examination of the economic services performed, contracts, benefits, and premiums of fire and casualty insurance. Prerequisite: 327.
- 455-4. **PROGRAMMING FOR DIGITAL COMPUTERS.** Computer organization and characteristics, machine language-coding, flow charts, sub-routines, optimum and symbolic coding, compilers and interpretive systems. Laboratory work will involve the use of an IBM 650 Computer and other Computing Center equipment. Prerequisite: consent of instructor.
- 472-5. **SMALL BUSINESS.** Small business analysis, primarily through case studies of business financing, location organization, merchandising practices, records, government regulation, and taxes. Open only to business majors.
- 473-4. **BUSINESS ENTERPRISE AND PUBLIC POLICY.** A social and legal evaluation of the federal laws designed to stimulate competition, emphasizing the antitrust and fair trade laws. Prerequisite: senior standing.
- 475-4. **BUDGETING AND SYSTEMS.** Budgeting and systems as aids in coordinating and directing business operation. Prerequisites: 320, Accounting 253.
- 479-2 to 8. **PROBLEMS IN BUSINESS AND ECONOMICS.** Application of



- economic theory to practical business problems. Prerequisite: Economics 307 and senior standing.
- 480-4. RECENT LABOR LAW DEVELOPMENTS AND PROBLEMS. A legal and social evaluation of the most recent labor law problems and court decisions, including the Taft-Hartley Act and the 1959 amendments, Fair Employment Practice Laws and the Fair Labor Standards Act. Prerequisite: Business Law or Economics 310 or Government 395 or consent of instructor.
- 481-4. ADMINISTRATIVE MANAGEMENT. An intensive study of the principles of management and their application to the current industrial setting. Lecture and case methods will be used. Prerequisite: 340.
- 483-4. ADVANCED PRODUCTION MANAGEMENT. Internal problems of managerial control of production including recent developments in theory and techniques; case material will be utilized for the development of analytical ability. Prerequisite: 380.
- 485-4. PROBLEMS IN PERSONNEL MANAGEMENT. Analysis of problems in personnel administration arising from current developments in organization and techniques; case problems and special reports. Prerequisite: 385.

Courses on the 500 level are for graduate students only.

- 500-2 to 5. READINGS IN BUSINESS ADMINISTRATION. Directed readings in classical and current writings on selected topics.
- 501-2 to 5. INDIVIDUAL RESEARCH IN BUSINESS ADMINISTRATION. Directed research in selected areas of business administration.
- 527-3 to 5. SEMINAR IN FINANCE. A study of current issues and practices in business finance. Each student will select a problem for intensive exploration and report his findings to the class. Prerequisite: 421 or consent of instructor.
- 540-5. HISTORY AND THEORY OF MANAGEMENT. An analytical study of the background and growth of management theory from its beginnings with Taylor and Fayol to the present. Emphasis will be largely on industrial application. Individual reports as well as case and lecture methods will be used. Prerequisite: 481.
- 594-4. SEMINAR IN MANAGEMENT. Study of the most recent developments in a particular area of management. Individual reports, book reports, and survey of current professional literature form the bases of the course. Prerequisite: 340 or consent of instructor.
- 595-4. SEMINAR IN PERSONNEL MANAGEMENT. Study of recent developments in personnel management. Individual reports, book reports, and survey of current professional literature form the bases of the course. Prerequisite: 485 or consent of instructor.
- 596-4. SEMINAR IN PRODUCTION MANAGEMENT. Current theories in production management will be examined. Individual reports, book reports, and survey of professional literature form the bases of the course. Prerequisite: 483 or consent of instructor.
- 599-2 to 9. THESIS.

## MARKETING

Associate Professor James Dewayne Benson, Ph.D. (Iowa)	1957
Associate Professor Charles H. Hindersman, D.B.A. (Indiana)	1960
Associate Professor Paul M. Hoffman, Ph.D. (New York), Chairman	1950
Assistant Professor Claude I. Shell, M.S. (Tennessee)	1960
Instructor Charles E. Rosenbarger, M.B.A. (Indiana)	1956

Marketing, which includes all activities concerned with determining and satisfying consumer desires, is rapidly becoming the major function in the business process. From the initial determination of consumer desires through the medium of market research to the final step of putting products into the consumer's hands through personal salesmanship, marketing knowledge and techniques provide the tools for developing and distributing goods and services in the dynamic economy of today and the future.

