

*The Bulletin of the*  
UNIVERSITY of MINNESOTA

School of Business Administration  
Announcement of Courses for the Years  
1944-1946

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# SCHOOL OF BUSINESS ADMINISTRATION

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Eilard C. Thompson, B.B.A., Instructor in Business Administration  
Nina L. Youngs, B.A., Instructor in Accounting  
Ruth C. Cedarleaf, B.S., Teaching Assistant in Secretarial Training

## GENERAL INFORMATION

### ESTABLISHMENT

The School of Business Administration was officially established by vote of the Board of Regents of the University 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, firms, 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.

### PURPOSE

It is the aim the School of Business Administration to afford thoro training to those preparing to enter business in positions of responsibility. The school offers instruction of professional grade in the basic principles of management. It also affords an opportunity for more intensive training in certain specialized fields such as accounting, advertising, banking, foreign trade, personnel management, merchandising, traffic and transportation, secretarial training, statistics, insurance, industrial administration, department store training, office management and economics.

The federal and state governments afford many opportunities for specialists in these fields. Such government agencies as the Securities and Exchange Commission, the Interstate Commerce Commission, the Bureau of Internal Revenue, the several state public utility commissions, and other regulatory bodies require specialists in the several fields of business administration.

In order to insure a broad training in basic principles, a considerable part of the work consists of required courses in the major phases of management. All students are expected to secure a sufficient acquaintance with the problems of production, marketing, finance, and personnel administration to enable them to view management in its broader aspects. The remainder of the work is devoted to more intensive studies in certain specialized lines of business for which the student has demonstrated particular aptitude.

Business is becoming more dependent upon the use of scientific methods in the solution of problems which have developed as a result of recent trends in industry and commerce. The further development in large-scale administration which is likely to occur in the future will increase the importance of the technical equipment of the manager in his scientific approach to business problems. Accounting and statistics constitute the basic tools of the quantitative measurements essential to the analysis of these business problems. These subjects, therefore, are given a prominent place in the curriculum.

It is essential for a student to have obtained a substantial training in other fields of study, particularly in economics. Supplementary courses in other social sciences are required in order that the student may have a clear understanding of the relationship of business to the more general interests of the community. The school aims to include with its professional training a well-rounded university education.

Every modern business unit conducts its operations in a complex, but organized, business and economic world. Its contacts with the legal, financial, banking, transportation, governmental, and labor institutions with which it must deal call for a special understanding of the organization of these fields in their relations to the business enterprise. This need is met by a special group of courses required in each sequence in the School of Business Administration. This core group, comprising courses in business law,

corporation finance, money and banking, public finance, government regulation of business, marketing, advanced accounting, business statistics, production management, labor problems, personnel administration, and economics, forms the nucleus around which the various sequences are built and constitutes the foundation for the specialized professional training in business administration which the school provides.

#### 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 Northwest greatly enhances the opportunities that students in the School of Business Administration enjoy. Co-operation with the College of Agriculture, Forestry, and Home Economics 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 economics. 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 region and area headquarters for many state and federal government agencies which have become factors in business administration. These offices have provided valuable opportunities for observation and outlets for graduates of the school.

#### 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 course. Students in the Accounting Sequence, 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 complete their course by the end of the following summer term.

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.

#### ADMISSION

For admission to the school, a student must have satisfied the requirements of one of the two-year prebusiness courses, either in the College of Science, Literature, and

Arts, the College of Agriculture, Forestry, and Home Economics, or the Institute of Technology.

Those students who are expecting to complete the requirements for a degree in four 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 and approved are substantially equivalent to those of the prebusiness requirements of the University. Provision is made for satisfying deficiencies in certain required courses in accounting, statistics, and money and banking when applicants for admission have not had these courses. In general, ninety credit hours are a necessary minimum for admission.

#### SPECIAL STUDENTS

High school graduates who have reached the age of twenty-four and can furnish evidence that they have had business experience in an executive capacity may be admitted as special students. If later they decide to become candidates for a degree they must complete the requirements for admission.

#### STUDENTS IN OTHER SCHOOLS OR COLLEGES OF THE UNIVERSITY

Regularly enrolled students in other schools or colleges of the University may be admitted to such courses in the school as are authorized by the faculties of the School of Business Administration and the school or college concerned. Such students are urged to select their business subjects in accordance with a definite plan, and as far as possible to complete a systematic course of business study.

