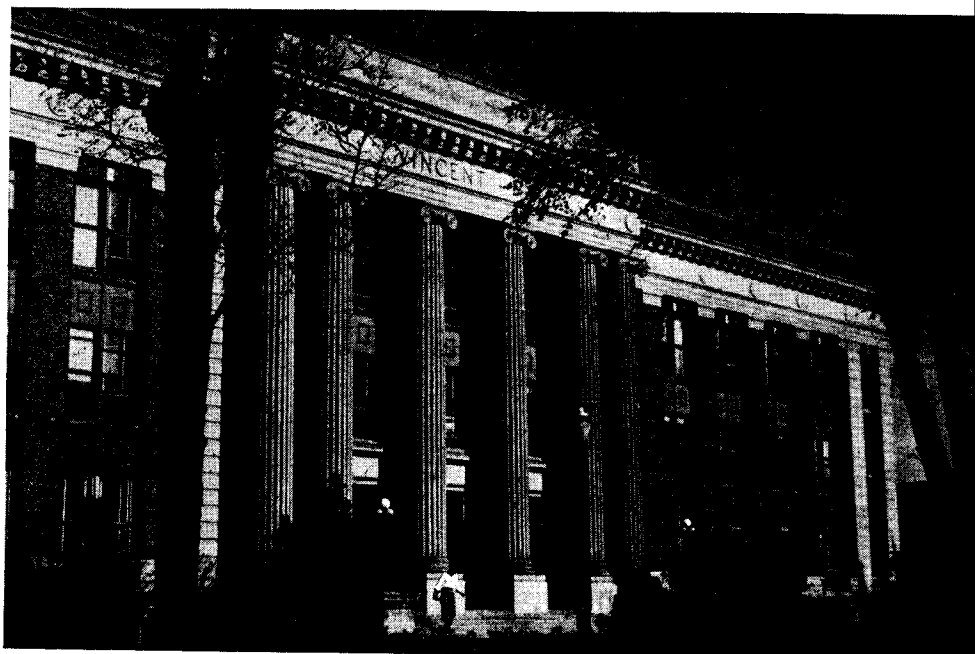


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*Bulletin of the*

UNIVERSITY OF MINNESOTA



*School of Business Administration*

*1958-1960*

# UNIVERSITY OF MINNESOTA

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 Coenraad L. Mohr, M.A., Instructor in Manpower Economics  
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 J. Denis Sargan, M.A., Visiting Professor of Economics

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 James R. Williams, B.A., Instructor in Economics

#### OFFICES

Office of the Dean, 127 Vincent Hall  
 Placement Office, 105 Vincent Hall  
 Industrial Relations Center, 107 Temporary South of Mines B  
 Department of Business Administration, 115 Vincent Hall  
 Department of Economics, 221 Vincent Hall

# School of Business Administration)

## GENERAL INFORMATION

### ESTABLISHMENT

The School of Business Administration was officially established by vote of the Board of Regents of the University of Minnesota at a meeting held on June 18, 1919. This action was taken in recognition of the need for training in business comparable to that in law, engineering, and the other professions. Some courses in business had been offered as a part of the general program in economics. It had become evident, however, that a curriculum with a professional objective was essential. The establishment of such a school had been recommended by business organizations and individuals in the state. Their advice and co-operation from the start have aided greatly in placing the School upon a high professional level.

This School became a member of the American Association of Collegiate Schools of Business in 1920.

The School includes the Department of Business Administration and the Department of Economics.

### PURPOSE

The School of Business Administration offers basic professional training for those planning for positions of responsibility in business. The emphasis in the curriculum is on fundamental principles of business operation, rather than on narrow specialization in current practices which may soon become obsolete. The core of the program rests on the basic functions of business, such as production, distribution, and financing, together with the basic tools of analysis and control, namely accounting and statistics. The program covers the economic setting in which business operates.

Business is part of a changing society, and education for business must recognize this. Hence the educational program must be broad enough to acquaint the student with the kind of society in which he works and lives. He must learn to adapt himself and his business to changes caused by his customers, his government, and his competitors. In addition, the responsibilities of citizenship are inseparable from the responsibilities of business leadership. Therefore the program presents an opportunity to sample a career interest, together with a firm grounding in business fundamentals which enable the student to adapt himself quickly to changing opportunities.

### LOCATION AND EQUIPMENT

The University of Minnesota is well situated with respect to education for business. With the business districts of the Twin Cities on either side, the opportunities for observing business processes and for effective field work and research are unsurpassed. The cordial support of business organizations in the Twin Cities is a large factor in making the resources of the metropolitan district available for developing and presenting subject matter in every field of study covered. Equally valuable is the support of business-

men throughout the state. The close contact which members of the faculty have with the business of the Upper Midwest greatly enhances the opportunities that students in the School of Business Administration enjoy.

Co-operation with the Institute of Agriculture brings the School of Business Administration in contact with the agricultural background of many business problems. This co-operation is especially exemplified in the joint provision in the two schools for work in agricultural business. Co-operation with the Institute of Technology, the Law School, and various departments of the College of Science, Literature, and the Arts is also an important factor in bringing many viewpoints to bear upon the business problems with which the student has to deal.

The library and laboratory facilities of the University contribute effectively to the success of the work which the School of Business Administration is undertaking.

The Twin Cities are regional headquarters for many state and federal government agencies which directly affect business administration. These offices have provided valuable opportunities for observation and outlets for graduates of the School.

## ADMISSION

**General Provisions**—For admission to the School, a student must have satisfied the requirements of one of the 2-year prebusiness curriculums, either in the College of Science, Literature, and the Arts, the Institute of Agriculture, or the Institute of Technology.

Those students who are expecting to complete the requirements for a degree in 4 years should enter the School of Business Administration as soon as they have completed the prebusiness curriculum.

Students entering from other colleges and universities of recognized standing are admitted with the consent of the dean, provided the credits which are presented for admission are substantially equivalent to those of the normal prebusiness curriculum. In general, 90 quarter credits are a necessary minimum for admission.

**Advanced Standing**—Appropriate credit may be allowed for work of a similar character done in other approved colleges and universities but no student may become a candidate for a degree who has not completed the senior year under the faculty of the School of Business Administration.

**Adult Special Students**—Men and women who can furnish evidence that they have had business experience in an executive capacity may be admitted as adult special students. If later they decide to become candidates for a degree, they must complete the requirements for admission.

## REGISTRATION

Before any student may register in the School of Business Administration, a complete record of his college work must be approved by the dean's office. The procedure is as follows:

**Students Transferring from Other Colleges of the University**—Each pre-business sophomore should fill out a "Notice of Change of College" form at the transfer-of-college window in the Office of Admissions and Records early in his last quarter in the Lower Division. The Office of Admissions and Records will then send a transcript of his work to the office of the dean of the School of Business Administration and will notify the student as to his status.

**Students Transferring from Other Institutions**—Each student must submit his application and college transcript to the Office of Admissions and Records. One copy of the "Record of Advanced Standing" will then be sent by the examiner of credentials to the office of the dean of the School of Business Administration and another will be sent to the student informing him of his status in the School.

### ADVISERS

Upon entering the School each student is assigned to a member of the faculty who will act as his adviser. Although it is the student's responsibility to plan his course work so that he will meet all the requirements for graduation, he is urged to consult his adviser on any problems concerning his courses or future plans.

If a student registers for more than 18 credits in any quarter, the blank must be signed by the adviser and the student must have an appropriate written statement signed by the adviser. It is preferable that the student register for a lighter load than risk the possibility of having to cancel a course. There is no minimum load for which a student must register. The School has occasionally dropped students who appeared to make a habit of canceling courses each quarter. Job placement becomes more difficult when there are several cancellations on the student's record.

If a student wishes to carry courses in the General Extension Division, either in evening classes or by correspondence study, he must have the approval of his adviser in advance of registration and such approval must be indicated on his record.

### ACCEPTABLE CREDITS

**Credit for Courses in Other Colleges**—Students in the School of Business Administration may elect for credit any courses in the School of Business Administration or College of Science, Literature, and the Arts for which they have the appropriate prerequisites. Courses in other professional colleges are not open for credit except by special petition approved by the major adviser and the Committee on Student Scholastic Standing.

**Evening School Credits**—Although courses taken in evening extension classes in Minneapolis, St. Paul, and Duluth are accepted for residence at the University of Minnesota, such courses may not meet the residence requirement for the degree in the School of Business Administration unless the student has applied for admission and has been regularly accepted as a degree candidate. All work to be applied toward such residence should be approved by the adviser for the School of Business Administration.

**Correspondence Study Credits**—The number of credits that may be earned by correspondence study toward a degree in the School of Business Administration is limited to 15. For work carried in the Correspondence Study Department a student will be granted "transfer" credit, i.e., in the transfer of credits for application toward a degree in this School, surplus grade points will not be considered.

### RELATED CURRICULUMS

Particular attention is called to a number of special curriculums in other colleges which are closely allied to the work in this School and which include a considerable part of their training program in this field. For further

information on these curriculums the student is referred to the bulletin of the school or college concerned and to the adviser for the special program. Some of these include the following:

1. *Business Education*—This program is designed to prepare students to teach office and basic business subjects in the high school. See *Bulletin of the College of Education*. Adviser, Professor Raymond G. Price.

2. *Distributive Education*—Since the passage of the George-Barden Act there has been an interest in positions as coordinator-instructors of retail, co-operative, part-time programs in secondary schools and as directors of evening school adult classes in this field. See *Bulletin of the College of Education*. Adviser, Professor Warren G. Meyer.

3. *Hospital Administration*—The increased utilization of hospitals and the complexity of their organization have made the administration of hospitals a function requiring advanced and specialized training. The training program in the School of Public Health is a splendid opportunity for a limited number of School of Business Administration graduates interested in this special field of responsibility. The program, requiring a baccalaureate degree for admission, leads to the degree of master of hospital administration. See *Bulletin of the School of Public Health*. Advisers, Professors James A. Hamilton and James W. Stephan.

4. *Building Products Merchandising and Light Construction*—See *Bulletin of the Institute of Agriculture*. Adviser, Professor L. W. Rees.

## STUDENT SCHOLASTIC STANDING

**Grading System**—Requirements for graduation are expressed in credit hours indicating the amount of work done, and in grade points indicating the quality of work.

Four grades, A (highest), B, C, and D (lowest), are given for work of varying degrees of merit in completion of a course.

The grade I (incomplete) is a temporary grade indicating that there is insufficient information immediately available to permit the assignment of a permanent grade.

An I which is not turned into a permanent grade or into a W (official cancellation with approval of the student's college) by the end of the sixth week of the student's next regular quarter of attendance shall become an F. (This regulation does not apply to students enrolled in the Graduate School.) An extension of time may be permitted for removal of I grades upon petition with recommendation of the instructor concerned and with approval of the Scholastic Standing Committee. If the petition is presented after the end of the sixth week of the next quarter of residence, the restoration of the mark of I and the completion of the required work would be considered in the nature of a special examination for which the special examination fee would be required.

The grade F (failure) is given when a student does not complete successfully the work of a course.

**Grade Points**—A student's scholastic average—or grade point average—is defined as the sum of grade points divided by the sum of credits passed and failed. In general, all credits must enter into the grade point average. For purposes of determining scholarship averages, grade points are assigned to the 5 permanent grades as follows: Each credit of A carries 4 grade points; each credit of B, 3 grade points; each credit of C, 2 grade points; each credit of D, 1 grade point; and each credit of F, 0 grade points.



**Committee on Student Scholastic Standing**—Students who do not maintain at least a C average are failing to make progress toward a degree and are considered to be showing unsatisfactory scholarship. The Committee on Student Scholastic Standing advises all such students and seeks to adjust the program of work in each case. If these measures are not effective in improving the quality of scholarship, the committee may require the student to withdraw his registration even though he may be receiving passing grades. It is expected that students will meet the requirements imposed with the same professional spirit and measure of precision demanded in well-regulated business houses, and students who fail to come up to this standard will not be recommended for a degree. Students who have been dropped for low scholarship may apply for readmission after 2 full academic quarters upon the approval of the Committee on Student Scholastic Standing. No credits earned during the period of suspension may be applied toward the degree in the School.

The Committee on Student Scholastic Standing co-operates closely with the University Student Counseling Bureau in testing students' aptitudes and recommending what is believed to be the best action in the interest of each student.

The normal load for a regular student is 15 credits per quarter. A student with a satisfactory scholastic record may register for a heavier load with the approval of his major adviser.

## DEGREES

### Bachelor of Science in Business

Candidates who have met the conditions for entrance, having satisfactorily completed the work covered in one of the prebusiness programs at the University of Minnesota should normally be able to qualify for the degree of bachelor of science in business at the end of 2 full academic years of study in the School.

Credits earned in the Lower Division in excess of the 90 credits necessary for admission may be used as elective credits to meet the requirements for graduation.

The degree of bachelor of science in business is conferred on students who have been granted a minimum of 90 credits in the School of Business Administration, who have (a) a minimum over-all grade point average of 2.0 including transfer credits; (b) an average of 2.0 in all work taken while registered in the School of Business Administration; and (c) an average of 2.0 in all business administration and Upper Division economics courses taken while in the School of Business Administration.

### Bachelor of Science in Economics

The degree of bachelor of science in economics is conferred upon students who have completed the required special 4-year curriculum in either of the 2 sequences set forth in this bulletin. (See pages 22-24.)

The regulations relative to scholastic requirements which are stated above as applying to candidates for the degree of bachelor of science in business apply also to candidates for this degree.

### Bachelor of Business Administration

The degree of bachelor of business administration will be conferred on students admitted to the School of Business Administration prior to Sep-

tember 1960 who complete the requirements for that degree as outlined in the *Bulletin of the School of Business Administration, 1956-58*, and summarized on pages 25-31 of the current bulletin.

**Residence in the School of Business Administration**—Candidates for the Bachelor's degree must meet the residence requirement of at least 45 credits in the University, including 3 quarters in the School of Business Administration for a minimum of 39 credits. Candidates who have earned a Bachelor's degree at the University of Minnesota, and who wish to qualify for a second Bachelor's degree must meet the residence requirement just outlined, over and above any courses presented for the first degree. (See statement under "Acceptable Credits," page 7, for credits earned in the General Extension Division.)

### Graduate Degrees

The Graduate School of the University of Minnesota grants a Master's and Doctor's degree in both economics and business administration. For particulars on advanced degrees in both fields see the *Bulletin of the Graduate School*.

The new requirements for the Master's degrees and the requirements for the doctorate in business administration are summarized on pages 31-34 of this bulletin.

### GRADUATION HONORS

The undergraduate degrees offered by the School of Business Administration may be awarded "with distinction" or "with high distinction" under certain conditions. To be eligible for consideration for either of these honors two general requirements must be met:

1. The student must have completed, at the end of the quarter preceding graduation, at least 60 credits taken while registered in the School of Business Administration.
2. At least 45 of the credits mentioned in "1" must be for courses numbered 50 or over, i.e., Upper Division courses.

The specific additional requirements for the honors degrees are as follows:

**With Distinction**—The appropriate degree will be awarded "with distinction" if, in addition to meeting these general requirements, the student at the end of the quarter preceding graduation has:

1. A general grade point average of at least 3.0 for all work taken as an undergraduate and counted toward the degree, and
2. A grade point average of at least 3.0 for all work taken while registered in the School of Business Administration.

**With High Distinction**—The appropriate degree will be awarded "with high distinction" if the student meets the requirements for graduation "with distinction" and also the further requirement that the minimum grade point average, both general and School of Business Administration, be 3.5.

### LABORATORY TRAINING ON THE CO-OPERATIVE PLAN

Arrangements have been made for a limited number of students to secure laboratory experience in business establishments. Under the co-

operative plan, students are employed for definite periods of time during their University program. Students in the accounting program, for example, are placed in the offices of certified public accountants during the winter quarter of the senior year. They are taken on by the accounting firms as regular employees during that period and are paid salaries in accordance with the class of work performed. The work done by these students covers a considerable part of the general practice of an accounting firm including general auditing, income tax procedure, and the preparation of accounting reports. The students return to the University at the beginning of the spring quarter and normally complete their degree requirements by the end of the following summer term.

A parallel arrangement has been made with several industrial companies in the Twin Cities to give students a trial experience in the variety of accounting responsibilities and opportunities in a large corporation.

A somewhat similar arrangement has been effected for training in the department store field and in some other types of business. Students are given an opportunity in each of these positions to work in several departments in order to gain a knowledge of the business as a whole. A system of routing has been worked out in each case which enables the student to learn the details of business practice. Experience gained from these co-operative positions supplements the training in principles obtained in the classroom. It affords a form of laboratory work under actual business conditions which could not be duplicated on the campus.

### RESERVE OFFICERS TRAINING CORPS

Information concerning requirements, opportunities, and courses in air science and tactics, military science and tactics, and naval science may be found in the *Bulletin of the Army-Navy-Air ROTC* and from the professors of military, naval, and air science in the Armory.

In the School of Business Administration it is possible to complete the requirements for a commission and also the Bachelor's degree in the normal time allotted for each business curriculum.

### FEEES AND LIVING EXPENSES

For information concerning fees and living expenses, students are referred to the *Bulletin of General Information*.

### STUDENT ORGANIZATIONS

A complete University education should include more than a satisfactory performance in formal class work. Without sacrificing his scholastic progress the student may find valuable experience and real personal growth in participation in University activities outside the classroom. There are many University-wide student organizations emphasizing religious, social, and recreational interests. Within the School of Business Administration there are a variety of student groups appealing to the special professional interests of the student within his field. The student is urged to take an active part in these group activities.

**Board of Associate Students**—All activities and interests of the students are centralized in an organization known as the Associated Students of Business Administration. This organization includes all students registered in this School, and functions actively through a board of directors that rep-

resents the general student body. The board supervises School elections and student social activities including the annual Business School Day.