The Department of Marketing offers a variety of courses that will prepare the future marketer for his role in American business. Students who specialize in marketing have a variety of courses in sales, advertising, marketing management, transportation, retailing, wholesaling, and market research. Additional senior level or graduate courses are offered to prepare the student for more specialized positions in marketing management and for a Master of Science degree in marketing.

The following curriculum leads to the Bachelor of Science degree.

## SUGGESTED CURRICULUM IN MARKETING

<i>General Degree Requirements</i> (See page 6.)	71
<i>School of Business Requirements</i> (See page 7.)	31
<i>Marketing Requirements for the Major</i>	33-35
Marketing 331, 333, 334, 336, 337, 341, 349 or 384	26-27
Marketing 332, 438, 451, 463 (two of the four)	7-8
<i>Related Requirements for the Major</i>	22-23
Management 170, 340, 361, 373	15
Economics 315, 470 or 317	7-8
<i>Electives</i>	32-35
<i>Total</i>	192

Requirements for a minor in marketing with a specialization in general marketing include Accounting 250, Marketing 230, 331 or 332, 333, 337, and 341.

Requirements for a minor in marketing with a specialization in sales and advertising include Marketing 230, 333, 337, 384, 438, and 463.

Requirements for a minor in marketing with a specialization in retailing include Marketing 230, 331, 332, 333, 334, and 337.

Requirements for a minor in marketing with a specialization in industrial marketing include Marketing 230, 333, 334, 336, 337, 341, and 349.

### *COURSE DESCRIPTIONS*

Courses on the 100, 200, and 300 levels are for undergraduate students. Those on the 400 level are for both undergraduate and graduate students. Those on the 500 level are for graduate students only.

- 230-5. **PRINCIPLES OF MARKETING.** A general survey course to acquaint the student with the entire field of marketing. Consideration is given to the underlying economic principles; historical development of distributive systems, channels, agents, institutions, functions, policies, and principles. Prerequisite: Economics 205 or consent of instructor.
- 331-4. **RETAILING.** Principles underlying the evolution, organization, and operation of retailing, including techniques used and opportunities offered in this field.
- 332-4. **STORE MANAGEMENT.** Store management; organization, location; layout. Procedures in receiving goods, handling sales; packing; wrapping; customer complaints; telephone orders, etc. Prerequisite: 331.
- 333-4. **PRINCIPLES OF ADVERTISING.** Advertising fundamentals in relation to modern business activities; fields of advertising; advertising media, campaigns, and systems. Prerequisite: 230.
- 334-4. **CREDITS AND COLLECTIONS.** Organization and operation of the credit department, including the sources and analysis of credit information, collection methods, and correspondence. Retail credit management emphasized. Prerequisite: 230.
- 336-3. **PURCHASING.** Dealer-supplier relationship, in manufacturing, wholesaling, and retailing. Purchasing for resale and for consumption. Influence in sales promotion materials. Buying from single and multiple suppliers. Prerequisite: 230.
- 337-4. **PRINCIPLES OF SALESMANSHIP.** History, scope, and importance of selling in modern business; the sales department; the salesman's part in the selling process. Prerequisite: 230.
- 341-4. **TRANSPORTATION.** Evolution of American transportation systems, and of the current problems of transportation facilities in connection with governmental control and regulation. Prerequisite: 230.
- 349-3. **WHOLESALEING.** Evolution, economic status, and management of non-retail marketing. Position of wholesaling in distribution. Kinds of

- wholesaling; types of middlemen; internal organization and operation of wholesalers; trading areas. Analysis relationship between marketing policies of wholesaler and manufacturer and changing patterns of wholesale distribution. Prerequisite: 230.
- 384-4. ADVERTISING MEDIA ANALYSIS. A study of the businessman's problems of selecting appropriate advertising media for the particular advertising mix that affords him the best strategy. Prerequisite: 333.
- 438-4. SALES MANAGEMENT. Developing and training a sales force. The different types of sales forces. Managing sales functions: determining salesmen's territories, quotas, compensation. Budget preparation. Developing and implementing the merchandise plan. Prerequisites: 230, 337 or consent of the instructor.
- 451-4. TRAFFIC MANAGEMENT. Primary industrial traffic management functions, including determination of rates, classification, routing, and proper documentation. Consideration given to loss and damage claims, terminal charges, demurrage, reconsignment and conversion, transit privileges, warehousing, and packing. Emphasis upon co-operative aspects of traffic management requiring transportation.
- 463-3. ADVERTISING MANAGEMENT. The effective use of advertising by business management. An understanding of what advertising can be expected to accomplish under different sets of marketing factors and products. The selection of advantageous advertising programs under different marketing mixes. Prerequisite: 333.
- 490-4. MARKETING RESEARCH AND ANALYSIS. A non-mathematical development of the basic procedures, methods, and theory underlying analysis of primary and secondary market data. Prerequisites: 230, and one quarter of basic statistics or its equivalent.

Courses on the 500 level are for graduate students only.

- 500-2 to 5. READINGS IN MARKETING. Readings in classical and current writings on selected topics in various areas in the field of marketing.
- 501-2 to 5. INDIVIDUAL RESEARCH IN MARKETING. Directed research in marketing.
- 550-4. GRADUATE SURVEY OF MARKETING. Designed to give the graduate student an over-all view of the field of marketing and the field of policy-making decision. Cases are used to illustrate the theory covered. An accelerated course. Not open to students who have had ten or more quarter hours of marketing in their undergraduate preparation.
- 560-4. MARKETING POLICIES. The marketing management approach in the determination of policies employed in solving problems in marketing. Prerequisite: 550 or an undergraduate major in marketing.
- 590-4. ADVANCED MARKETING RESEARCH AND ANALYSIS. The development of advanced procedures, methods and theory of quantitative and qualitative analysis of primary and secondary market data. Prerequisite: 490 or consent of instructor.
- 595-3. SEMINAR IN MARKETING. Problems in marketing theory, research, and policy. May be repeated by a student no more than two times. Prerequisite: 230 or 550.
- 599-2 to 9. THESIS.

## SECRETARIAL AND BUSINESS EDUCATION

Professor Harry B. Bauernfeind, M.A. (Northwestern)	1951
Professor Harves Rahe, Ed.D. (Indiana), Chairman	1944-46; 1950
Associate Professor Viola M. DuFrain, Ph.D. (Chicago)	1947
Associate Professor Leonard Jordan West, Ph.D. (Columbia)	1957
Assistant Professor Van A. Buboltz, M.A. (Northwestern)	1937
Assistant Professor Bonnie A. Lockwood, Ph.D. (Pittsburgh)	1945

The Department of Secretarial and Business Education offers two undergraduate programs of study. One leads to the Bachelor of Science degree with a major in secretarial studies and office management; the other leads to the Bachelor of Science in Education degree with a major in business teacher education. Undergraduate minors are offered in these same two areas.

The department also offers a graduate program leading to the Master of Science in Education degree with a major in business teacher education. A graduate minor is offered in the same area.

*SECRETARIAL STUDIES AND OFFICE MANAGEMENT  
CURRICULUM IN THE SCHOOL OF BUSINESS*

This curriculum leads to the Bachelor of Science degree.

<i>General Degree Requirements</i> (See page 6.)	71
<i>School of Business Requirements</i> (See page 7.)	31
<i>Secretarial and Business Education Requirements for the Major</i>	42
Secretarial and Business Education <sup>1</sup> 102, 103, 104, 105, 106, 107, 113, 213, 216, 307, 308, 313, 407	
<i>Related Requirements for the Major</i>	31
English 300	4
Management 170, 271, 340, 361, 372 or 373, 385	23
Speech 101	4
<i>Electives</i>	17
<i>Total</i>	192

*BUSINESS TEACHER EDUCATION CURRICULUM IN THE  
COLLEGE OF EDUCATION*

This curriculum leads to the Bachelor of Science in Education degree.