**University Business Women's Club**—This is an organization of business, prebusiness, and business education women. Its purposes are to form direct contacts with business problems and to bring together in a social way University women interested in business.

### SPECIAL INTEREST GROUPS

Students with special interest in a particular area of business will find student clubs organized along these professional lines:

**Accounting Club**—The club sponsors monthly meetings at which prominent public and industrial accountants present problems arising in their practice. This affords an opportunity for the students to become acquainted with, and to engage in a discussion of the accounting problems of industry.

All students of the School who are interested in accounting are eligible for membership, and accounting majors are urged to join the club.

**Industrial Administration Club**—This group is composed of students in the several engineering-business curriculums. Dinner meetings are held monthly when representatives of local manufacturing industries are invited to discuss production problems and the methods employed in their solution.

A number of the students in this group are also student members of the American Management Association, an organization of the leading industrial and commercial companies in the United States to promote efficiency in management. As student members, they receive the proceedings of the divisional meetings of the national association, material which is tied directly with their course work.

**Finance-Insurance Club**—Three dinner meetings are held each quarter when officials of Twin Cities financial institutions discuss the practical operations of their type of business and its employment opportunities. Although all students are welcome, the club's program is aimed primarily for students interested in the finance and insurance fields.

**Merchandising Club**—An organization of students interested in marketing and sales administration, advertising, and retail store training, it provides an opportunity for students to meet representative businessmen in these areas. Outstanding executives of firms in the Twin Cities speak at the meetings of the club, giving up-to-date information on current business developments and job opportunities. The club is affiliated, as a student chapter, with the Twin Cities Chapter of the American Marketing Association.

**Student Chapter of the Society for the Advancement of Management**—The student chapter of the S.A.M. is sponsored by the Twin Cities chapter of the same organization. At the regular meetings discussions are held on the theory and practice of the modern scientific principles of management.

### HONORS AND AWARDS

**Beta Gamma Sigma**—A chapter of the national honorary business society, Beta Gamma Sigma, is located at the University. Members are selected on the basis of scholarship. Students (both men and women) who have completed 2 quarters of work in the School are eligible. Elections are held

in the fall and spring quarters each year. Total membership is limited to 10 per cent of the seniors and 4 per cent of the juniors enrolled in the School.

**Beta Alpha Psi**—Beta Alpha Psi, national accounting fraternity, has a chapter at the University of Minnesota. Its elections are held semiannually. Selection of members is based on scholarship in accounting courses, including at least two advanced courses, and special interest in this field.

**University Business Women's Club Scholarship Key**—The University Business Women's Club each year awards a key to the senior woman in the School of Business Administration who has maintained the highest scholastic average throughout her college course in work taken at the University of Minnesota. The announcement of this award is made on Cap and Gown Day. All women who have received their degrees during the preceding academic year are considered for the award.

**Delta Sigma Pi Key**—A key is awarded each year to the man who has maintained the highest average in scholarship during his entire 4-year course. This key is presented by the professional commerce fraternity, Delta Sigma Pi, which maintains a chapter at the University. The announcement of this award is made on Cap and Gown Day. All men receiving their degrees during the preceding academic year are considered for the award.

**Alpha Kappa Psi Junior Scholarship Key**—A key, presented by the local chapter of Alpha Kappa Psi, is awarded annually in the spring quarter to the junior man in the School of Business Administration who has maintained the highest scholastic standing throughout his junior year. The announcement of the award is made on Cap and Gown Day.

**Phi Delta Junior Scholarship Award**—A gold bracelet is awarded each year by Phi Delta, professional business sorority, to the junior woman in the School of Business Administration who has maintained the highest scholastic average throughout the first 2 quarters of her junior year. Announcement of the award is made on Cap and Gown Day.

**Alpha Kappa Psi Tablet**—The first tablet was presented to the School in 1926 and a second in 1947 by the professional commerce fraternity, Alpha Kappa Psi. These tablets are placed in a prominent position in the corridor of the School of Business Administration building. Each year the names of the three senior students who have been most active in the promotion of the interests of the School of Business Administration are inscribed on the tablet. The committee of award consists of 3 faculty members selected by the dean, a representative from each of the professional fraternities and sororities, a representative of the University Business Women's Club, and 1 student chosen from the general student body of the School by the other student members of the committee.

**Tomato Can Award**—The Tomato Can Award is a battered symbol of no intrinsic but of high sentimental value, awarded annually by the dean to the person who he feels has performed the most distinctive service to the School during the year. A permanent record of the recipients of this award is engraved on the bronze tablet presented by the Alpha Epsilon chapter of Delta Sigma Pi fraternity.

**Stuart Price Key of Mu Beta Chi**—A key is presented annually by the Minnesota chapter of Mu Beta Chi, professional fraternity in commerce, to a student in the School of Business Administration, either man or woman, who is selected by the awards committee on the basis of scholarship, character, and leadership qualities displayed in outside activities in the interest of the School of Business Administration.

## EMPLOYMENT FACILITIES

An effort is made to find positions for those graduates who have made good scholastic records. Every year representatives of a wide variety of business organizations, both national and local, visit the School to interview seniors for possible employment in their companies following graduation. Provision is made for the students to interview these representatives on the campus. Students who have registered with the Placement Committee are furnished also with information on other employment openings for which they may apply. Students are given an opportunity to register with the Placement Committee during the first quarter of their senior year and are urged to take full advantage of these facilities.

The School frequently receives information regarding openings for positions which require experience; therefore, alumni should notify the placement manager when they are available for a new position. Graduates are urged to keep the placement manager informed of changes in address and employment status. All communications regarding employment should be addressed to Placement Manager, School of Business Administration, University of Minnesota, Minneapolis 14.

## LOAN FUNDS

**Beta Gamma Sigma Loan Fund**—The national organization of Beta Gamma Sigma provides funds for loans to students who have maintained high scholastic records in the School of Business Administration. Applications for loans from this fund should be made through the dean's office in the School of Business Administration.

**Wayne E. Butterbaugh Memorial Scholarship Loan Fund**—It is the purpose of this fund to contribute to the development of scholastic work in the field of traffic management and the funds are available to students who have indicated a special interest in this field. Loans are made in accordance with the general University regulations.

**F. D. Lindquist Loan Fund**—Available for loans to students in the School of Business Administration in need of financial assistance and administered in the usual manner through the general University Bureau of Student Loans and Scholarships.

**Minneapolis Advertising Club Loan Fund**—The Minneapolis Advertising Club has established a loan fund of \$1,000 from which loans are available for students specializing in advertising in the School of Business Administration, in the School of Journalism, or in the University College. Loans from this fund are administered through the Bureau of Student Loans and Scholarships.

**Minneapolis Sales Executives Loan Fund**—The Minneapolis Sales Executives have established a loan fund of \$1,000 from which funds are available primarily for assistance to students in the School of Business Administration, through the regular University loan procedure.

## SCHOLARSHIPS

**Maurice L. Rothschild Scholarships**—Through the generosity of the Rothschild heirs, several \$250 scholarships known as the Maurice L. Rothschild Scholarships are available each year. One of the scholarships is awarded to a student specializing in merchandising, while the others are without limitation as to major. All are awarded on the basis of accomplishment, financial need, and future promise.

**Appreciation Scholarship Fund**—A fund has been established by an early alumnus of the School to pay a \$200 scholarship annually to a deserving senior in the School of Business Administration who is above average in scholarship, has a record of good citizenship, and has demonstrated special promise, both in the curriculum of his choice and in extracurricular activities.

**St. Paul Sales Executives Club Scholarship**—The St. Paul Sales Executives Club makes a \$300 scholarship available annually to a junior student who has indicated professional sales work as his major interest. The award is made on the basis of relative scholastic achievement, special promise in the field of sales promotion, leadership in extracurricular activities, and financial need.

**Maytag Scholarship in Commerce**—The Maytag Company Foundation of Newton, Iowa, makes available an annual scholarship of \$200 to a male student in the School of Business Administration for his senior year of study. Candidates must rank in the upper 25 per cent

in scholarship, be of good character, show outstanding technical and administrative potential and an interest in extracurricular activities.

**Mail Advertising Service Association Scholarship**—The Twin City Chapter provides an annual scholarship of \$150 for a student in business administration or journalism whose major training is in or allied to the field of advertising, with preference to those interested in the use and creation of direct mail advertising. Recipients must be above average in scholarship, of good character, and have a record of extracurricular activities, demonstrating qualities of leadership.

**Minneapolis-St. Paul NOMA Scholarship in Business Administration**—The Minneapolis-St. Paul Chapter of the National Office Management Association makes available an annual scholarship of \$150 for a student in the School of Business Administration (or in the pre-business sequence who is about to enter the School of Business Administration) who is a resident of Minnesota. The award is based on relative scholastic achievement, promise of success in his chosen field, good character, extracurricular activities and leadership qualities, with special preference given to students preparing for the field of office management or general management.

**Fribourg Foundation Scholarships**—The Fribourg Foundation, Inc. makes possible the annual award of 2 scholarships of \$500 each to juniors or seniors in business administration or agriculture who have expressed a strong vocational interest in some nonengineering phase of marketing, distribution, or processing of agricultural products. Candidates are chosen on the basis of relative scholastic achievement, originality and independence of thought in class and project work, above-average potentialities for success in their chosen work, good character, participation in extracurricular activities, and qualities of leadership.

**National Secretaries' Association Scholarship**—A scholarship of \$150 is available annually to a junior student in the School of Business Administration with special interest in the field of secretarial training, the award being made on the basis of scholarship, character, a record of good citizenship, and a demonstration of special promise and aptitude in this field. The scholarship is made available by the Minneapolis, St. Paul, and Duluth chapters of the National Secretaries' Association.

**Advertising Club of Minneapolis Scholarship**—The Advertising Club of Minneapolis awards an annual scholarship of \$150 to a junior student preparing for the field of advertising in the School of Business Administration or in the School of Journalism, who has made a better-than-average scholastic record, who has demonstrated above-average potentialities in the field of advertising, and whose educational opportunities will be improved by receiving the scholarship.

**Haskins & Sells Foundation Scholarship**—A scholarship of \$500 is awarded annually to the student who has earned the highest scholastic average in the accounting courses in his accounting major through his junior year.

**Haskins & Sells Scholarship in Accounting**—The partners of the local office of Haskins & Sells have established a scholarship fund from which an award of \$250 is made annually to assist an able and needy student in the School of Business Administration with particular interest in accounting. Awards are based on scholastic aptitude, particularly where underachievement has been due to lack of financial resources, good character, and superior potentialities for success in public accounting.

**Note**—Application forms for all of the above scholarships are available in the Bureau of Student Loans and Scholarships, 201 Eddy Hall. Qualified students are urged to apply.

**Certified Public Accountant Educational Foundation of Minnesota Scholarships**—This foundation awards several \$250 scholarships annually to junior and senior students majoring in accounting. Recommendation of applicants is made by a faculty committee to the directors of the foundation who make the final selection on the basis of interest in public accounting, scholarship, good citizenship, leadership, character, and financial need.

**School of Business Administration Alumni Association Scholarship Fund**—The School of Business Administration Alumni Association has announced as one of its projects the establishment of a scholarship fund. Scholarships will be awarded from this fund as rapidly as funds accumulate.

## GRADUATE FELLOWSHIPS

**Kaiser Aluminum & Chemical Corporation Graduate Fellowship in Business Administration**—The Kaiser Aluminum & Chemical Corporation awards an annual fellowship of \$1,500 plus tuition to a graduate student who has demonstrated high achievement and special promise in the work of the Business School curriculum, majoring in business administration, preferably with a strong interest in marketing.

**Haskins & Sells Foundation Graduate Fellowship**—The foundation makes possible an annual fellowship of \$1,000 to a younger faculty member in accounting in the interests of recruiting and retaining competent teachers in this professional field.

# COURSES OF STUDY

## Prebusiness Requirements for the B.S.B. Degree

### College of Science, Literature, and the Arts

To be eligible for admission from the College of Science, Literature, and the Arts to the School of Business Administration, the student must present 90 credits. These credits must be in addition to credits for physical education, earned in a recognized college or university with a C average.

#### Requirements for Admission

1. Business and economics courses—22 credits

BA 1—Business and the American Economy (3 cr)

BA 5—Elements of Statistics (4 cr)

BA 24-25-26—Principles of Accounting (9 cr)

Econ 1-2—Principles of Economics (6 cr)

2. Freshman English—9 credits

a. Engl A-B-C—Freshman Literature and Composition

b. Engl 1a-2a-3a or 1b-2b-3b—Freshman English

c. Comm 1-2-3—Communications

d. GC 31A, 31B, and 31C or 31D—Writing Laboratory (if ranked in the upper one-third)

e. Exemption from the requirement

3. Mathematics—5 credits

Math 10—College Algebra, or equivalent

4. Social sciences—15 credits\*\*

In 2 or more of the following departments, with at least 5 credits†† taken in a department to meet this requirement: anthropology, geography, history, political science, psychology, and sociology (except Soc 45, Social Statistics, which is not acceptable in fulfillment of this requirement). SSci 1-2-3 and 5 credits in 1 of the above departments will satisfy this requirement.

5. Natural sciences—10 credits\*\*

Divided between the following 2 groups, with at least 5 credits†† taken in a department to meet this requirement:

a. Biological sciences: botany, psychology, zoology, NSci 7-8-9 (General Biology)

b. Physical sciences: chemistry, geology, physics, NSci 4-5-6 (Physical World)

All courses must include laboratory to meet this requirement.

6. Humanities—10 credits\*\*

From 2 or more of the following categories, with at least 5 credits†† to be taken in a department to meet this requirement: art, English literature, foreign literature, history, humanities, music, philosophy, speech and theater arts (except Spch 3, 6, 9, and 39), a foreign language.

7. Sufficient electives to complete the minimum of 90 credits required for admission

Students planning to enter the accounting program are required to complete the following courses in addition to the above: Comp 27, Advanced Writing; and Math 40ac, Mathematical Analysis I.

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\*\* If courses in history or psychology are used to satisfy the requirements in one area, courses from the same department may not be used to satisfy the requirements in a second area. Courses in interdisciplinary studies (humanities, natural science, social science) may be used to satisfy requirements in only one area.

†† 4½ transfer credits will satisfy this requirement.



## Institute of Agriculture

Students who wish to prepare for some branch of business which relates to agriculture, such as marketing of farm products, farm finance, farm implements, farm real estate, country merchandising, and the like, should register for the curriculum in agricultural business in which the first 2 years are taken in the Institute of Agriculture.

### Minimum Requirements

1. Rhetoric—15 credits  
Rhet 1, 2, 3, 22, 51
2. Economics—9 credits  
AgEc 1, 2, 8 (Econ 1 and 2, Principles of Economics, may be substituted for AgEc 1 and 2)
3. Principles of accounting—9 credits  
Econ 24, 25, 26
4. Mathematics—5 credits  
Math 10 (Math H, or high school credit in higher algebra, is prerequisite to Math 10)
5. Biological science—10 or 12 credits  
NSci 7, 8, and 9 (10 cr)  
(or) Bot 1 and 2 and Zool 14 and 15 (12 cr)
6. Inorganic chemistry—10 credits  
InCh 4, 5
7. Natural science—3 to 5 credits  
AgBi 1a, Bact 53, AgEn 23 (Physics), Ent 1
8. Introductory courses in agriculture—12 to 18 credits  
4 courses selected from among: agricultural engineering course (3 cr), Agro 1, AnHu 1, DyHu 1, Ent 1, For 10, horticulture course (3 cr), PIPa 1 or 10, PoHu 1, Soil 1
9. Electives—to make minimum of 90 credits

### Additional Requirements (anytime before graduation)

1. Humanities—9 credits  
To be selected from humanities, art, HE 120 (Art History), literature, music philosophy, theater arts
2. Social science—12 credits  
Psy 1, 2, and 6 credits to be selected from anthropology, geography, history, philosophy, political science, social science, sociology

An honor point ratio of 2.0 is required for admission to the School of Business Administration.

Students considering the above group of courses should consult the *Bulletin of the College of Agriculture, Forestry, and Home Economics* for further particulars.

## Institute of Technology

### Four-Year Engineering-Business Program

Students who wish to combine training for business management with a basic engineering curriculum may enroll in the Institute of Technology for 2 years and then transfer to the School of Business Administration to complete the requirements for a bachelor of science in business degree. A

minimum of 95 credits with an average of C is required for admission to the School for this program. Upon admission to the School, the student must complete the requirements set forth for the Upper Division work in business administration.

### Freshman Year

<i>First Quarter</i>	Credits
ITM 11—College Algebra and Trigonometry I .....	5
Engl 1A or 1B—Written and Spoken Communication .....	4
Draw 14—Engineering Graphics .....	3
Phys 11—General Physics .....	5
<i>Second Quarter</i>	
ITM 12—College Algebra and Trigonometry II .....	5
Engl 2A or 2B—Written and Spoken Communication .....	4
Phys 12—General Physics .....	5
Draw 15—Engineering Graphics .....	3
<i>Third Quarter</i>	
ITM 13A—Analytical Geometry and Calculus .....	5
Engl 3A or 3B—Written and Spoken Communication .....	4
Draw 16—Engineering Graphics .....	3
Phys 13—General Physics .....	5

### Sophomore Year

<i>First Quarter</i>	
ITM 24a—Calculus .....	5
Econ 1T—Principles of Economics .....	3
BA 5—Elements of Statistics .....	4
InCh 14—General Inorganic Chemistry .....	4
<i>Second Quarter</i>	
Econ 2T—Principles of Economics .....	3
BA 55A—Elementary Accounting .....	4
Phys 14—Intermediate General Physics .....	4
InCh 15—General Inorganic Chemistry .....	4
<i>Third Quarter</i>	
MM 27—Engineering Mechanics .....	3
BA 55B—Elementary Accounting .....	4
Met 56—Physical Metallurgy .....	3
Econ 67—Money and Banking .....	3

## Duluth Branch

Students transferring from the Duluth Branch should follow the pattern outlined under the curriculum for the College of Science, Literature, and the Arts on page 16.

## School of Business Administration Curriculums

The junior and senior years in the School of Business Administration are spent in acquiring a broad knowledge of the business environment. Part of the training comes from a core group of courses and the other part, approximately half, is spent in acquiring a broad background which will enable the student to test his special interests and aptitude and to adapt himself to changing business conditions. Through his electives, both in the School of Business Administration and elsewhere in the University, he can obtain a well rounded preparation for his prospective career. The student is urged to consult his adviser for the combination of electives which will best meet his needs.

The program leading to the bachelor of science in business degree will begin in the fall of 1958 and represents a significant departure from the preceding program for the bachelor of business administration degree which tended to stress a variety of specialties. To avoid possible inequities and to facilitate the transition, students registered in the School of Business Administration during the years 1958-59 and 1959-60 may choose either degree program. The programs are similar, but not identical, in the core group.

The requirements for the new degree, bachelor of science in business, are listed below. The requirements for the old bachelor of business administration degree and the summary of the various sequence requirements are listed on pages 25-31.

For ready reference to descriptions of all business administration and economics courses, see the numerical "Index of Courses" (with both new and old course numbers) at the end of this bulletin.

## Bachelor of Science in Business

### REGULAR PROGRAM

#### 1. Core Group Requirements

	Credits
BA 50—Production Management .....	3
BA 51—Business Statistics .....	3
BA 52—Modern Industrial Relations: Labor Marketing .....	3
BA 53—Insurance Principles .....	3
BA 54—Transportation I: Principles .....	3
BA 56—Corporation Finance .....	3
BA 57—Principles of Marketing .....	3
BA 58—Business Law: Contracts .....	3
BA 60—Business Policy and Management Control .....	3
Econ 65—Intermediate Economic Analysis: The Firm .....	3
Econ 66—Intermediate Economic Analysis: Income and Employment .....	3
Econ 67—Money and Banking .....	3
Econ 68—Elements of Public Finance .....	3
Econ 69—Government Regulation of Business .....	3
Total Core Group .....	42
Business and economics electives** .....	18
Additional electives** (of which not more than 15 credits may be taken within the School of Business Administration) .....	30
Total .....	90

**Note**—Special provision is made for students with an accounting career objective. See page 20 for description of the accounting program.

#### 2. Electives Outside the Business School

No restriction is placed on the selection of non-School of Business Administration electives except the following: (a) courses numbered below 50 may not exceed 12 credits, and (b) a concentration of 9 credits in courses numbered 50 and above must be in one of the following departments:

Anthropology	Astronomy	Art
Geography	Botany	English
History	Chemistry	Foreign Language
Political Science	Geology	Music
Psychology	Mathematics	Philosophy
Sociology	Physics	Speech and Theater Arts

\*\* No more than 12 credits of electives may be taken in any 1 field of concentration in the School of Business Administration. These fields of concentration are management, statistics, industrial relations, insurance, transportation, accounting, finance, marketing, law, office management, and economics.

Students may take as electives courses from the Institute of Technology and the Institute of Agriculture for which they have the appropriate prerequisites.

### ACCOUNTING PROGRAM

Modifications in the basic B.S.B. program have been designed to meet the needs of those students who are preparing to be accountants or who desire an accounting education as a strong background for general business positions. Equal emphasis is placed on preparation for positions in private industry and public accounting.

The C.P.A. certificate is issued by the State Board of Accountancy to those individuals who have satisfied the experience requirement and have passed an examination in accounting practice, theory of accounts, auditing, and commercial law. Completion of the program in accounting gives the student a desirable preparation for the examination.

In addition to the general prebusiness requirements, the following are requirements for admission to the accounting program:

Comp 27, Advanced Writing

Math 40ac, Mathematical Analysis I (Math 50A is an acceptable substitute)

Students entering the School of Business Administration from the Institute of Technology will satisfy the mathematics requirement by completion of Math 24a.

Students who enter the School of Business Administration from the College of Science, Literature, and the Arts are urged to include the following as part of their program:

Phil 2—Logic

Math 53—Mathematical Analysis II

Math 54—Mathematical Analysis III

The following courses are required for students in this program:

	Credits
Core Group Requirements .....	42
Accounting Requirements	
BA 105A, 105B, 105C—Intermediate Accounting .....	9
BA 115A, 115B—Cost Accounting .....	6
BA 75A, 75B—Accounting Laboratories .....	2
BA 125—Auditing Principles and Procedures .....	4
BA 135—Income Tax Accounting .....	4
Two of the following:	
BA 145A—Readings in Accounting Literature	
BA 175A—Advanced Cost Accounting	
BA 175B—Data Processing	
BA 175C—Controllership Functions and Procedures	
BA 175D—Budgetary Control	
BA 185A—Advanced Accounting	
BA 185B—Auditing and Public Accounting	
BA 185C—Governmental Accounting	
BA 195A—Internship in Public Accounting	
(or) BA 195B—Internship in Internal Accounting	
}	6
Business Law Requirements	
Two of the following:	
BA 78—Business Law: Agency, Partnership, and Corporations	
BA 88—Business Law: Sales and Negotiable Instruments	
BA 98—Business Law: Property Rights and Obligations	
}	6

Electives outside of the School of Business Administration (a fourth quarter of business law may be included in this group). At least 9 credits must be in Upper Division courses in one department; mathematics is particularly recommended .....

	11
Total Credits .....	90

**COMBINED PROGRAMS**

**School of Business Administration—Institute of Technology  
Five-Year Program**

Advisers: Mr. Basil, Mr. Gaumnitz, Mr. Wickesberg

The School of Business Administration and the Institute of Technology offer 5-year combined programs which enable a student to complete the requirements for the Bachelor's degree in both fields. These programs give preparation for both the technical and the management phases of the selected fields and upon completion the student is granted 2 degrees, 1 conferred in his technical field, and the bachelor of science in business conferred by the School of Business Administration. These programs are available in the following engineering fields: aeronautical, chemical, civil, mining, and agricultural, and in the field of chemistry.

The School of Business Administration will accept 75 credits in the subjects listed below in conjunction with 1 of the above engineering curriculums to satisfy the requirements for the bachelor of science in business degree. Students in the program are enrolled through the Institute of Technology and are required to maintain an honor point ratio of 2.5 in each field, i.e., in the engineering program and also in the business administration program.

<i>Second Year</i>	Credits
Econ 1T-2T—Principles of Economics .....	6
BA 1—Business and the American Economy .....	3
	9
 <i>Third Year</i>	
BA 55A-55B—Principles of Accounting .....	8
BA 5—Elements of Statistics .....	4
	12
 <i>Fourth Year</i>	
BA 52—Modern Industrial Relations: Labor Marketing .....	3
BA 58—Business Law: Contracts .....	3
BA 51—Business Statistics .....	3
BA 56—Corporation Finance .....	3
BA 57—Principles of Marketing .....	3
BA 50—Production Management .....	3
Econ 65—Intermediate Economic Analysis: The Firm .....	3
Econ 66—Intermediate Economic Analysis: Income and Employment .....	3
BA 55C—Managerial Costs .....	3
	27
 <i>Fifth Year</i>	
BA 54—Transportation I: Principles .....	3
BA 53—Insurance Principles .....	3
Econ 69—Government Regulation of Business .....	3
Econ 67—Money and Banking .....	3
Econ 68—Elements of Public Finance .....	3
BA 60—Business Policy and Management Control .....	3
Business and Economics electives .....	9
	27
Total credits in business .....	75

## School of Business Administration—Pharmacy Program

Adviser: Mr. Lewis

The School of Business Administration and the College of Pharmacy offer a combined 6-year curriculum in pharmacy and business administration leading to the degrees of bachelor of science in pharmacy and in business. This program is open to students in the College of Pharmacy who can present evidence of better-than-average ability. Students who are permitted to register for this course of study must take the prescribed professional courses in pharmacy and business administration. The requirements of 70 credit hours of work in the School of Business Administration should be fulfilled in the approximate order listed below. Any inquiries from students should be addressed to the College of Pharmacy or to the adviser in the School of Business Administration.

	Credits
Econ 1-2—Principles of Economics .....	6
BA 28—Business Law .....	3
BA 24-25-26—Principles of Accounting .....	9
BA 5—Elements of Statistics .....	4
BA 57—Principles of Marketing .....	3
Econ 68—Elements of Public Finance .....	3
BA 50—Production Management .....	3
Jour 18—Principles of Advertising .....	3
BA 107A—Retail Management for Pharmacy Students .....	3
BA 53—Insurance Principles .....	3
BA 55C—Managerial Costs .....	3
BA 52—Modern Industrial Relations: Labor Marketing .....	3
BA 51—Business Statistics .....	3
BA 56—Corporation Finance .....	3
BA 107C—Retail Management II .....	3
Econ 66—Intermediate Economic Analysis: Income and Employment .....	3
Econ 65—Intermediate Economic Analysis: The Firm .....	3
Econ 67—Money and Banking .....	3
BA 187—Price Policy .....	3
BA 97—Market Analysis and Research I .....	3
	70

## Bachelor of Science in Economics

The regulations relative to scholastic requirements are the same as those for the B.S.B. degree (see pages 8-10).

### ECONOMICS

This sequence is designed for (a) students who wish to enter the government service after receiving the Bachelor's degree; (b) those who expect to pursue graduate work toward a higher degree; (c) those who wish general training in business and economics, with special emphasis on economic theory.

#### Lower Division

Requirements	Credits
Comp 4-5-6 or Comm 1-2-3 or Engl 1a-2a-3a or 1b-2b-3b—	
English .....	9 or 12 or 15
Math 10 or equivalent**—College Algebra .....	5
Econ 1-2—Principles of Economics .....	6
BA 5—Elements of Statistics .....	4
Political science or history .....	9

\*\* Math 7 or 15 will be considered equivalent to Math 10 in meeting this requirement.

	Credits
Phil 1 or 2—Philosophy .....	5
Additional mathematics†† or laboratory science .....	10
Electives .....	36 to 42
	—
	90

Recommended Electives

Modern language (especially for those intending to pursue graduate work), psychology, history, or political science.

Upper Division

Requirements	Credits
<b>A. Major Requirements</b>	
BA 24-25-26—Principles of Accounting .....	9
Econ 66—Intermediate Economic Analysis: Income and Employment .....	3
Econ 65—Intermediate Economic Analysis: The Firm .....	3
Econ 67—Money and Banking .....	3
BA 55D—Analysis of Financial Statements (or) BA 55C—Managerial Costs .....	3
BA 51—Business Statistics** .....	3
BA 56—Corporation Finance .....	3
Econ 69—Government Regulation of Business .....	3
Econ 80—Survey of Economic Ideas .....	3
BA 52—Modern Industrial Relations: Labor Marketing .....	3
Econ 68—Elements of Public Finance†† .....	3
<b>B. Minor Requirements</b>	
The minor shall consist of 15 credits of Upper Division work in 1 department or field or 18 credits of Upper Division work in 2 departments or fields outside the School of Business Administration. Agricultural economics and political science are suggested as suitable minors, particularly for those preparing for government service. The selection of courses for the minor must have the approval of the major adviser .....	
	15 or 18
<b>C. Electives</b> .....	33 or 36
	—
<b>Total Credits</b> .....	90

Recommended Electives

Supporting courses in agricultural economics, political science, history, journalism, and statistics.

STATISTICS

Advisers: Mr. Hurwicz, Mr. Neter, Mr. Savage

This sequence is designed for students who wish to become technical statisticians. The course of study leads to the degree of bachelor of science in economics.

Lower Division

Requirements	Credits
Comp 4-5-6 or Comm 1-2-3 or Engl 1a-2a-3a or 1b-2b-3b— English .....	9 or 12 or 15
Math 6 or T or equiv—Trigonometry .....	5
Math 7 or 10 or equiv—College Algebra .....	5
Econ 1-2—Principles of Economics .....	6
BA 5—Elements of Statistics .....	4
Political science or history .....	9
Philosophy (Phil 1 or 2) .....	5
Additional mathematics .....	5
BA 24-25-26—Principles of Accounting .....	9
Electives .....	27 to 33
	—
	90

\*\* Econ 121A-121B-121C may be substituted.

†† Econ 178A-178B is a recommended substitute.

‡‡ It is strongly recommended that Math 40 or equivalent be included.

Recommended Electives

Modern language, history, or political science  
 Math 40, Math 53. (An Upper Division requirement, Math 53 may be taken by sophomores who have a C average in the prerequisite courses in mathematics. It is desirable that these courses be taken as a sophomore when the student's program permits.)

Upper Division

Requirements	Credits
BA 51—Business Statistics .....	3
Econ 121A—Introduction to the Theory of Statistics .....	3
Econ 121B, 121C—Theory of Statistics I and II .....	6
Two courses with Econ 121C as co- or prerequisite** .....	6
Math 40, 53 or equiv .....	10
Econ 66—Intermediate Economic Analysis: Income and Employment.....	3
Econ 65—Intermediate Economic Analysis: The Firm .....	3
Econ 69—Government Regulation of Business .....	3
Econ 67—Economics of Money and Banking .....	3
Econ 68—Elements of Public Finance .....	3
Two of the following:	
BA 53—Insurance Principles	}
BA 55D—Analysis of Financial Statements	
(or) BA 55C—Managerial Costs	
BA 54—Transportation I: Principles	
BA 52—Modern Industrial Relations: Labor Marketing .....	
BA 56—Corporation Finance	
BA 57—Survey in Marketing	
BA 50—Production Management	
Econ 157—Business Cycles	}
Econ 116—National Income Analysis	
BA 89B—Tabulating Equipment Applied to Business: Laboratory .....	2
12 credits from at least 2 fields of the following in addition to**):	
1. Econ 101A—Foundations of Mathematics for Social Scientists	}
Econ 101B—Introduction to Decision Theory	
2. Econ 181A-B-C—Senior Topics: Statistics	
Econ 101C—Elements of Econometrics	
3. PubH 120—Advanced Biostatistics I	
PubH 130—Advanced Biostatistics II	
4. Math 121-122-123—Mathematical Theory of Statistics	
Math 131A—Advanced Algebraic Theory	
Math 107-108—Advanced Calculus	
5. ITM 190-191—Advanced Topics: Industrial Statistics	}
6. BA 97—Market Analysis and Research I	
7. BA 182B††—Intermediate Manpower Management	
8. BA 73§§—Life and Accidental Injury and Sickness Insurance	
Electives .....	27
	90

Recommended Electives

Math 54—Mathematical Analysis III  
 Phil 154—Logic of Science  
 Other courses listed in 1-8 above

## Bachelor of Agricultural Business Administration

Adviser: Mr. Koller

This line of specialization is intended for students in the Institute of Agriculture who wish to prepare for some branch of business which relates to agriculture, such as the marketing of farm products, farm finance, farm

\*\* E.g., Econ 101C, Econ 181A-181B-181C.

†† BA 72 will be waived as prerequisite.

§§ Or, BA 93 or BA 103.



implements, farm real estate, country merchandising, and the like. Registration for the freshman and sophomore years is in the Institute of Agriculture (see page 17 for requirements). During the junior and senior years students are registered jointly in the Institute of Agriculture and the School of Business Administration. A total of 192 credits are required for graduation from this sequence.

Students completing the work in this sequence are granted the degree of bachelor of agricultural business administration.

Requirements—School of Business Administration

	Credits
BA 58—Business Law: Contracts .....	3
BA 60—Business Policy and Management Control .....	3
Econ 65—Intermediate Economic Analysis: The Firm .....	3
Econ 66—Intermediate Economic Analysis: Income and Employment .....	3
Econ 68—Elements of Public Finance .....	3
Econ 69—Government Regulation of Business .....	3

Requirements—Agricultural Economics

AgEc 30—Agricultural Prices .....	3
AgEc 40—Principles of Marketing Organization .....	3
AgEc 50—Farm Finance .....	5
Biom 90—Introductory Statistics .....	3
AgEc 110—Economics of Agricultural Production .....	3
AgEc 127—Food Needs, Uses, and Supplies	
(or) AgEc 131—Market Prices .....	3
AgEc 140—Grain Marketing	
(or) AgEc 141—Dairy Marketing	
(or) AgEc 143—Livestock and Poultry Marketing }	3
AgEc 144—Co-operative Organization	
(or) AgEc 150—Advanced Farm Finance }	3
(or) AgEc 170—Land Economics	
Electives .....	58
	102

Recommended Electives—School of Business Administration

BA 50—Production Management .....	3
BA 52—Modern Industrial Relations: Labor Marketing .....	3
BA 53—Insurance Principles .....	3
BA 54—Transportation I: Principles .....	3
BA 56—Corporation Finance .....	3
Econ 103—Economic Development .....	3
Econ 104—International Economics .....	3

Recommended Electives—Agricultural Economics

AgEc 12—Farm Management I .....	3
AgEc 82—Farm Management II .....	3
AgEc 147—Marketing Accounting .....	3
AgEc 172—World Agriculture .....	3
Biom 100—Introduction to Statistical Analysis I .....	3
Any of the additional courses not chosen in required courses above	

## Bachelor of Business Administration

This degree program is optional for students registered in the School of Business Administration before fall quarter 1960.

The requirements listed below are summarized from the descriptions in the 1956-58 *Bulletin of the School of Business Administration*. The course

numbers in parentheses refer to the old course numbers as listed in that bulletin. See Index for old course numbers, page 57.