The most commonly demanded subjects to be taught in Illinois high schools are typewriting, bookkeeping, shorthand, and general business in that order. Students are advised, therefore, to include typewriting as one of their areas of preparation. There are few business teaching positions available to those who are not prepared to teach typewriting.

<i>General Degree Requirements</i> (See page 6.) .....	71
<i>College of Education Requirements</i> .....	66-73
Educational Administration and Supervision 100 or 331, 355	7
English 300 or 391 (prerequisite for student teaching)	3-4
Guidance 422 or Instructional Materials 417	4
Psychology 201, 303 or Guidance 305	8
Secondary Education 310, 352-12	16
Speech 101 (prerequisite for student teaching)	4
Minor in a second teaching field	24-30
<i>Secretarial and Business Education Requirements for the Major</i> ....	55-48
Economics 307 or Guidance 420 or Mathematics 410	4
Preparation for teaching in at least three of the following areas:	
1. Typewriting: <sup>1</sup> 102, 103, 104, 113, 213, 403.	7-16
2. Shorthand and Transcription: <sup>1</sup> 105, 106, 107, 216, 308, 404.	7-23
3. Bookkeeping, Record Keeping, and Business Arithmetic: 408, Accounting 251, 252, 253.	15
4. General (Basic) Business Subjects: 405 and four of the following: Economics 205, 355, Management 170, 271, 371, Marketing 230, (333 or 337).	18-21
5. Office Practice, Clerical Practice, and Office Machines: <sup>1</sup> 102, 103, 104, 113, 213, 313, 406.	12-21
6. Secretarial Practice: <sup>1</sup> 102, 103, 104, 105, 106, 107, 113, 213, 216, 307, 308, 313, Management 271.	20-45
7. Business Law: Management 371, (372 or 373).	8
8. Salesmanship and Other Distributive Education Subjects: Marketing 230 and two of the following: Marketing 331, 332, 333, 334, 336, 337, 341, 349, 384.	11-13
<i>Electives</i> .....	0
<i>Total</i> .....	192

<sup>1</sup>Students who demonstrate by examination an initial competence in typewriting may be excused from as many as 9 credit hours of typewriting; those starting with a proficiency in shorthand may in a similar manner be excused from as many as 16 hours of shorthand.

### MINOR PROGRAMS

Minor programs are offered in the following areas: (1) undergraduate minor in business teacher education consisting of a minimum of 30 quarter hours of work in business; (2) undergraduate minor in secretarial studies and office management consisting of a minimum of 24 quarter hours of work in business.

Minor programs in secretarial and business education are generally planned for each student individually by the student and a representative of the department. This procedure is necessary because students' backgrounds and needs vary greatly. The typical minor programs which follow, however, will fit the needs of many students desiring to minor in secretarial studies or business education.

#### TYPICAL MINOR PROGRAMS IN SECRETARIAL STUDIES

1. For students with no previous training in typewriting or shorthand. 102, 103, 104, 105, 106, 107, 113, 213, 216, 308. Total: 33 hours.
2. For students with one year of previous training in both typewriting and shorthand. 104, 107, 113, 213, 216, 308, 313, Management 271. Total: 27 hours.
3. For students with two years of previous training in both typewriting and shorthand, and who can take sustained, new-matter dictation at 80 words per minute. 113, 213, 216, 307, 308, 313, 407. Total: 24 hours.
4. For students with two years of previous training in both typewriting and shorthand, and who can take sustained, new-matter dictation at 100 words per minute. 113, 213, 307, 308, 313, 407, Management 271. Total: 24 hours.

#### TYPICAL MINOR PROGRAMS IN BUSINESS TEACHER EDUCATION

1. Preparation for teaching bookkeeping, calculating machines, and general business. 313, 405, 408, Accounting 251, 252, 253, Management 170, 371. Total: 30 hours.
2. Preparation for teaching typewriting and general business. For students without previous training in typewriting. 102, 103, 104, 213, 403, 405, Management 170, 271, 371. Total: 30 hours.
3. Preparation for teaching typewriting and shorthand. For students without previous training in typewriting and shorthand. 102, 103, 104, 105, 106, 107, 213, 216, 308, 403, 404. Total: 38 hours.
4. Preparation for teaching typewriting, shorthand, office practice, and office machines. For students with two years of previous training in type-

writing and one year of previous training in shorthand. 107, 113, 213, 216, 307, 308, 313, 403, 404. Total: 30 hours.