### CORE GROUP REQUIREMENTS

	Credits
BA 58—Business Law: Contracts (51) .....	3
One advanced course in accounting .....	3
BA 51—Business Statistics (74 or 78) .....	3
Econ 66—Intermediate Economic Analysis: Income and Employment (80) .....	3
Econ 65—Intermediate Economic Analysis: The Firm (81) .....	3
BA 52—Modern Industrial Relations: Labor Marketing (Econ 73) .....	3
BA 53—Insurance Principles (Econ 50) .....	3
BA 56—Corporation Finance (Econ 75) .....	3
BA 54—Transportation I: Principles (71) .....	3
BA 57—Principles of Marketing (77) .....	3
BA 50—Production Management (89) .....	3
Econ 68—Elements of Public Finance (BA 58) .....	3
Econ 69—Government Regulation of Business (85) (or) Econ 67—Money and Banking (57) .....	3
(Both 67 and 69 required if student did not have Econ 3)	
	—
	39

### SEQUENCE REQUIREMENTS

#### I. General Business

Advisers: Members of the Staff

	Credits
Core Group Requirements .....	39
Sequence Requirements	
Comp 58—Business Reports and Letters .....	3
Geog 41—Geography of Commercial Production .....	5
A 2nd quarter of business law .....	3
Either a 2nd course in advanced accounting or a 3rd quarter of business law .....	3
One course from 4 of the following fields:	
1. Production: BA 70—History of Management Thought (184)	
2. Finance: BA 76—Finance Management (156)	
3. Transportation: BA 174—Transportation II (174)	
4. Marketing: BA 117—Sales Management I (113) (or) BA 107—Retail Management I (114)	12
5. Industrial Relations: BA 72—Modern Industrial Relations: Manpower Management (167)	
6. Insurance: BA 73—Life and Accidental Injury and Sick- ness Insurance (115); or BA 93—Property and Liability Insurance I (116)	
Electives .....	25
	—
	90

#### 2. Accounting

Advisers: Mr. Matthews, Mr. Meyers, Mr. Nelson

	Credits
Special Prebusiness Requirements	
Math 15-16 and Comp 27	
Core Group Requirements .....	36
Sequence Requirements	
Two additional quarters of business law .....	6
BA 105A, 105B, 105C—Intermediate Accounting (150A, 150B, 150C) .....	9
BA 115A, 115B—Cost Accounting (152, 153) .....	6
BA 75A, 75B—Accounting Laboratories (93, 94) .....	2
BA 125—Auditing Principles and Procedures (118) .....	4
BA 135—Income Tax Accounting (134) .....	4

Two of the following:	Credits
BA 175B—Data Processing (119)	}
BA 175A—Advanced Cost Accounting (133)	
BA 185B—Auditing and Public Accounting (135)	
BA 175C—Controllership Functions and Procedures (136)	
BA 175D—Budgetary Control (154)	
BA 185C—Governmental Accounting (158)	
BA 185A—Advanced Accounting (159)	
BA 145A—Readings in Accounting Literature (180A)	
BA 195A—Internship in Public Accounting (198)	5 or 6
(or) BA 195B—Internship in Internal Accounting (199)	
Electives .....	18 or 17
	90

### 3. Advertising

Adviser: Mr. Lewis

Special Prebusiness Requirements	Credits
Psy 1-2	
Core Group Requirements .....	36
Students may substitute an elective for BA 50 (89) in the core group.	
BA 55C (66) and Econ 69 (85) recommended	
Sequence Requirements	
BA 78—Business Law: Agency, Partnership and Corporations (52).....	3
Psy 156—Psychology of Advertising .....	3
BA 77—Advertising (188) .....	3
Jour 11—Introduction to Reporting (preferably soph yr) .....	3
Jour 41—Editing for Nonmajors .....	3
Jour 86—Advertising Copy Writing .....	3
Art 65—Commercial Design .....	3
Jour 65—Graphic Arts .....	3
BA 147—Advanced Advertising Procedure (194) .....	3
BA 107—Retail Management I (114) .....	3
BA 97—Market Analysis and Research I (173) .....	3
Jour 55—Advertising and Newspaper Typography .....	3
Electives .....	18
	90

### 4. Factory Management

(Science, Literature, and the Arts—Business)

Adviser: Mr. Basil, Mr. Wickesberg

Special Prebusiness Requirements	Credits
Psy 1-2	
Core Group Requirements .....	39
Includes BA 55C (66)	
Sequence requirements	
BA 78, 88—Business Law (52, 53) .....	6
BA 70—History of Management Thought (184) .....	3
BA 100, 80—Senior Topics: Production Management (180G, 181G).....	6
BA 110—Systems and Procedures Analysis: Work Measurement (170) .....	3
BA 97—Market Analysis and Research I (173) .....	3
BA 175A—Advanced Cost Accounting (133) .....	3
BA 89B—Tabulating Equipment Applied to Business: Laboratory (91) .....	2
BA 72—Modern Industrial Relations: Manpower Management (167)	3
Electives .....	22
	90

## 5. Finance

Adviser: Mr. Sutton

	Credits
Core Group Requirements .....	42
Includes BA 55D (65) and both Econ 67 (57) and Econ 69 (85)	
Sequence Requirements	
Two additional quarters of business law .....	6
BA 76—Finance Management (156) .....	3
BA 176—Investments (146) .....	3
BA 186—The Securities Market (148) .....	3
BA 146—Real Estate (141) .....	3
BA 196A, 196B—Finance Topics I and II (181B, 182B).....	6
Econ 157—Business Cycles (149) .....	3
Electives .....	21
	90

## 6. Foreign Trade

Adviser: Mr. Lewis

	Credits
Special Prebusiness Requirements	
Psy 1-2	
Core Group Requirements .....	39
Sequence Requirements	
A 2nd quarter of business law .....	3
Geog 41—Geography of Commercial Production .....	5
Econ 114—Balance of Payments Theory (145) .....	3
Psy 156—Psychology of Advertising .....	3
BA 77—Advertising (188) .....	3
Econ 104—International Economics (176) .....	3
BA 177—Foreign Trade (177) .....	3
Econ 157—Business Cycles (149) .....	3
BA 97—Market Analysis and Research I (173) .....	3
Poi 185—International Organization .....	3
Electives .....	19
	90

## 7. Industrial Administration (4-year Engineering—Business)

Advisers: Mr. Basil, Mr. Gaumnitz, Mr. Glaskowsky, Mr. Wickesberg

This program follows the 2-year prebusiness curriculum in the Institute of Technology. A minimum of 95 credits is required for admission; 185 credits are required for the degree.

	Credits
Core Group Requirements .....	39
Includes BA 55C (66)	
Sequence Requirements	
BA 78, 88—Business Law (52, 53) .....	6
MM 85—Strength of Materials .....	3
MM 141—Solid Mechanics Laboratory .....	1
BA 72—Modern Industrial Relations: Manpower Management (167) 3	
BA 174—Transportation II: Traffic Management (174) .....	3
BA 175A—Advanced Cost Accounting (133) .....	3
BA 100, 80, 60—Senior Topics: Production Management (180-181-182G) .....	9
BA 89B—Tabulating Equipment Applied to Business: Laboratory (91) .....	2
BA 110—Systems and Procedures Analysis: Work Measurement (170) (IE 153 may be substituted) .....	3
Electives .....	18
	90

### 8. Industrial Relations

Advisers: Mr. Heneman, Mr. Turnbull, Mr. Yoder

Special Prebusiness Requirements	Credits
Psy 1-2	
Core Group Requirements .....	39
Sequence Requirements	
BA 72—Modern Industrial Relations: Manpower Management (167)	3
Econ 152—Labor Movements (162)	3
(or) Econ 162—Union Government and Policies (163)	}
Econ 172—Public Policy: Labor Relations (164)	3
(or) Econ 182—Economic Security (169)	}
Comp 27—Advanced Writing .....	3
Psy 125-126—Psychology of Individual Differences .....	6
Pol 160—American Political Thought	3
(or) Pol 161—Problems of Democracy	}
Soc 140—Social Organization .....	3
Electives .....	27
	90

### 9. Insurance

Adviser: Mr. Williams

Special Prebusiness Requirements	Credits
Psy 1-2	
Math 20, Mathematics of Investment, and Math 21, Introduction to the Mathematics of Life Insurance, are highly recommended but not required	
Core Group Requirements .....	39
Sequence Requirements	
A second quarter of business law .....	3
BA 176—Investments (146) .....	3
Econ 182—Economic Security (169) .....	3
BA 73—Life and Accidental Injury and Sickness Insurance (115) .....	3
BA 93—Property and Liability Insurance I (116) .....	3
BA 103—Property and Liability Insurance II (117) .....	3
BA 173—Senior Topics: Insurance (182H) .....	3
Electives .....	30
	90

### 10. Marketing and Sales Administration

Advisers: Mr. Harper, Mr. Hancock, Mr. Lewis

Special Prebusiness Requirements	Credits
Psy 1-2	
Core Group Requirements .....	39
BA 55C (66) and Econ 69 (85) recommended	
Sequence Requirements	
Psy 156—Psychology of Advertising .....	3
BA 77—Advertising (188) .....	3
BA 117—Sales Management I (113) .....	3
BA 107—Retail Management I (114) .....	3
BA 97—Market Analysis and Research I (173) .....	3
BA 187—Price Policy (Econ 110) .....	3
Two of the following: BA 117C, 97C, 107C—Senior Topics: Marketing (180C, 181C, 182C) .....	6
Two of the following:	
BA 197—Purchasing Management (111)	
BA 72—Modern Industrial Relations: Manpower Management (167)	}
BA 177—Foreign Trade (177)	6
Electives .....	21
	90

## 11. Office Management

Adviser: Miss Donaldson

	Credits
Special Prebusiness Requirements	
Psy 1-2, BA 34 (Econ 34) and BA 36 (Econ 36)	
Core Group Requirements .....	39
Includes BA 55C	
Sequence Requirements	
BA 72—Modern Industrial Relations: Manpower Management (167)	3
Psy 160—Psychology in Personnel Work .....	3
BA 99—Survey of Office Management (86) .....	3
BA 70—History of Management Thought (184)	
(or) BA 170—Top Management Organization and Control (157)	3
BA 110—Systems and Procedures Analysis: Work Measurement (170) .....	3
BA 89B—Tabulating Equipment Applied to Business: Laboratory (91) .....	2
BA 119, 129, 139—Senior Topics: Office Management (180-181-182E)	9
Electives .....	25
	—
	90

## 12. Retail Store Training

Adviser: Mr. Hancock

	Credits
Special Prebusiness Requirements	
Psy 1-2	
Core Group Requirements .....	36
BA 50 (89) not required in the core group	
Sequence Requirements	
BA 107—Retail Management I (114) .....	3
Psy 156—Psychology of Advertising .....	3
BA 77—Advertising (188) .....	3
BA 97—Market Analysis and Research I (173) .....	3
BA 88—Business Law: Sales and Negotiable Instruments (53) .....	3
BA 107C—Retail Management II (182C) .....	3
Comp 58—Business Reports and Letters .....	3
BA 72—Modern Industrial Relations: Manpower Management (167)	
(or) Educ 138—Training Store and Office Supervisors	3
Practice Course (BA 183C) .....	6
Students planning careers in department store or dry goods retailing should select 3 of the following:	
HE 52—Introduction to Textiles	
HE 20—Introduction to Related Art	
HE 21—Color and Design I	
Art 23—Drawing and Design I	
Art 24—Drawing and Design II	
Art 25—Drawing and Design III	
Art 50—Introduction to Visual Art	
(or) HE 120—Art History and Appreciation	9-10
Other students may substitute appropriate courses in such fields as food technology, dairy husbandry, agricultural economics, or forestry with consent of the adviser	
Electives .....	15-14
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	90

## 13. Secretarial and Supervisory Training

Advisers: Miss Donaldson, Miss Peterson

	Credits
Special Prebusiness Requirements	
Psy 1-2, BA 34 (Econ 34), and BA 39 (Econ 39)	
Core Group Requirements .....	39
Sequence Requirements	
BA 99—Survey of Office Management (86) .....	3
BA 79A, 79B—Administrative Secretarial Studies (Econ 40-41) .....	6

	Credits
BA 36—Office Procedures (Econ 36) .....	3
BA 119—Office Management: Business Communications and Correspondence Control (180E) .....	3
BA 129—Office Management: Records Administration (181E) .....	3
BA 139—Office Management: Analysis of Office Functions (182E) .....	3
BA 149—Practice Course (183E) .....	3
Electives .....	27
	90

### 14. Transportation and Traffic Management

Adviser: Mr. Nightingale

	Credits
Special Prebusiness Requirements	
Geog 41 and Psy 1-2	
Core Group Requirements .....	39
Econ 69 (85) recommended	
Sequence Requirements	
BA 78—Business Law: Agency, Partnership, and Corporations (52) .....	3
BA 88—Business Law: Sales and Negotiable Instruments (53) .....	3
Geog 112—Geography of Western Anglo-America	
(or) Geog 113—Geography of Eastern Anglo-America }	3
BA 117—Sales Management I (113) .....	3
BA 174—Transportation II: Traffic Management (174) .....	3
BA 93—Property and Liability Insurance I (116) .....	3
BA 194A, 194B, 194C—Topics in Transportation and Traffic Management (180-181-182f) .....	9
BA 177—Foreign Trade (177) .....	3
BA 72—Modern Industrial Relations: Manpower Management (167) 3	3
Electives .....	18
	90

## Graduate Degrees in Business Administration

The rising standards of preparation for business at all levels place increasing importance on professional training at the graduate level. The Master's degree programs outlined below prepare for two types of opportunity. The holder of a nonbusiness degree, such as a bachelor of arts or bachelor of engineering, as well as a holder of a Bachelor's degree in business may go on to a Master's degree in business administration as preparation for business executive responsibility. Those desiring more professional preparation in one of the specialized areas may choose the master of science in business administration.

The highest level of professional preparation, whether for teaching or for one of the functional specialties, is the degree of doctor of philosophy in business administration.

### Master of Business Administration

1. This degree is offered for students who desire unspecialized training for top-level business leadership. The program can be completed in 1 to 2 years, depending on the candidate's undergraduate preparation.

2. Unless the candidate has completed satisfactory equivalent courses in his undergraduate preparation, he will be expected to take introductory graduate courses in managerial accounting (6 hours) and introductory graduate courses (3 hours) in each of the following: managerial economics, national income and employment, money and banking, public finance, busi-

ness statistics, business law, business finance, insurance, labor economics and industrial relations, marketing, production management, transportation, and management and business policy.

3. All programs will include (a) 21 hours in 5 basic areas: quantitative approaches to administrative problems, policy formulation and administration, executive leadership, government and business enterprise, and business research methods and techniques; (b) 12 credits in 4 of the following 9 fields: accounting, business finance, industrial relations, insurance, marketing, office management, industrial management and administration, production management, statistics, and transportation; and (c) 12 additional credits in business and economics, with a limit of 6 additional hours in any field.

4. All candidates will be required to take a final written examination. The graduate faculty in business administration also reserves the right to examine any candidate orally.

5. A foreign language is not required.

## Master of Science

1. For admission to this program all candidates will be expected to have completed at least 12 credits in college economics and business administration courses, including Principles of Economics.

2. Each program will include introductory courses in 5 of the following 8 fields of specialization: accounting, business finance, management, marketing, industrial relations, insurance, statistics, and transportation, unless these courses or their equivalents have been included in the undergraduate program.

3. A final oral or written examination is required.

4. A foreign language is not required.

### **Plan A:** (with thesis)

1. For the major, courses in economics and business administration are to be considered as representing one department.

2. At least 12 credits must be in 1 of the 8 fields of specialization mentioned above.

### **Plan B:** (without thesis)

1. For this plan, courses in business administration may be regarded as representing 3 fields: accounting, general business administration, and statistics. All candidates under this plan must take at least 9 credits of work outside these fields.

2. At least 15 credits must be in 1 of the above 8 fields of specialization. Courses falling within each field of specialization are to be determined by the adviser.

3. The 9 credits in courses requiring independent work and the preparation of written reports shall be made a part of an approved program only on recommendation by the candidate's adviser and the instructor for the course.

**Note**—No courses in this department are starred for work under Plan B. Students working toward the Master's degree under Plan B may, by ar-



rangement with his major adviser and the instructor, have any course so planned as to include the necessary Plan B paper.

## Doctor of Philosophy

1. For admission to this program, a prospective candidate will be expected to meet the substantial equivalent of the core group requirement for the B.S.B. degree. This requirement may also be satisfied by an M.B.A. degree from an accredited institution. Prospective candidates for this degree are urged to obtain the Master's degree first.

2. Students must pass (a) 2 written examinations in a field of concentration from group A below; (b) 2 written examinations in 2 of the following 3 fields: business statistical methods and/or operations research, economic theory, and management theory; and (c) a written examination in 1 other field chosen from group A or group B below. Further, satisfactory completion of at least 9 credits of graduate course work in business statistical methods and/or operations research, economic theory, or management theory is also required if the student elects not to take an examination in that field.

<i>Group A</i>	<i>Group B</i>
Accounting	European Economic History
Business Finance	History of Economic Thought
Industrial Relations	Industrial Organization
Insurance	International Economics
Management	Manpower Economics
Marketing	Monetary Theory
Statistics	Public Finance
Transportation	

With the consent of the adviser, an examination in an additional group A field may be substituted for the second examination in the field of concentration.

A student whose field of concentration is statistics must take 2 examinations in that field, plus 1 examination in either economic theory or management theory, and 2 examinations in other fields, at least 1 of which must be in group A.

A student whose major is management must take 2 examinations in that field, 1 examination in either economic theory or business statistical methods and/or operations research, and 2 examinations in other fields, at least 1 of which must be in group A.

3. No courses or fields included in the minor may be included in the major.

4. Within a reasonable time after successful completion of preliminary written examinations, students will take an oral examination. This examination may cover any work in the student's approved graduate program with the exception of the thesis. Successful completion of this examination formally admits the student to candidacy for the degree.

5. Reading knowledge of 2 foreign languages or reading knowledge of 1 foreign language and either a collateral field or an approved research technique is required.

6. The written examinations will be given only at stated periods, generally in March, June, September, and December.

**Note**—Graduate students concerned with majors, minors, and courses in business administration should check with advisers to be informed of addi-

tions to and changes in the courses listed below. When this statement was prepared, several changes had just been approved in requirements for M.A., M.B.A., and Ph.D. degrees. Requirements for minors are being reconsidered. Several additional courses are planned to implement these new programs. They will be described from time to time in mimeographed releases which may be obtained on request from the office of the chairman, Department of Business Administration.

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Details of the Master's degree and Doctor's degree in economics are outlined in the *Bulletin of the Graduate School*.

## DESCRIPTION OF COURSES

**Symbols**—The following symbols are used throughout the course descriptions and will not carry any page footnotes:

† To receive credit, all courses listed before dagger must be completed.

‡ A sequence course followed by a double dagger may be taken out of sequence.

§ No credit is given if credit has been received for equivalent course listed after section mark.

¶ Means "concurrent registration in" (i.e., course must be taken simultaneously.)

# A sharp sign means "consent of instructor."

**Course Numbering System**—Since the courses in the School of Business Administration have been reclassified and renumbered, the student is referred to the *Index of Courses* and the *Conversion Table* at the end of this bulletin for ready reference to old and new course numbers. The following classification codes will be helpful in becoming familiar with the new course numbers.

### Courses Numbered

1- 49	For freshmen and sophomores
50- 99	For juniors and seniors
100-199	For juniors, seniors, and graduate students
200-299	Courses for graduates students
300 and up	Graduate seminars for graduate students only

The last digit of a course number indicates the area within the department as follows:

Last Digit	<i>Business Administration</i>	<i>Economics</i>
0	Industrial Management and Administration	General Economics
1	Statistics	Econometrics and Statistics
2	Manpower Economics and Industrial Relations	Labor
3	Insurance	Economic Development
4	Transportation	International Economics and Area Studies
5	Accounting	Micro-Economics, Welfare Economics, Mathematical Economics
6	Business Finance	Macro-Economics
7	Marketing	Money and Banking and Business Cycles
8	Business Law	Public Finance
9	Office Management	Industrial Organization

## Business Administration Courses

(Classified by Areas)

**Note**—The old course number is indicated in parentheses after each course description.

### INTRODUCTION TO BUSINESS

**BA 1. Business and the American Economy.** Descriptive survey of the American economy with emphasis on the business segment. Includes some attention to functions to be performed by any economic system and within typical businesses; kinds of decisions to be made and examples of information needed for making selected decisions. (3 cr; prereq fr or soph with no previous BA, or social studies majors in education with no previous BA) (Econ A)

- BA 5. Elements of Statistics.** Elementary concepts in statistical methods. Sources and collection of data; tabular and graphic presentation; frequency distributions; probability; sampling; introduction to statistical estimation and decision-making. (4 cr, §151, Soc 45; prereq Math 10 or equiv) (Econ 5A, 5B)
- BA 24-25-26. Principles of Accounting.** Methods of recording, reporting, and interpreting business events. Use of accounting as a tool of business management. (9 cr, §§5A-55B; prereq 3rd qtr fr; students who have high school course or experience in bookkeeping may be admitted to BA 25 by passing placement test normally given first day of each quarter) (Econ 24-25-26)

## INDUSTRIAL MANAGEMENT AND ADMINISTRATION

(Code - 0)

- BA 50. Production Management.** Introduction to the management of the production function. The techniques, the managerial problems, and the decision-making processes in planning and controlling the production activity. Emphasis is on production as a function of the enterprise rather than as a strictly manufacturing activity. Research and development, the role of standards, physical facilities, systems and procedures analysis, work measurement, materials control, quality control, and production planning and control. (3 cr, §150; prereq Econ 2 or equiv) (89)
- BA 60. Business Policy and Management Control.** An evaluation of the areas of managerial authority and responsibilities, organizational relationships, and effective executive action. Presents managerial problems of policy formulation involving decisions based upon a knowledge of all the major functions in the firm. (3 cr, §160; prereq 3rd qtr sr) (182G)
- BA 70. History of Management Thought.** Origin and development of the movement to apply methods of science to the area of management. Examines the contributions made by outstanding writers and practitioners in the field of management. Evaluates the contributions of management to the individual firm and to society. Projects the role of the manager into the firm and society of the future. (3 cr, §270; prereq 1st qtr sr) (184)
- BA 80. Administrative Practices.** Develops awareness and perception of the executive's relationships with individuals and groups in the firm. Opportunity to develop administrative abilities, to think and act responsibly, to make decisions which provide opportunities for others in the organization to work effectively toward individual and organizational goals. (3 cr; prereq 1st qtr sr) (181G)
- BA 100. Problems in Production Management.** Current problems and techniques in the area of production management. Builds upon the introductory course in developing maturity and insight with reference to the production factors. Problem areas are similar to those in the introductory course. (3 cr; prereq 50 or equiv) (180G)
- BA 110. Systems and Procedures Analysis: Work Measurement.** The role of work standards, the analysis of work relationships for both the individual and the group, the development of standard procedures, work simplification. Methods of establishing standards of output relative to the time factor. Develops an awareness of the concepts as well as an analytical approach to work relationships. (3 cr; prereq 50 or equiv) (170)
- BA 150. Administration of Production.** The fundamentals of production. The techniques, managerial problems, and the decision-making processes in administration of the production function. The student is required to apply his knowledge of production through the use of cases and selected readings. (3 cr, §50; prereq grad) (187)
- BA 160. Management Organization and Business Policy.** A study of the functions of the executive and the role he plays in the operation of the firm. Development of understanding of the executive functions by relating the several functional areas of the firm from the viewpoint of top management in the building of organizational relationships and in policy formulation. (3 cr, §60; prereq grad) (182G)
- BA 170. Top Management Organization and Control.** An evaluation of the principal functional areas of management: planning, organizing, staffing, directing, and controlling. Examines attributes of good organization; establishment of goals, policies, and procedures; control systems and techniques; providing necessary factors and relationships to achieve organizational objectives. (3 cr; prereq 1st qtr sr) (157)
- BA 250. Executive Leadership.** Development of leadership abilities in the areas of superior-subordinate relationships, conference leadership, communications both oral and written. Case studies, role playing, conference groups, and discussions are utilized in presenting individual and group situations for the student to resolve. (3 cr; prereq 2nd yr grad or equiv)
- BA 260. Policy Formulation and Administration.** An integrating course in the area of policy formulation and administration. Emphasis is on the duties and responsibilities of top

management in establishing objectives and in co-ordinating interdepartmental policies and activities. The student must draw on his knowledge of marketing, production, finance, accounting, personnel, statistics, and other related fields in his solving of organization-wide administrative problems. (3 cr; prereq 2nd yr grad or equiv)

- BA 270. Evolution and Development of Managerial Thought.** An intensive study of outstanding writers and practitioners in building a theory and philosophy of management. Examines the case to be made for management as a distinct functional activity. Evaluates the movement to apply methods of science to the area of management. The contributions made by the several disciplines (such as engineering, sociology, psychology, economics) to the concept of management. Projects the role of the executive into the firm and society of the future. (3 cr, §70; prereq 2nd yr grad or equiv) (184)
- BA 290A. Readings in Industrial Management and Administration.** Special readings especially useful to student's individual program and objectives, but not available in regular course offerings. (Cr ar; prereq consent of adviser and instructor in field covered) (160)
- BA 290B. Graduate Research in Industrial Management and Administration.** (Cr ar) (299)
- BA 350. Seminar in Production.** (3 cr; prereq 100 or equiv)
- BA 360. Seminar in Management.** (3 cr; prereq 260 or equiv) (281)

## STATISTICS

(Code - 1)

- BA 5. Elements of Statistics.** See page 36.
- BA 51. Business Statistics.** Basic concepts of regression and correlation; statistical estimation and decision-making, with applications to such fields as survey sampling, acceptance sampling and statistical quality control; introduction to time series analysis and index numbers. (3 cr, §161; prereq soph with #, 5 or equiv) (74)
- BA 151. Elements of Statistics.** Sources, collection, and presentation of statistical data; frequency distributions, probability, sampling; introduction to statistical estimation and decision-making; introduction to time series analysis. (3 cr, §5, Soc 45; prereq grad, Math 10 or equiv)
- BA 161. Business Statistics.** Basic concepts of regression and correlation; statistical estimation and decision-making, with applications to such fields as survey sampling, acceptance sampling, and statistical quality control; index numbers. (3 cr, §51; prereq grad, 151 or equiv)
- BA 171. Statistical Methods for Sample Surveys.** Introduction to commonly used sampling methods, including stratified sampling, multistage sampling and cluster sampling; methods of estimation, including ratio and regression estimates; design of surveys taking into account various costs; statistical measurement and control of nonsampling errors. (3 cr; prereq 51 or 161 or equiv)
- BA 181. Quality Control and Industrial Statistics.** Acceptance sampling by attributes and variables; construction of single, double, and multiple acceptance sampling plans; statistical control charts and their operation; effectiveness of control charts; modification of control charts for special problems. (3 cr; prereq 51 or 161 or equiv)
- BA 291A. Readings in Statistics.** Special readings especially useful to student's individual program and objectives, but not available in regular course offerings. (Cr ar; prereq consent of adviser and instructor in field covered) (160)
- BA 291B. Graduate Research in Statistics.** (Cr ar) (299)

See also the following courses in the Department of Economics in the field of Econometrics and Statistics, page 48.

Econ 40, Decision Making and Scientific Inference  
 Econ 101A, Foundations of Mathematics for Social Scientists  
 Econ 101B, Introduction to Decision Theory  
 Econ 101C, Elements of Econometrics  
 Econ 121A, Introduction to the Theory of Statistics  
 Econ 121B, Theory of Statistics I  
 Econ 121C, Theory of Statistics II  
 Econ 181A, 181B, 181C, Topics in Statistics  
 Econ 201A, Econometrics A  
 Econ 201B, Econometrics B  
 Econ 201C, Econometrics C

Econ 281A, 281B, 281C, Advanced Topics in Statistics  
 Econ 301, Seminar in Statistical Inference and Econometrics

## MANPOWER ECONOMICS AND INDUSTRIAL RELATIONS

(Code - 2)

- BA 52. Modern Industrial Relations: Labor Marketing.** An introduction to current employment relationships, emphasizing an economic approach and analysis. Fundamentals of the application and conservation of human resources in employment with consideration of related social and economic problems. Labor marketing, collective bargaining, unions and employer associations, industrial unrest and conflict, employment and unemployment, wage problems. (3 cr, §152; prereq Econ 2 or equiv) (Econ 73)
- BA 72. Modern Industrial Relations: Manpower Management.** Introduction to the field of personnel management and labor relations, emphasizing the development and application of effective work-teams within firms and agencies. Overview of policy and practice in major manpower management functions of staffing, training, communications, motivation, compensation, and morale maintenance. (3 cr; prereq 52 or 152) (167)
- BA 82. Modern Labor Relations.** An introduction to collective bargaining between employers and/or employer associations and unions. Attention is directed to the relevant policies of employers, unions, and the public; to the background of the labor movement; to current practices in labor relations; and to significant trends in all of these subjects. (3 cr; prereq 52)
- BA 92. Industrial Relations Employment Security.** Survey of the risks inherent in modern labor market processes and the private and social approaches to alleviation and elimination of these risks. Risks of insecurity due to old age; accidents and illness, unemployment, substandard wages and working conditions. (3 cr; prereq 52)
- BA 102. Human Relations in Industry.** Philosophy, policy, and methods employed in the "human relations" approach to managerial problems. The problems of human relations arising in large scale organization of people and approaches to their solution. Role playing, sensitivity training, conference and discussion methods, case study. (3 cr; prereq 52)
- BA 132A-132B-132C. Senior Topics: Industrial Relations.** Designed to develop a familiarity with and evaluation of professional procedures and techniques employed in major functions of manpower management. Individual and group projects acquaint student with employment problems in industrial relations at staff level. (9 cr; prereq sr, 72 or equiv) (180-181-182D)
- BA 142. Settlement of Industrial Relations Disputes.** The nature of industrial conflict in employment relations pointing up the stresses contributing to conflict and dispute situations; and public and private approaches to the prevention, reduction, and resolution of conflicts. (3 cr; prereq 52 or 152) (Econ 166)
- BA 152. Principles of Industrial Relations: Labor Marketing.** An introduction to current employment relationships, emphasizing an economic approach and analysis. Fundamentals of the application and conservation of human resources in employment with consideration of related social and economic problems. Labor marketing, collective bargaining, unions and employer associations, industrial unrest and conflict, employment and unemployment, wage problems. (3 cr, §52; prereq grad, Econ 2 or equiv) (Econ 161)
- BA 172. Principles of Industrial Relations: Manpower Management.** Introduction to the field of personnel management and labor relations, emphasizing the development and application of effective work-teams within firms and agencies. Overview of policy and practice in major manpower management functions of staffing, training, communications, motivation, compensation, and morale maintenance. (3 cr; prereq 52 or 152) (167)
- BA 182A. Intermediate Labor Marketing.** Advanced discussion and analysis of labor marketing concepts, structures, and processes. Examination of sources of information and different approaches to the study, analysis, and resolution of problems in the labor market. (3 cr; prereq 52 or 152) (165)
- BA 182B. Intermediate Manpower Management.** Manpower policy development, application and evaluation within union and company managements; manpower research and auditing. (3 cr; prereq 72 or 172) (168)
- BA 192. Industrial Relations Practices and Techniques.** The role of quantitative measurement and analysis in the formulation, administration, and evaluation of a wide range of manpower management practices. (3 cr; prereq 72 or 172)
- BA 202. Organization and Staffing.** Translation of organization goals and objectives to specific manpower goals and objectives, and staffing to meet the organization's manpower needs.

Techniques for recruitment, selection, and assignment of manpower resources for optimal utilization. (3 cr; prereq 72 or 172) (180-181-182D)

- BA 212. Employee Development and Training.** Determination of development and training goals, implementation and evaluation of programs for improved development and training from the standpoint of professional manpower management. (3 cr; prereq 72 or 172) (180-181-182D)
- BA 222. Wage and Salary Administration.** Designed to develop familiarity with concepts and procedures for the administration of compensation programs in the plant and office, for managerial and nonmanagerial employees. Various methods of job evaluation, wage surveys, incentives, fringes and benefits, and the administration of wage and salary programs. (3 cr; prereq 72 or 172) (180-181-182D)
- BA 232. Collective Bargaining Policies and Practices.** Analysis of the functions and procedures of union-management collective bargaining. Designed to develop familiarity with the problems of collective bargaining and techniques for preparation and conduct of negotiations. (3 cr; prereq 52 or 152) (180-181-182D)
- BA 242. Management Development.** Examination of today's management development movement including management development programs within industry and in universities. Basic policy, current problems, and research findings concerning the selection of management trainees, management appraisal and inventory, management motivation and compensation, and methods and techniques of development. (3 cr; prereq 72 or 172) (180-181-182D)
- BA 262-272-282. Graduate Topics in Industrial Relations.** Designed to develop familiarity with concepts, practices, and ethics of professional competence and standards in industrial relations. Emphasis upon group and organized research, advisory and service functions. (9 cr; prereq 72 or 172) (180-181-182D)
- BA 292A. Readings in Manpower Economics and Industrial Relations.** Special readings especially useful to student's individual program and objectives, but not available in regular course offerings. (Cr ar; prereq consent of adviser and instructor in field covered) (160)
- BA 292B. Graduate Research in Manpower Economics and Industrial Relations.** (Cr ar) (299)
- BA 352. Seminar in Labor Marketing.** (3 cr; prereq 182A) (Econ 253)
- BA 362. Seminar in Manpower Management.** (3 cr; prereq 182B) (256)
- BA 372. Seminar in Industrial Relations Research Methods.** (3 cr; prereq grad) (Econ 251)
- BA 382. Seminar in Current Industrial Relations Research.** (3 cr; prereq grad) (Econ 252)

See also the following courses in the Department of Economics in the field of Labor, page 49.