5. Preparation for teaching typewriting, shorthand, and secretarial practice. For students with two years of previous training in both typewriting and shorthand, and who can take sustained, new-matter dictation at 80 words per minute. 113, 213, 216, 307, 308, 313, 403, 404, Management 271. Total: 30 hours.

6. Preparation for teaching typewriting, shorthand, and secretarial practice. For students with two years of previous training in both typewriting and shorthand, and who can take sustained, new-matter dictation at 100 words per minute. 113, 213, 307, 308, 313, 403, 404, 407, Management 271. Total: 30 hours.

7. Preparation for teaching typewriting, shorthand, bookkeeping, and general business. For students with two years of previous training in both typewriting and shorthand, and who can take sustained, new-matter dictation at 100 words per minute. 113, 213, 308, 403 or 404, 405 or 408, Accounting 251, 252, 253, Management 170, 371. Total: 34 hours.

### *COURSE DESCRIPTIONS*

Tests are given during the first week of all shorthand and typewriting courses to insure the correct placement of students in courses.

Courses on the 100, 200, and 300 levels are for undergraduate students. Those on the 400 level are for both undergraduate and graduate students. Those on the 500 level are for graduate students only.

- 102-3. **TYPEWRITING I.** An introductory course in touch typewriting aimed at developing a typing rate of at least 30 words per minute. Includes simple business correspondence, tables, and manuscripts. May not be taken for credit by students who have had previous high school or other formal training in typewriting.
- 103-3. **TYPEWRITING II.** Continuation of 102. Emphasis on further skill development, on business correspondence, and on other vocational and personal applications of typing skill. Prerequisite: 102, or one semester of high school typing and the ability to type at least 30 words per minute and to prepare simple business correspondence.
- 104-3. **TYPEWRITING III.** Continuation of 103. Further skill development, with emphasis on more complicated vocational and personal applications of typing skill. Prerequisite: 103, or one year of high school typing and the ability to type at least 40 words per minute and to type business correspondence, tables, etc., of moderate difficulty.
- 105-4. **SHORTHAND I.** An introductory course in Gregg shorthand. May not be taken for credit by students who have had previous high school or other formal training in shorthand.
- 106-4. **SHORTHAND II.** Continuation of 105. Completion of shorthand theory



- and introduction to dictation and transcription. Prerequisite: 105, or approximately one semester of shorthand instruction in high school, or equivalent.
- 107-4. SHORTHAND III. Continuation of 106. Major emphasis on improving dictation and transcription skills. Prerequisite: 106, or one year of high school instruction in shorthand (or equivalent) and the ability to take sustained, new-matter dictation at 60 words per minute.
- 113-1. DUPLICATING. Skills and knowledges in (1) the preparation of master copies and stencils and (2) the operation of liquid and stencil duplicating machines. Prerequisite: 102 or equivalent.
- 213-3. TYPEWRITING IV. Continuation of 104. Development of advanced skills in typing straight copy, business correspondence, manuscripts, forms, and tables; preparation of copy from rough draft materials; typing master copies for duplicating machines; transcription from machine dictation. Prerequisite: 104 or 1½ to 2 years of high school typing and the ability to type at least 50 words per minute and to prepare business correspondence, tables, manuscripts, forms, etc.
- 216-4. SHORTHAND IV. Continuation of 107. Development of high-level dictation and transcription skills and knowledges. Prerequisite: 107, or 1½ to 2 years of previous high school training in shorthand and transcription (or equivalent) and the ability to transcribe on the typewriter sustained, new-matter dictation taken at 80 words per minute.
- 307-4. SECRETARIAL PRACTICE. An advanced course for secretaries, covering such topics as personality and human relationships, office mail, office equipment, travel, sources of information, communications, and business reports. Prerequisite: 213, 216.
- 308-4. TRANSCRIPTION. Continuation of 216. Development of advanced dictation and transcription competencies. Prerequisite: 216, or two years of previous high school training in shorthand and transcription (or equivalent) and the ability to transcribe on the typewriter sustained, new-matter dictation taken at 100 words per minute.
- 313-4. OFFICE CALCULATING MACHINES. Operation of basic types of office calculating machines, emphasizing the characteristic uses of each kind of machine in the office. Laboratory practice required.
- 403-3. TEACHING TYPEWRITING. Conduct of instruction in typewriting: the programming of activities in typewriting training, methods of instruction, skill-building principles and techniques, selection and preparation of practice materials, standards of achievement, and evaluation of pupil progress. Prerequisite: 104 or equivalent.
- 404-3. TEACHING SHORTHAND AND TRANSCRIPTION. Conduct of instruction in shorthand and transcription: the programming of activities in shorthand and transcription training, methods of instruction, skill-building principles and techniques, selection and preparation of practice and homework materials, standards of achievement, and evaluation of pupil progress. Prerequisite: 216 or equivalent.
- 405-3. TEACHING BASIC BUSINESS. Instructional methods and materials for, and the evaluation of pupil progress in, such basic business subjects as general business, consumer education, economic geography, business law.
- 406-4. TEACHING CLERICAL PRACTICE AND OFFICE MACHINES. In-