- Econ 152, Labor Movements
- Econ 162, Union Government and Policies
- Econ 172, Public Policy: Labor Relations
- Econ 182, Economic Security
- Econ 192, Contemporary Labor Issues
- Econ 372, Seminar in Trade Unionism
- Econ 392, Seminar in Economic Security

## INSURANCE

(Code - 3)

- BA 53. Insurance Principles.** Risk and its adverse economic effects; methods of handling risk; theory of insurance and insurable risks; insurable personal, property, and liability risks; risk management; personal, property, and liability insurance contracts; types of insurers; production, underwriting, actuarial, finance, and claims functions of insurers; industry and government regulation; social insurance. (3 cr, §153; prereq Econ 2 or equiv) (Econ 50)
- BA 73. Life and Accidental Injury and Sickness Insurance.** Functions of life and accidental injury and sickness insurance; types and terms of contracts; government life insurance and social security; programming; group, industrial, fraternal, and savings bank life insurance; premiums and reserves; dividends; investments; underwriting and reinsurance; regulation and taxation; some legal aspects; current problems. (3 cr, §203; prereq 53) (115)

- BA 83. Group Insurance.** Group life insurance (term and permanent plans); group pensions (fixed and variable annuities); and group accidental injury and sickness insurance (disability income and medical expense plans). Basic principles, types of benefits, marketing and administration, methods of financing, and methods of funding. (3 cr, §213; prereq 53) (131)
- BA 93. Property and Liability Insurance I.** Nature and relative importance of insurable property and liability risks; analysis of property and liability insurance contracts; insurance surveys—optimum property and liability insurance programs. (3 cr, §223; prereq 53) (116)
- BA 103. Property and Liability Insurance II.** Types of property and liability insurers; problems in marketing, underwriting and reinsurance, and loss adjusting; essentials of insurance law; rates and reserves; investments; analysis of financial statements; regulation and taxation; some current problems and social aspects. (3 cr, §253; prereq 53 [93 advised]) (117)
- BA 113. Actuarial Science Principles—Personal Insurance.** Construction and characteristics of mortality and morbidity tables; computation of life and accidental injury and sickness insurance premiums and reserves; nonforfeiture values; dividend calculations. (3 cr, §Math 21; prereq 53 or 153 or Math 40 or §)
- BA 153. Insurable Risks and Insurance.** Risk and its adverse economic effects; methods of handling risk; theory of insurance and insurable risks; insurable personal, property, and liability risks; risk management; personal, property, and liability insurance contracts; types of insurers; production, underwriting, actuarial, finance, and claims functions of insurers; industry and government regulation; social insurance. (3 cr, §53; prereq grad, Econ 2) (Econ 107)
- BA 173. Senior Topics: Insurance.** Individual student reports on topics of special interest and discussion of important current problems in insurance. (3 cr; prereq jr with §, 6 cr in insurance) (182H)
- BA 193. Actuarial Science Principles—Property and Liability Insurance.** Rate-making methods in fire, inland marine, casualty, and multiple-line insurance; statistical plans; determination of reserves. (3 cr; prereq 53 or 153 or Math 40 or §)
- BA 203. Life and Accidental Injury and Sickness Insurance.** Functions of life and accidental injury and sickness insurance; types of contracts; terms of contracts; government life insurance and social security; programming, group, industrial, fraternal, and savings bank life insurance; premiums and reserves; dividends; investments; underwriting and reinsurance; regulation and taxation; some legal aspects; current problems. (3 cr, §73; prereq 153) (115)
- BA 213. Group Insurance.** Group life insurance (term and permanent plans); group pensions (fixed and variable annuities); and group accidental injury and sickness insurance (disability income and medical expense plans). Basic principles, types of benefits, marketing and administration, methods of financing, and methods of funding. (3 cr, §83; prereq 153) (131)
- BA 223. Property and Liability Insurance I.** Nature and relative importance of insurable property and liability risks; analysis of property and liability insurance contracts; insurance surveys—optimum property and liability insurance programs. (3 cr, §93; prereq 153) (116)
- BA 233. Advanced Personal Insurance.** Advanced programming; premiums and reserves; dividends; underwriting and reinsurance; production; claims; the financial statement; insurer organization and capital structure; government regulation; current problems. (3 cr; prereq 203)
- BA 243. Property and Liability Insurance II.** Types of property and liability insurers; problems in marketing, underwriting and reinsurance, and loss adjusting; essentials of insurance law; rates and reserves; investments; analysis of financial statements; regulation and taxation; some current problems and social aspects. (3 cr, §103; prereq 153 [93 advised]) (117)
- BA 293A. Readings in Insurance.** Special readings especially useful to student's individual program and objectives, but not available in regular course offerings. (Cr ar; prereq consent of adviser and instructor in field covered) (160)
- BA 293B. Graduate Research in Insurance.** (Cr ar) (299)
- BA 303. Seminar in Personal Insurance.** Selected current problems in life insurance and accidental injury and sickness insurance. Oral and written student reports on individual research. (3 cr; prereq 153)
- BA 313. Seminar in Property and Liability Insurance.** Selected current problems in property and liability insurance. Oral and written student reports on individual research. (3 cr; prereq 153)



## TRANSPORTATION

(Code - 4)

- BA 54. Transportation I: Principles.** Introduction to the roles, interests, and relationships of users of the service, carriers, and regulatory agencies in the transportation field, emphasizing the national transportation policy approach. Organization of the transportation industry and administration of the transportation function by users of the service in their business activities. Economic aspects of railway, highway, pipeline, water, and air transportation. Current transportation problems and evaluation of national transportation policy. (3 cr, §154; prereq Econ 2 or equiv) (71)
- BA 154. Transportation I: Principles.** Roles, interests, and relationships of users of the service, carriers, and regulatory agencies. Organization of the national transportation system and nature of the transportation function in business administration. Economic aspects of transportation facilities, carrier services, rate making, regulation and the agencies of control, and industrial location. Current transportation problems and evaluation of national transportation policy. (3 cr, §54; prereq grad, Econ 2 or equiv) (Econ 172)
- BA 174. Transportation II: Traffic Management.** Principles of transport control and their application within the industrial (noncarrier) firm; carrier traffic management. Principles governing construction, interpretation, and application of rail, motor, water, express, pipeline, freight forwarder, and air freight classifications and tariffs. Problems involving determination of charges on typical movements within and between major freight-rate territories. (3 cr; prereq 54 or 154) (174)
- BA 184A. Highway Transportation.** Economic aspects of the American highway transportation system and motor transportation; national policy; services, pricing, operations, and management of the motor carrier industry; federal and state regulatory policies and problems; including I.C.C. motor carrier cost studies; inter-city and urban passenger operations and problems including the transit problem of the cities. (3 cr; prereq 54 or 154) (129)
- BA 184B. International Transportation: Water and Air.** Economic aspects of international ocean and air transportation. Overseas trade routes and shipping services. The American Merchant Marine: operation, management, and finance of American shipping. Regulatory policies and problems; Federal Maritime Board and Federal Maritime Administration. International air routes and services; national policy; operation, management, and finance of American overseas air carriers. Economic regulation and problems, including competition; Civil Aeronautics Board. International agreements and conventions among governments and among carriers. (3 cr; prereq 54 or 154) (147)
- BA 194A-194B-194C. Topics in Transportation and Traffic Management.**
- BA 194A. Advanced Traffic Management I.** Transportation rates, transport control practices, and their application within the industrial firm. Problems. (3 cr; prereq sr, grad, 174 or #) (180 I)
- BA 194B. Advanced Traffic Management II.** Transportation rates, transport control practices, and their application within the industrial firm. Problems and individual research project. (3 cr; prereq sr, grad, 174 or #)
- BA 194C. General Transportation Management.** Case studies in railway, motor carrier, pipeline, domestic water, air transport, and industrial traffic management. Analysis of recent leading decisions of Interstate Commerce Commission and Civil Aeronautics Board. Individual research project. Nationally known guest speakers. (3 cr, §264; prereq sr, grad, 194B or equiv, #)
- BA 294A. Readings in Transportation.** Special readings especially useful to student's individual program and objectives, but not available in regular course offerings. (Cr ar; prereq consent of adviser and instructor in field covered) (160)
- BA 294B. Graduate Research in Transportation.** (Cr ar) (299)
- BA 304. Seminar in Transportation.** Selected current problems in the field of national transportation policy. (3 cr; prereq 54) (270)

## ACCOUNTING

(Code - 5)

- BA 24-25-26. Principles of Accounting.** See page 36.
- BA 27. Accounting Survey.** For prelaw and law students. Special emphasis on accounting for corporations and for income. (5 cr, §24-25, 55A; open to law and prelaw students only [no fr]) (Econ 27)

- BA 55A-55B. Elementary Accounting.** The equivalent of 24-25-26 (Principles of Accounting) for School of Business Administration students and for 5-year combined engineering and business students. (8 cr, §24-25-26; counts as Lower Division course when transferred to College of SLA) (54-55)
- BA 55C. Managerial Costs.** General survey of cost accounting from point of the executive who must use cost information in conduct of his business. (3 cr, §115A, 115B, 265A; prereq 26 or equiv) (66)
- BA 55D. Analysis of Financial Statements.** Interpretation and analysis of financial statements for credit, investment, and managerial purposes. (3 cr, §105C; prereq 26 or equiv) (65)
- BA 75A. Accounting Laboratory.** Application of principles of accounting to a series of transactions. (1 cr; prereq 26 or equiv) (93)
- BA 75B. Cost Accounting Laboratory.** Design and operation of a process and standard cost system. (1 cr; prereq 115A) (94)
- BA 105A. Intermediate Accounting I.** Review of accounting processes, measurement of income accounting treatment of inventories and plant assets. (3 cr; prereq 26 or equiv) (150A)
- BA 105B. Intermediate Accounting II.** Accounting treatment of cash, receivables, investments, intangible assets, and applications of actuarial mathematics. (3 cr; prereq 105A) (150B)
- BA 105C. Intermediate Accounting III.** Accounting treatment of stockholders' equity, interpretation and analysis of financial statements. (3 cr, §55D; prereq 105A) (150C)
- BA 115A. Cost Accounting.** Practices, principles, and procedures of handling production costs for use in inventory valuation and income determination. An examination of job order, process, and standard cost systems. A brief introduction to standard cost as a tool of cost control. (3 cr, §55C; prereq 26 or equiv) (152)
- BA 115B. Cost Accounting.** An analysis of the use of cost information in managerial decision making. (3 cr, §55C; prereq 115A) (153)
- BA 125. Auditing Principles and Procedures.** Instruction in auditing principles and procedures is combined with a laboratory in which a set of working papers and an audit report are prepared. (4 cr; prereq 105C or §105C and 105B) (118)
- BA 135. Income Tax Accounting.** Principles involved in determining taxable net income and computation of federal and state income taxes for individuals, partnerships, and corporations. (4 cr; prereq 55D or 105A) (134)
- BA 145A. Readings in Accounting Literature.** Discussion and reports on selected topics in practice and theory as found in current accounting literature. (3 cr; prereq sr, grad, 12 cr in Upper Division accounting) (180A)
- BA 145B. Advanced Topics in Accounting.** Specialized topics in the field of accounting. The matter will change from quarter to quarter. (3 cr; prereq 12 cr Upper Division accounting)
- BA 155A-155B. Introduction to Managerial Accounting.** Elementary course for graduate students only. The use of accounting as a tool of business management. (6 cr, §24-25-26, 55A-55B; prereq grad) (Econ 24-25-26)
- BA 175A. Advanced Cost Accounting.** Application of cost accounting to problems of cost control, alternative choice, budgeting, and pricing for manufacturing and distribution operations. (3 cr; prereq 115B) (133)
- BA 175B. Data Processing.** Fundamentals underlying processing of data within a business organization; application of such fundamentals in manual, tabulating, and electronic data-processing systems, including programming of such activities as billing, payroll, inventory control, and costing. (2 cr; prereq 115B) (119)
- BA 175C. Controllership Functions and Procedures.** Place and functions of controller and internal auditor in business enterprises. Examination of accounting systems and methods related to such functions as internal check and audit control of routine transactions. (3 cr; prereq 115B) (136)
- BA 175D. Budgetary Control.** Fundamentals of establishing and operating a budget. Budgetary control and relationship to break-even analysis. (3 cr; prereq 115B) (154)
- BA 185A. Advanced Accounting.** Consolidated statements, fiduciary and fund accounting, partnership accounting. (3 cr; prereq 105C or §105C) (159)
- BA 185B. Auditing and Public Accounting.** Independent auditing in relation to function, fraud prevention, types of investigation, accepted standards, regulations of S.E.C. and A.I.A., problems and ethics of professional practice. Study of case and problem material. (3 cr; prereq 125) (135)

- BA 185C. Governmental Accounting.** Government budgets and fund accounting. (2 cr; prereq 105A) (158)
- BA 195A. Internship in Public Accounting.** Student will work full time for a public accounting firm. In addition to performing duties for his employer, he will write a report on his activities. (Cr ar; prereq 125 and #) (198)
- BA 195B. Internship in Internal Accounting.** Student will work full time for 1 quarter in the accounting department of an industrial organization. In addition to performing duties for his employer, he will write a report on his activities. (Cr ar; prereq 115B and #) (199)
- BA 215. Accounting and Business Policy.** An advanced consideration of the use and limitations of accounting data as a basis of management policy. (3 cr; prereq 55C or 115B)
- BA 235A. Tax Management.** An introduction to tax planning. (3 cr; prereq 135) (260)
- BA 235B. Tax Accounting Problems.** (3 cr) (260)
- BA 265A. Managerial Cost Accounting.** Cost accounting and analysis from point of view of its use by management in making decisions and setting policies, and in establishing controls over costs. (3 cr, \$55C, 115A, 115B; prereq 26 or equiv) (130)
- BA 265B. Corporate Statements.** Preparation of corporate statements and analysis from management, investment, and credit viewpoint. (3 cr, \$55D, 105C; prereq 26 or equiv) (139)
- BA 275A. Internal Auditing.** The relationships between the internal auditor and the accounting and operating departments. Audit of financial and nonfinancial activities. (3 cr; prereq 115A) (136)
- BA 275B. Case Studies in Specialized Accounting.** (3 cr) (259)
- BA 285. Accounting Under Government Regulation.** (3 cr) (265)
- BA 295A. Readings in Accounting.** Special readings especially useful to student's individual program and objectives, but not available in regular course offerings. (Cr ar; prereq consent of adviser and instructor in field covered) (160)
- BA 295B. Graduate Research in Accounting.** (Cr ar) (299)
- BA 305A. Seminar in Accounting Theory: Valuation and Principles.** (3 cr) (263)
- BA 305B. Seminar in Accounting Theory: Income Determination and Statement Presentation.** (3 cr) (264)
- BA 305C. Seminar in Accounting Theory: Financial Statements.** (3 cr) (264)
- BA 315. Seminar in Cost Accounting.** (3 cr) (258)
- BA 345A-345B. Advanced Accounting Problems.** (6 cr) (261-262)

## BUSINESS FINANCE

(Code - 6)

- BA 56. Corporation Finance.** The corporation in comparison with other types of business units. Organization and capital structure, raising fixed and circulating capital, treatment of corporate earnings, incentives to and forms of combination, trusteeship, and reorganization. (3 cr, \$156; prereq 1) (Econ 75)
- BA 76. Finance Management.** Duties of the financial manager of a modern business. Various sources from which capital may be secured, best use of a company's funds, and special financial problems which arise in the typical business. (3 cr, \$276; prereq 56 or 156) (156)
- BA 146. Real Estate.** Valuation of urban real estate, with a consideration of problems of real estate financing, rent control, housing, land development, zoning, and other factors affecting real estate values. (3 cr; prereq 1) (141)
- BA 156. The Modern Corporation.** Incorporation. Various types of corporate securities and their uses. Financial plans for industrial, utility, and other types of corporations. Financial affairs of an established business. General financial problems of the holding company, consolidations, mergers, and reorganizations. (3 cr, \$56; prereq grad) (Econ 155)
- BA 176. Investments.** General or "cross cut" survey of external and internal factors influencing prices of securities, and of principles of an investment policy for the individual investor. Objective analysis from source materials of factors explaining price differentiation. (3 cr; prereq 56 or 156) (146)
- BA 186. The Securities Market.** Consideration of behavior over time or "longitudinal" analysis of prices of individual and groups of securities. The relationship of economic conditions to security values; effects of cyclical fluctuation. (3 cr; prereq sr, 56 or 156) (148)

- BA 196A-196B. Finance Topics.** Individual research and discussion of important current financial developments. (6 cr; prereq sr) (181B-182B)
- BA 276. Finance Management.** Duties of the financial manager of a modern business. Various sources from which capital may be secured, best use of a company's funds, and special financial problems which arise in the typical business. (3 cr, §76; prereq 56 or 156 and 55D or 105A and 105C) (156)
- BA 296A. Readings in Business Finance.** Special readings especially useful to student's individual program and objectives, but not available in regular course offerings. (Cr ar; prereq consent of adviser and instructor in field covered) (160)
- BA 296B. Graduate Research in Business Finance.** (Cr ar) (299)
- BA 306. Business Finance Seminar.** (3 cr) (236)

## MARKETING

(Code - 7)

- BA 57. Principles of Marketing.** Marketing functions and institutions. Channels of distribution. Retail and wholesale trade. Pricing policies and practices. Marketing policies and methods for consumers' goods, producers' goods, and raw materials. (3 cr, §157; prereq Econ 2 or equiv) (77)
- BA 77. Advertising.** Planning and preparation of an advertising campaign including the budget, media, preparation of copy and layouts. (3 cr, §207; recommended prereq 57, Psy 156) (188)
- BA 87. Credits and Collections.** Nature and types of credit and of credit instruments and agencies; qualifications and work of credit manager; valuation and use of financial statements and credit reports; collection methods and correspondence; bankruptcy and adjustments; credit limits and control. (3 cr; prereq 57) (76)
- BA 97. Market Analysis and Research I.** Techniques used in marketing research. Emphasis on marketing information which can aid in the solution of marketing problems. Selected nonsurvey and survey research techniques. (3 cr, §217; prereq 51, 57) (173)
- BA 97C. Marketing Research II.** Selected topics in marketing research. Intensive examination of 1 or 2 important marketing problems. (3 cr, §217C; prereq sr, 97) (181C)
- BA 107. Retail Management I.** Retailing principles and methods; relations of retailing to other parts of the economy; problems associated with operation of stores of various types. (3 cr, §227; prereq 57) (114)
- BA 107A. Retail Management for Pharmacy Students.** Principles of retail store management including planning and control of store operation, nature of consumer demand, and analysis of retailing costs. (3 cr; open to pharmacy students only; prereq 25) (67)
- BA 107C. Retail Management II.** Selected topics in retail store management. (3 cr, §227C; prereq sr, 107) (182C)
- BA 117. Sales Management I.** Management of selling activities including sales policies and planning, sales promotion, sales organization and channels of distribution, selection, training and compensation of salesmen, control of sales performance, sales budgets, and cost control. Case materials. (3 cr, §237; prereq 57) (113)
- BA 117C. Sales Management II.** Selected topics in management problems dealing specifically with sales forecasting, sales analysis, and the analysis of distribution costs. (3 cr, §237C; prereq sr, 57) (180C)
- BA 147. Advanced Advertising Procedure.** Problems in advertising research, stressing both traditional and more recent techniques such as motivation research. (3 cr; prereq 77 or 207) (194)
- BA 157. Marketing Management.** The nature of marketing decisions. Demand and cost analysis. The structure of distribution. Decision making with respect to products, selection of channels, pricing, sales promotion, and location. (3 cr, §57; prereq grad, Econ 2 or equiv) (Econ 185)
- BA 177. Foreign Trade.** Export and import procedures and practices. Organization for exporting, channels of distribution, foreign trade promotion, financing shipment, insurance, tariffs, and governmental export and import regulations. Character and development of United States trade. Case materials. (3 cr; prereq 57 or equiv) (177)
- BA 187. Price Policy.** Selected topics on managerial and economic problems concerning market price and price policy. Methods by which goods and services are priced in industrial

- and consumer markets. Price behavior, administered pricing, price leadership, price lining, and government intervention. (3 cr; prereq 57) (Econ 110)
- BA 197. Purchasing.** Purchasing of materials, supplies, and equipment as a major function in business. Basic principles of purchasing in industrial, governmental, and institutional organizations. Quantity and quality decisions, forward buying, evaluation of purchasing procedures, and pricing policies. (3 cr; prereq 57) (111)
- BA 207. Advertising.** Planning and preparation of an advertising campaign including the budget, media, preparation of copy and layouts. (3 cr, §77; recommended prereq 57, Psy 156) (188)
- BA 217. Market Analysis and Research.** Techniques used in marketing research, marketing information which can aid in the solution of marketing problems; selected nonsurvey and survey research techniques. (3 cr, §97; prereq 51 or 151 and 57 or 157) (173)
- BA 217C. Marketing Research II.** Selected topics in marketing research. Attempt is made to examine 1 or 2 important marketing problems intensively. (3 cr, §97C; prereq 97 or 217) (181C)
- BA 227. Retail Management.** Retailing principles and methods; relation of retailing to other parts of the economy; problems associated with operation of stores of various types. (3 cr, §107; prereq 57) (114)
- BA 227C. Retail Management II.** Selected topics in retail store management. (3 cr, §107C; prereq 107) (182C)
- BA 237. Sales Management.** Management of selling activities including sales policies and planning, sales promotion, sales organization and channels of distribution, selection, training and compensation of salesmen, control of sales performance, sales budgets, and cost control. Case materials. (3 cr, §117; prereq 57) (113)
- BA 237C. Sales Management II.** Selected topics in management problems dealing specifically with sales forecasting, sales analysis, and the analysis of distribution costs. (3 cr, §117C; prereq 57) (180C)
- BA 297A. Readings in Marketing.** Special readings especially useful to student's individual program and objectives, but not available in regular course offerings. (Cr ar; prereq consent of adviser and instructor in field covered) (160)
- BA 297B. Graduate Research in Marketing.** (Cr ar) (299)
- BA 307. Seminar in Marketing.** (3 cr; prereq 57 or 157) (211)
- BA 317. Seminar in Marketing Management.** (3 cr; prereq 57 or 157)

## BUSINESS LAW

(Code - 8)

- BA 28. Business Law.** Law of contracts, agency, partnership, corporations, negotiable instruments, real estate, deeds, mortgages, fixtures, leases, mechanics' liens, workmen's compensation. (3 cr, §58; prereq soph and jr with 6 cr in econ, or sr without econ cr; open to IT, IAg, and Pharm students with consent of adviser; not equiv to 53 as prereq) (Econ 28)
- BA 58. Business Law: Contracts.** Law of contracts. Case method used in BA 58, 78, 88, 98. (3 cr, §153; prereq Econ 2 or equiv) (51)
- BA 78. Business Law: Agency, Partnership, and Corporations.** Law of agency and a consideration of problems of partnerships and corporations. (3 cr, §178; prereq 58) (52)
- BA 88. Business Law: Sales and Negotiable Instruments.** Law of sales and negotiable instruments. (3 cr, §188; prereq 58) (53)
- BA 98. Business Law: Property Rights and Obligations.** Legal principles governing transfer of title to, control of, and mortgaging of property, real and personal, including abstract examination; also related principles of trusts and liquidation. Some time will be reserved for current statutory development. Special readings. (3 cr, §198; prereq 58) (56)
- BA 158. Business Law: Contracts.** Legal principles governing contracts; examination of the law of contracts. Readings in law, study of representative decisions, written analyses. (3 cr, §58; prereq grad) (51)
- BA 178. Business Law: Agency, Partnership, and Corporations.** Law of agency, and a consideration of problems of partnerships and corporations. Based upon readings in law, case histories, written analyses, pertinent decisions. (3 cr, §78; prereq grad. 158 or equiv) (52)

- BA 188. Business Law: Sales and Negotiable Instruments.** Law of sales and negotiable instruments. Utilizes readings, representative legal cases and decisions, written analyses. (3 cr, §88; prereq grad, 158 or equiv) (53)
- BA 198. Business Law: Property Rights and Obligations.** Legal principles governing transfer of title to, control of, and mortgaging of property, real and personal, including abstract examinations; also related principles of trusts and liquidation. Current statutory developments. Special readings. (3 cr, §98; prereq grad, 158 or equiv) (56)

## OFFICE MANAGEMENT

(Code - 9)

- BA 89A. Calculating Equipment Applied to Business Data.** Functions and operations of calculating, accounting, and statistical machines. (1 cr; open to business education and office management majors only; prereq 26 or equiv) (96)
- BA 89B. Tabulating Equipment Applied to Business: Laboratory.** Basic functions of data tabulating equipment; illustrations of its use in special accounting, statistical, and production analysis; and its use for general accounting and statistical control of business operations. (2 cr; prereq 26 and 5 or equiv) (91)
- BA 99. Survey of Office Management.** The office as a producing unit; organization and control of clerical services; selection of equipment and supplies; flow of work, layout, and working conditions; office personnel; work simplification; scientific management. (3 cr; prereq Econ 2 or equiv) (86)
- BA 119. Office Management: Business Communications and Correspondence Control.** Methods of maintaining a flow of oral and written communications vertically and horizontally; applying psychological principles and business policies to persuasive and/or informative writing; initiating, evaluating, and controlling communications. (3 cr; prereq 99) (180E)
- BA 129. Office Management: Records Administration.** Problems involved in managing records throughout their entire life from creation to final disposition; policy-making decisions affecting the organization, control, evaluation, and destruction of all records; protection of vital corporate records; control of archives and maintenance of suitable semi-active records. (3 cr; prereq 36 or equiv and 99 or §) (181E)
- BA 139. Office Management: Analysis of Office Functions.** Study and experience in the various stages of an office management audit including office organization, work distribution, procedures flow, methods, layout, forms, equipment, etc. with emphasis on redesigning office procedures and simplifying paperwork with consideration of the possible effect of automation on handling, processing, and utilizing information. (3 cr; prereq 99) (182E)
- BA 149. Practise Course.** (183E)

## Secretarial Procedures and Supervisory Training

- BA 32. Beginning Typewriting.** Correct typewriting techniques; arrangement of typewritten material in basic letter forms, manuscripts, and simple tabulations. (1 cr) (Econ 32)
- BA 33. Intermediate Typewriting.** Knowledge and skills in letter arrangement; envelopes; carbons; tabulations; manuscripts; speed building. (1 cr; prereq 32 or 1 yr high school typewriting with speed of 30 words a minute) (Econ 33)
- BA 34. Typewriting Procedures.** Machine transcription; operation of electric typewriters and duplicating machines; footnotes, bibliographies, proofreading, manuscripts; legal documents and office forms; tabulations. (2 cr; prereq soph, 33 or 2 yrs high school typewriting with speed of 45 words a minute) (Econ 34)
- BA 36. Office Procedures.** Editing and revising correspondence; communications; basic indexing and filing problems; intra-office relationships. (3 cr; prereq soph, 34 or §) (Econ 36)
- BA 37-38-39.† Shorthand.** Elementary course in Gregg Shorthand Simplified. A large vocabulary of high-frequency words is developed. Emphasis is placed on transcription of mailable letters. (9 cr; prereq soph, 33 for 37, 34 or §34 for 39; students who have 1 yr high school shorthand are admitted to BA 38; students who have 2 yrs high school shorthand are admitted to BA 39) (Econ 37-38-39)
- BA 43. Shorthand Theory.** Study of Gregg shorthand principles. Experience in techniques of dictating and blackboard writing. Designed for majors in business education. (2 cr; prereq soph, 34, 39 and §) (Econ 43)
- BA 79A-79B. Administrative Secretarial Studies.** Office situations and problems in the work of an administrative assistant to an executive. This includes knowledge of office procedures and secretarial dictation and transcription. (6 cr; prereq 34, 39) (Econ 40-41)

## M.B.A. SECOND YEAR CORE

- BA 250. Executive Leadership.** See page 36.
- BA 251. Business Research Methods and Techniques.** Introduction to sources of business information. Examination of research methods and techniques and their application to individual problems. Place of business research in business management. (3 cr; prereq old 74 or 78 or new 51 or 161)
- BA 256. Government and Business Enterprise I.** Examines the varied interrelations of governmental and business activities in American society. Recent trends and future prospects regarding the scope of such relationships. Focuses on government as: (a) a rule-maker for business—in peace and war-time contexts; (b) a direct participant in the economic process—e.g., procurement practices, employment policies, and operation of publicly owned enterprises; and, (c) an indirect participant in business activities—e.g., programs regarding small business, urban redevelopment and housing, "distressed" areas, research, plant construction, resource conservation and development. (3 cr; prereq Econ 69 or 169)
- BA 257. Government and Business Enterprise II.** Focuses on the relationship between governmental policy and the maintenance of competitive markets. Examines the purpose, substance, and problems of antitrust law and administration. Considers the desirability, feasibility, and effectiveness of antitrust policy. Inquires into the meaning and significance of such concepts as "effective competition," "workable competition," and "countervailing power." Gives attention to such issues as: (a) the relation between business size and efficiency; and, (b) the compatibility of antitrust and the range of other governmental policies. (3 cr; prereq 256)
- BA 258-259. Quantitative Approaches to Administrative Problems I and II.** The uses of accounting, statistics, mathematics, economic analysis, and operations research in the solution of business problems at administrative levels. (6 cr; prereq 151, 155A, 155B, Econ 65 or 165 or equiv)
- BA 260. Policy Formulation and Administration.** See page 36.

## Economics Courses

(Classified by Areas)

## GENERAL ECONOMICS

(Code - 0)

- Econ B. The Scope, Methods, and Application of Economics.** An overview of economics for the student who wants to know what the subject is about. An opportunity is provided to hear different members of the economics profession explain the type of work done in their special fields. Attention is directed to the types of problems for which a study of economics is useful. (3 cr)
- Econ C. Introduction to Economic Analysis.** A concentrated course in economic principles, omitting much of the descriptive and institutional background provided in other courses. May substitute for Econ 1-2 as prerequisite for advanced courses in economics, except for majors in business administration. (3 cr, §1-2, 1T-2T; prereq B or 50A, 50B)
- Econ 1-2. Principles of Economics.** A study of the principles underlying economic activity and of the way these principles work out through our economic institutions. 1: Demand and supply, competition and monopoly, and the distribution of income. 2: National income, money and banking, business cycles, and international trade. Econ 1-2 or equivalent are prerequisite for most advanced courses in business administration and economics. (3 cr each qtr, §1T-2T, C, 50A-50B; prereq 3rd qtr fr for 1, 1 for 2) (6-7)
- Econ 1T-2T. Principles of Economics.** Same as Econ 1-2. (Open to IT students) (8-9)
- Econ 20. Consumer Education.** (Register for FL 20) The application of economic principles to major decisions of consumers: saving; investment; the use of credit; decisions to purchase houses, durable goods, life insurance; expenditure control; consumer information; product testing. (3 cr; offered in 1958-59 as a general education course for interdisciplinary studies)
- Econ 40. Decision Making and Scientific Inference.** A nontechnical introduction to problems of decision making under uncertainty, with applications to economics, statistical inference, and games of strategy. (3 cr; prereq Phil 40 or §)

- Econ 50A-50B. Economic Problems of the American Economy.** Open to students who have had no formal courses in economic principles. A nontechnical course designed to supply the need for general education in economics for the average citizen. (3 cr each qtr, §1-2, 1T-2T) (62-63)
- Econ 80. Survey of Economic Ideas.** Development of economic thinking from Adam Smith to J. M. Keynes, with emphasis on impact of industrial revolution and business cycle on the formation of theory. (3 cr; prereq 2 or equiv) (79)
- Econ 90. Honors Course in Economics.** A special course designed to help students integrate and apply the material learned during their economics training. Open to economics majors who have completed (or are currently completing) their major requirements. (3 cr; prereq consent of adviser) (97, 98, 99)
- Econ 110. City Planning.** (Same as Arch 104, Pol 123, Soc 106) Social, economic, political, geographic, and technical phases of city planning. (3 cr; prereq sr) (108)
- Econ 120. Economics of Consumption.** Theories and research relating to saving and spending; the utility and indifference approaches, the behaviorist approach (Katona, Morgan, etc.); the consumption function literature; the forecasting of consumer spending; the role of buying plans. (3 cr; prereq 2 or equiv) (178)
- Econ 150A, 150B. Current Economic Issues.** Current controversies over economic policy and the problems that underlie the controversies. Special study of selected topics. (3 cr each qtr [with # course may be taken more than once]; prereq 65, 66 or equiv) (129)
- Econ 160. Comparative Economic Systems.** The contribution of economics to a consideration of the issues between capitalism and communism and other economic systems. The theories on which the various systems are based and the way they work out in practice are analyzed in terms of economic principles and the vital economic functions performed in each system. (3 cr; prereq 2 or equiv) (84)
- Econ 170. Economics, Ethics, and Economic Philosophy.** A discussion of the literature, and the issues it raises, on the relation of ethics to economic organization, practice, and policy. Different economic philosophies, and consideration of the elements involved in the formulation of an economic philosophy. (3 cr; prereq 2 or equiv)
- Econ 190. Readings in Economics.** Arranged to cover areas in economics useful to individual programs and objectives but not available in regular course offerings. (Cr ar; prereq consent of adviser and instructor in field covered) (160)
- Econ 280A. The History of Economic Thought: Before 1870.** Econ 280A and 280B acquaint the student with the principal economic writings of the past so that contemporary theory may be seen in perspective. Particular theories are related to the problems and policies of the times. The classical economists, Marx, and the beginnings of neoclassical economics. (3 cr) (105)
- Econ 280B. The History of Economic Thought: After 1870.** Traces development of neoclassical economics through the 1930's. The origins of macro-theory. (3 cr) (106)
- Econ 290. Graduate Research.** (Cr ar) (299)
- Econ 300. Seminar in Economic Methodology.** (3 cr) (202)
- Econ 320. Seminar on Consumer Behavior.** (3 cr)

## ECONOMETRICS AND STATISTICS

(Code - 1)

- Econ 40. Decision Making and Scientific Inference.** See page 47.
- Econ 101A. Foundations of Mathematics for Social Scientists.** Sets. Relations. Partially ordered systems. Functional relations. Elements of logical calculus. Groups. Matrices. Applications mostly in economics, decision and game theory, some in statistics. (3 cr; prereq Math 10 or equiv or #) (100)
- Econ 101B. Introduction to Decision Theory.** Elements of probability. Basic concepts in statistical decision theory. Relationship to game theory and other types of decision problems. Prediction and inference. Likelihood methods. Problems of specification. Models underlying statistical analysis in economics and certain other fields (simultaneous equation systems; factor analysis models). Identification. (3 cr; prereq BA 5, Econ 101A or # [Math 40 advised]) (101)
- Econ 101C. Elements of Econometrics.** Statistical inference in models, arising in economics and certain other fields, involving multivariate distributions. Least squares method, regression theory and their relationship to simultaneous equation and factor analysis



problems. Specification error. Identification. Time series. Problems. Aggregation. Examples: production functions, demand functions, factor analysis. Covers some of the same ground as Econ 101B, but on a more advanced level. (3 cr; prereq Math 40, Econ 101B or ¶Math 123 or ¶Econ 121C or §) (102)

**Econ 121A. Introduction to the Theory of Statistics.** Acquaints the nonspecialist with some of the basic concepts and methods of classical statistics. Serves as a preparation for the more systematic and intensive treatment in Econ 121B-121C. Focuses on problems of hypothesis testing and estimation. (3 cr; prereq Math 7 or 10 or §) (121)

**Econ 121B. Theory of Statistics I.** Primarily one-variable problems. Normal and related univariate distributions. Some large sample theory, including the law of large numbers. Likelihood methods in hypothesis testing and estimation; applications to regression and analysis of variance. Confidence intervals. Sequential methods. (3 cr; prereq 121A and ¶Math 53 or §) (122)

**Econ 121C. Theory of Statistics II.** Primarily an extension to the many-variable case of the concepts treated in Econ 121B. Analysis of co-variance. Discriminant analysis and statistical selection. Distribution-free methods. (3 cr; prereq 121B, Math 53 or §) (123)

**Econ 181A, 181B, 181C. Topics in Statistics.** In each quarter this course is devoted to a specialized field of statistical methodology. The emphasis may be either on a topic in theory (e.g., estimation, hypothesis testing, nonparametric inference) or on a statistical model of applied interest (e.g., finite population sampling, population statistics, statistical quality control, time series). The objective of the course is to bring the student to the level where he can formulate and solve significant problems in the field covered. (3 cr each qtr; prereq 121C or ¶121C or §) (BA 180-181-182F)

**Econ 201A. Econometrics A.** Specification and identification problems. Multiple regression and simultaneous equation techniques. Limited information (reduced form) method of estimation, introduction to full information methods. (3 cr; prereq 65 or 165 plus the prerequisites for 101C)

**Econ 201B. Econometrics B.** Aggregation problems. Serial correlation. Pooling of cross section and time series data. Computational methods. (3 cr; prereq 201A)

**Econ 201C. Econometrics C.** Applications of econometric techniques. Demand analysis. Business cycle models and forecasting. (3 cr; prereq 201B)

**Econ 281A, 281B, 281C. Advanced Topics in Statistics.** (3 cr each qtr)

**Econ 301. Seminar in Statistical Inference and Econometrics.** (3 cr) (217)

See also the following courses in the Department of Business Administration in the field of statistics, page 37.