structional methods and materials for, and the evaluation of pupil progress in, clerical practice and office machines. Prerequisites: 104, 313 or equivalent.

- 407-4. OFFICE MANAGEMENT. A study of the principles of management as applied to office problems. Emphasis on the role of the office in business management; office organization; physical facilities of the office; office services, standards, and controls; records management.
- 408-3. TEACHING BOOKKEEPING AND ACCOUNTING. Deals with instructional methods and materials for, and the evaluation of pupil progress in, bookkeeping and accounting. Attention also is given to the teaching of business arithmetic. Prerequisite: Accounting 253 or equivalent.

Courses on the 500 level are for graduate students only.

- 500-2 to 5. READINGS IN BUSINESS EDUCATION. Supervised readings in selected subjects. Prerequisite: consent of instructor.
- 501-2 to 5. INDIVIDUAL RESEARCH IN BUSINESS EDUCATION. Selection and investigation of a problem; use of relevant sources and techniques; collection, evaluation, and interpretation of data; and the writing of a report on the investigation. Not open to students who take 599. Prerequisite: consent of instructor.
- 502-4. RESEARCH IN BUSINESS EDUCATION. A study of research findings and techniques as exhibited in representative investigations in business education. Emphasis on reading and interpreting research, using research findings in solving instructional problems, and uncovering potential topics for future research. Mathematics 410 or Guidance 420 is a desirable but not a necessary co-requisite.
- 503-4. TESTS AND MEASUREMENTS IN BUSINESS EDUCATION. (Same as Guidance 503.) The selection, construction, administration, and interpretation of tests and test scores in business education subjects. Principal emphasis on teacher-made tests, especially of the performance type, with secondary attention to published tests in the field. Prerequisite: Guidance 420 or Mathematics 410 or Economics 308.
- 504-4. PSYCHOLOGICAL BASES FOR TEACHING SECRETARIAL SKILLS. Deals with the findings of experimental research in human learning applicable to the learning of shorthand, typewriting, and other office skills. Treats the variables in skill learning and modes of manipulating these variables for specific purposes. Special emphasis on the identification of needed research in the learning of the skill subjects and the design and conduct of experimental studies in the field. Prerequisites: 403 or 404, Mathematics 410 or Guidance 420, Psychology 201, and Guidance 305.
- 505-1 to 6. WORKSHOP IN BUSINESS EDUCATION. Major issues in business teacher education. Ordinarily offered during one or two weeks of the summer session. Prerequisite: consent of instructor.
- 506-4. PRINCIPLES AND PROBLEMS OF BUSINESS EDUCATION. A study of the fundamentals of business education; its relation to business, to general and vocational education, and to guidance programs; its history, current status, and trends; special emphasis on objectives and curriculum problems. Prerequisite: consent of instructor.
- 599-2 to 9. THESIS.



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