- BA 5, Elements of Statistics
- BA 51, Business Statistics
- BA 151, Elements of Statistics
- BA 161, Business Statistics
- BA 171, Statistical Methods for Sample Surveys
- BA 181, Quality Control and Industrial Statistics
- BA 291A, Readings in Statistics
- BA 291B, Graduate Research in Statistics

## LABOR

(Code - 2)

**Econ 152. Labor Movements.** Origins and growth of labor organizations and their problems under various forms of government; economic and social consequences of these developments. (3 cr; prereq BA 52 or 152) (162)

**Econ 162. Union Government and Policies.** Internal administration and government of unions; economic and social issues; hours, wages, and other conditions of employment. (3 cr; prereq BA 52 or 152) (163)

**Econ 172. Public Policy: Labor Relations.** Employer-employee-union relationships and their social control; legislative, executive, and judicial attempts to deal with these issues; economic and social implications. (3 cr; prereq BA 52 or 152) (164)

**Econ 182. Economic Security.** Origins and development of economic and social problems of the individual worker; public and private attempts to deal with these issues; economic and social implications. (3 cr; prereq BA 52 or 152) (169)

- Econ 192. Contemporary Labor Issues.** Designed to synthesize into an integrated whole the various specialized phases of the labor field and in so doing to treat various currently important labor problem areas. (3 cr; prereq BA 52 or 152)
- Econ 372. Seminar in Trade Unionism.** (3 cr) (254)
- Econ 392. Seminar in Economic Security.** (3 cr) (255)

See also the following courses in the Department of Business Administration in the field of manpower economics and industrial relations, page 38.

- BA 52, Modern Industrial Relations: Labor Marketing  
 BA 72, Modern Industrial Relations: Manpower Management  
 BA 82, Modern Labor Relations  
 BA 92, Industrial Relations Employment Security  
 BA 102, Human Relations in Industry  
 BA 132A-132B-132C, Senior Topics: Industrial Relations  
 BA 142, Settlement of Industrial Relations Disputes  
 BA 152, Principles of Industrial Relations: Labor Marketing  
 BA 172, Principles of Industrial Relations: Manpower Management  
 BA 182A, Intermediate Labor Marketing  
 BA 192, Industrial Relations Practices and Techniques  
 BA 202, Organization and Staffing  
 BA 212, Employee Development and Training  
 BA 222, Wage and Salary Administration  
 BA 232, Collective Bargaining Policies and Practices  
 BA 242, Management Development  
 BA 262-272-282, Graduate Topics in Industrial Relations  
 BA 292A, Readings in Manpower Economics and Industrial Relations  
 BA 292B, Graduate Research in Manpower Economics and Industrial Relations  
 BA 352, Seminar in Labor Marketing  
 BA 362, Seminar in Manpower Management  
 BA 372, Seminar in Industrial Relations Research Methods  
 BA 382, Seminar in Current Industrial Relations Research

## ECONOMIC DEVELOPMENT

(Code - 3)

- Econ 103. Economic Development.** Conditions necessary for increasing income, capital formation, measurement of economic growth, and problems of "underdeveloped" areas. (3 cr; prereq 65, 66 or equiv or \*) (120)
- Econ 133. The Development of American Industry.** Analysis of relations between long-run changes in technology, output, price, location, and market structure in major American industries, against the background of American institutions, the changing international environment, the growth of population, and per capita income. (3 cr; prereq 65 or 165)
- Econ 333. Seminar in Technological Progress and Economic Development.** (3 cr)

## INTERNATIONAL ECONOMICS AND AREA STUDIES

(Code - 4)

- Econ 104. International Economics.** An introductory treatment of the principal issues involved in international economic relationships. Significance of foreign trade and investment, international payments and foreign exchange, the gold standard, the International Monetary Fund and Bank, and the arguments over tariffs and foreign aid policies. (3 cr; prereq 2 or equiv) (176)
- Econ 114. Balance of Payments Theory.** More intensive study of balance of payments theory covered at introductory level in Econ 104. Evaluation of alternative techniques which a country may employ in order to attain twin objectives of external financial solvency and full employment. (3 cr; prereq 66 or 67) (145)
- Econ 154. The Economy of Western Europe.** Structure and organization of the economy of countries in Western Europe. Analysis of current internal and external economic problems and policies. Recent developments in production, public finance, income levels, and income distribution. Will commonly emphasize one particular country of Western Europe, not necessarily the same from year to year. (3 cr; prereq 2 or equiv) (123)

- Econ 164. The Economy of the U.S.S.R.** Rise of the Soviet economic system. Development of economic organization of the state, planning and control of use of resources, and distribution of product. Performance of the economy in agriculture and industry under the 5-year plans. Internal and external economic policy. Public finance, income distribution, and economic incentives under the Soviet system. (3 cr; prereq 2 or equiv) (127)
- Econ 174. The Economy of Latin America.** The structure of the economy of Latin America. Analysis of current internal and external problems. (3 cr; prereq 2 or equiv) (126)
- Econ 184. Economic Problems of the Far East.** Economic development of the Far East following contact with Western civilization. Some present problems: population, growth, capital formation, international economic relations, choice between types of economic organization. (3 cr; prereq 2 or equiv) (179)
- Econ 194. International Economic Problems.** Current issues of international economic policy. (3 cr; prereq 104) (186)
- Econ 224. International Trade and Economic Welfare.** Theory (introduced in Econ 104) of the optimal use of world resources. Evaluation of alternative policies—free trade, trade controls, free factor movements, controlled factor movements, for improving international allocation of resources and distribution of income within and between countries. (3 cr; prereq 104, 165 or 185A [114 advised]) (196)
- Econ 304. Seminar in International Economics.** (3 cr; prereq 114, 224)

## MICRO-ECONOMICS, WELFARE ECONOMICS, MATHEMATICAL ECONOMICS

(Code - 5)

- Econ 65. Intermediate Economic Analysis: The Firm.** Examination of the behavior of firms under competitive and monopolistic conditions, with particular attention to factors influencing the firm's decisions regarding production, output, and prices. (3 cr, §165; prereq 2 or equiv) (81)
- Econ 75. Intermediate Economic Analysis: The Household and Policy.** Consideration of decision problems faced by the household and the development of elementary welfare economics; application of evaluative techniques to various market phenomena and government policies. (3 cr, §175; prereq 65) (82)
- Econ 165. Economic Analysis: The Firm.** Analysis of individual decision-making by firms under conditions of monopoly, competition, and monopolistic competition. (3 cr, §65; prereq grad, 2 or equiv) (144)
- Econ 175. Economic Analysis: The Household and Policy.** Consideration of decision problems faced by the household and the development of elementary welfare economics; application of evaluative techniques to various market phenomena and government policies. (3 cr, §75; prereq grad, 65 or 165)
- Econ 185A. Price Theory.** Theories of choice as applied to consumers, firms, and resource owners, economic behavior in competitive and monopoly market situations. (3 cr; prereq 65 or 165) (103)
- Econ 185B. Market Structure.** Price and output policies under conditions of imperfect competition, competitive behavior in monopolistic types of market structure, problems of choice under conditions of uncertainty. (3 cr; prereq 185A or #) (104)
- Econ 185C. Income Distribution.** Statistics of personal and functional income distribution. Wages, rent, interest, and profit under pure and imperfect competition. Aggregative theories of distribution as a whole. "Exploitation" and "maldistribution" problems. (3 cr; prereq 65, 66)
- Econ 195A. Analytical Methods in Business Decision Making: A.** Some recently developed methods for solving selected problems in business choice. Maxima (or minima) subject to constraints. Maximization of linear functions subject to inequalities. Applications to production, advertising, and purchasing decisions. (3 cr; prereq 65 or equiv, Math 40 or equiv or #) (137)
- Econ 195B. Analytical Methods in Business Decision Making: B.** Maximization of nonlinear functions. Decisions involving risk. Applications to inventory and insurance problems. Information processing as related to choice of organizational structure. (3 cr; prereq 195A or #) (138)
- Econ 195C. Analytical Methods in Business Decision Making: C.** A more intensive study of certain problems within the area covered by Econ 195A and 195 B. (3 cr; prereq 195 B or #)

- Econ 215A. Welfare Economics: A.** (3 cr; prereq 185B) (215)
- Econ 215B. Welfare Economics: B.** (3 cr; prereq 215A) (215)
- Econ 225. General Equilibrium Theory.** (3 cr; prereq 167, 185B) (213)
- Econ 235. Elements of Mathematical Economics.** (3 cr; prereq 101A, Math 40, 53, or §) (216)
- Econ 245A, 245B, 245C. Mathematical Economics: A, B, C.** A study of the mathematical models underlying contemporary economic theory. (3 cr each qtr; prereq 101A, Math 40, 53 or equiv or § . . . 245A for 245B, 245B for 245C)
- Econ 285A, 285B, 285C. Advanced Price Theory: A, B, C.** (3 cr each qtr; prereq 65 or 165 for 285A, 285A for 285B, 285B for 285C)
- Econ 335. Seminar in Mathematical Economics.** (3 cr)
- Econ 385. Seminar in Micro-Economics.** (3 cr)

## MACRO-ECONOMICS

(Code - 6)

- Econ 66. Intermediate Economic Analysis: Income and Employment.** Determinants of national income, employment, and price level, with particular attention to aggregate consumption and investment. (3 cr, §166; prereq 2 or equiv or §) (80)
- Econ 116. National Income Analysis.** Conceptual framework for study of income flows, use of statistical materials within this framework, and use of the results for measurement and welfare. (3 cr; prereq 66 or equiv) (190)
- Econ 166. Economic Analysis: Income and Employment.** Determinants of national income, employment, and price level, with particular attention to aggregate consumption and investment. (3 cr, §66; prereq grad, 2 or equiv or §) (143)
- Econ 176A. Theory of Employment, National Income, and the Price Level I.** Equilibrium values for real output, employment, price level, and rate of interest under specified assumptions regarding the demand for and supply of money, the demand for and supply of labor, technical conditions of production, and the investment and consumption functions. (3 cr; prereq 66 or 166) (124)
- Econ 176B. Theory of Employment, National Income, and the Price Level II.** Effects of governmental monetary and fiscal policies upon equilibrium levels of output, employment, prices, and interest rates. Dynamic analysis. (3 cr; prereq 176A) (125)
- Econ 276A, 276B. Advanced Theory of Employment.** (3 cr each qtr; prereq 66 or 166 . . . 276A for 276B)
- Econ 376. Seminar in Macro-Economics.** (3 cr) (200)

## MONEY AND BANKING AND BUSINESS CYCLES

(Code - 7)

- Econ 67. Money and Banking.** Historical development, present pattern, and economic role of financial institutions, with special emphasis on commercial banks, the money supply, and the Federal Reserve System. (3 cr; prereq 2 or equiv) (57)
- Econ 157. Business Cycles.** A study of the ups and downs of business: various explanations of the causes, the statistical data on such fluctuations, the relationship of cycles to economic growth, methods of forecasting, and an examination of proposals for economic stabilization. (3 cr; prereq 66, 67 or equiv) (149)
- Econ 167. Economics of Money and Banking.** Historical development, present pattern, and economic role of financial institutions, with special emphasis on commercial banks, the money supply, and the Federal Reserve System. (3 cr, §67; prereq grad, 2 or equiv) (57)
- Econ 177. Intermediate Money and Banking.** Analysis of the determinants of the value of money and of the principal problems of monetary policy. (3 cr; prereq grad, 66, 67 or equiv) (142)
- Econ 257. Business Cycles and the Structure of Production.** (3 cr; prereq 157) (197)
- Econ 277A-277B. The Development of Monetary Theory.** A systematic review of principal issues in monetary theory, contributions to the literature of importance in the development of the subject, the major approaches resulting, and current developments in monetary theory. (6 cr; prereq 177) (243-244)

Econ 357. Seminar in Business Cycles. (3 cr) (210)

Econ 377. Seminar in Monetary Policy. (3 cr)

## PUBLIC FINANCE

(Code - 8)

**Econ 68. Elements of Public Finance.** Survey of government expenditures, budgeting, fiscal policy, debts, and taxes in terms of fiscal institutions, impact on business and the economy, and policy issues. Condensed course given especially for School of Business Administration students. (3 cr, §168, 178A-178B; prereq 2 or equiv) (BA 58)

**Econ 168. Economics of Public Finance.** Survey of government expenditures, budgeting, fiscal policy, debts, and taxes, with special emphasis on economic effects including tax incidence. Special attention is given to tax principles, practices, and policies. (3 cr, §68, 178A-178B; prereq grad or #, 2 or equiv) (189)

**Econ 178A-178B. Public Finance.** Government expenditures and budgeting, fiscal policy, debt management, and taxation in terms of economic effects, fiscal process, and social policy. Expenditure theory; budgetary process, alternative budgetary policies; debt burden; the taxing process; taxation, incentives, and markets; tax incidence; technical problems of income, profits, and sales taxation; defense finance. (3 cr each qtr, §68, 168; prereq 2 or equiv . . . # for 178A alone) (191-192)

**Econ 188. State and Local Taxation.** Main problems of state and local finance and proposed solutions, including interstate comparisons and co-ordination of practices and policies. (3 cr; prereq 68 or 168 or 178B) (193)

**Econ 198. Fiscal Policy.** Theoretical framework and goals; potential contribution of taxation, government expenditures, and debt transactions to full employment, price stability, and economic growth; institutional limitations to the use of fiscal policy. (3 cr; prereq 20 cr in social sciences, incl course in public finance, 66, 67 or equiv) (195)

**Econ 368A-368B. Seminar in Public Finance.** (3 cr each qtr) (233-234)

## INDUSTRIAL ORGANIZATION

(Code - 9)

**Econ 69. Government Regulation of Business.** Economic aspects of public policy affecting the market process. Relations between market structure and economic efficiency and welfare; economic origins of monopoly and other business limitations on free competition; and purposes and effect of antitrust laws and laws relating to "unfair business practices." (3 cr, §169; prereq 65 or 165 for business or economics majors, suitable background in law or political science for others or #) (85)

**Econ 169. Government Regulation of Market Behavior.** General restraints of trade, monopoly, standards of fair competition and regulation of entry into trade and professions, and the regulation of public utility rates and services. Economic and legal analysis of federal regulation with study of state and local regulation. (3 cr, §69; prereq grad, 65 or 165 for majors, suitable background in law or political science for others or #) (175)

**Econ 309. Seminar in Economic Structure and Behavior.** (3 cr) (205)

## CONVERSION TABLE OF COURSE NUMBERS

### Business Administration and Economics Courses

A major revision in course numbering was made in 1958. For the convenience of the student the following table compares the old course number used prior to 1958 with the new course number. The new numbers listed below are in the same department unless otherwise designated.

<i>Old No.—Title</i>	<i>New No.</i>	<i>Old No.—Title</i>	<i>New No.</i>
Econ A—Business and the American Economy .....	BA 1	Econ 73—Manpower Economics and Labor Problems .....	BA 52
Econ B—The Scope, Methods and Applications of Economics .....	B	BA 74—Business Statistics A .....	51
Econ C—Introduction to Economic Analysis .....	C	Econ 75—Corporation Finance .....	56
Econ 3—Elements of Money and Banking .....		BA 76—Credits and Collections .....	87
Econ 5—Elements of Statistics .....	BA 5	BA 77—Survey in Marketing .....	57
Econ 6-7—Principles of Economics .....	1-2	BA 78—Business Statistics B .....	
Econ 8-9—General Economics .....	1T-2T	Econ 79—Survey of Economic Ideas .....	80
Econ 24-25-26—Principles of Accounting .....	BA 24-25-26	Econ 80—Intermediate Economic Analysis: Income and Employment .....	66
Econ 27—Accounting Survey .....	BA 27	Econ 81—Intermediate Economic Analysis: Firms and Households .....	65
Econ 28—Business Law .....	BA 28	Econ 82—Intermediate Economic Analysis: The Household and Policy .....	75
Econ 30—Elements of Retail Accounting .....		Econ 84—Comparative Economic Systems .....	160
Econ 32—Beginning Typewriting .....	BA 32	Econ 85—Government Regulation of Business .....	69
Econ 33—Intermediate Typewriting .....	BA 33	BA 86—Survey of Office Management .....	99
Econ 34—Typewriting Procedures .....	BA 34	BA 87—Advertising Problems .....	
Econ 36—Office Procedures .....	BA 36	BA 89—Production Management .....	50
Econ 37-38-39—Shorthand .....	BA 37-38-39	BA 90—Punched Card Statistical Laboratory .....	
Econ 40-41—Secretarial Procedures .....	BA 79A-B	BA 91—Tabulating Equipment Laboratory .....	89B
Econ 43—Shorthand Theory .....	BA 43	BA 93—Accounting Laboratory .....	75A
Econ 50—Insurance Principles .....	BA 53	BA 94—Cost Accounting Laboratory .....	75B
BA 51—Business Law: Contracts .....	58	BA 96—Business Equipment Laboratory .....	89A
BA 52—Business Law: Agency, Partnership and Corporations .....	78	BA 97-98-99—Honors Course in Business Administration .....	
BA 53—Business Law: Sales and Negotiable Instruments .....	88	Econ 100—Foundation of Mathematics for Social Scientists .....	101A
BA 54-55—Elementary Accounting .....	55A-B	Econ 101—Econometrics I .....	101B
BA 56—Business Law: Property Rights and Obligations .....	98	Econ 102—Econometrics II .....	101C
BA 57—Money and Banking .....	67, 167	Econ 103—Advanced Price Theory .....	185A
BA 58—Elements of Public Finance .....	Econ 68	Econ 104—Market Structure and Price Theory .....	185B
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