*Registration in courses in Business Administration is not open to students of other schools or colleges of the University without special permission, except for those courses which are announced in the bulletin of the school or college concerned.*

#### ADVANCED STANDING

Appropriate credit may be given 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.

#### CREDITS

Requirements for graduation are expressed in credit hours indicating the amount of work done and in honor points, indicating the grade of work.

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

The grade I (incomplete) is a temporary grade indicating that the student has a satisfactory record in work completed and, for justifiable reasons satisfactory to the instructor in charge, was unable to complete the work in the course.

Any student receiving this grade shall be required to complete the work of the course within the first thirty days of his next quarter in residence during the regular academic year. A grade of I which is not removed within the first thirty days of the student's next quarter in residence shall be marked cancelled without grade. An extension of time may be permitted for removal of incomplete grades upon recommendation of the instructor concerned and the approval of the Students' Work Committee. If a petition is presented after the end of the thirty-day period, a restoration of the mark of incomplete may be permitted by the Students' Work Committee upon the recommendation of the instructor concerned but the special examination fee will be required.

The grade F (failure) is given for work which in the opinion of the instructor should be repeated in class if credit is desired.

The number of credits that may be earned by correspondence study toward a degree in the School of Business Administration is limited to nine. 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 honor points will not be considered.

#### STUDENTS' WORK COMMITTEE

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 Students' Work Committee co-operates in advising all such students and adjusting 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 tho 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.

No regular student will be permitted to elect more than seventeen hours of work in any one quarter unless he receives special permission by petition to the Students' Work Committee.

#### MILITARY SCIENCE AND TACTICS

Courses in Military Science and Tactics as given in the Reserve Officers' Training Corps are normally divided into two sections: the Basic Course of two years (normally the freshman and sophomore years) which is open as an elective subject to any physically qualified male student who is a United States citizen, and the Advanced Course of two years which is open to selected applicants who have completed the Basic Course. At the completion of the Advanced Course, the student, if recommended by the professor of military science and tactics and the president of the University, receives a commission in the Officers' Reserve Corps.

For the duration of the war no Advanced Course training will be given. The Basic Course offers two years of general military training designed to give the student a background which will be of value to him in any branch of the service when inducted into the Army. The work not only will make the individual a more valuable soldier but will benefit him individually. While neither commissioned nor noncommissioned rating can be earned through the R.O.T.C. at present, there have been many cases of men who have been able to advance rapidly in the Army because of the training gained through the R.O.T.C.

The course consists of two hours of lecture or range work and one hour of drill per week, for which one credit per quarter is given. These credits may be counted toward any degree offered by the University. Students are loaned a complete uniform (including overcoat) without charge during their period of enrolment. All students are required to take one credit per quarter (three hours per week) of physical education or swimming. This credit also may be counted toward a degree in most colleges.

#### NAVAL SCIENCE AND TACTICS

The Naval Reserve Officers' Training Corps of the University of Minnesota normally provides a four-year course to selected, physically qualified male students. For the duration, admittance is provided by selection from men who have completed the first two terms of the V-12 Program.

Upon successful completion of the course, students are commissioned as ensign, U.S.N.R. or second lieutenant, U.S.M.C.R.

## 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 prebusiness sophomore should fill out a "Notice of Change of College" form at the general information window in the office of admissions and records during his last quarter in the Junior College. 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 after the grades for the quarter have been recorded.

**Students transferring from other institutions**—Each student must submit a transcript of his work done in the other institution 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 staff who will act as his adviser throughout his two years. All registrations and changes of registration must receive the approval of this adviser. Likewise any courses carried in the General Extension Division, either in evening classes or by correspondence study, must be approved by the adviser in advance of registration and such approval made a matter of record by petition. Only such courses as have been thus approved may be applied toward a degree.

The student is urged to consult his adviser on any problems concerning his courses or future plans. It is desirable for him to become well acquainted with his adviser so that recommendations for placement opportunities that may arise either preceding or following graduation may be made on a more personal basis.

Special advisers have been appointed for veterans of the armed services and others whose schooling has been interrupted or delayed by the war. These advisers are prepared to counsel the students in preparing special programs and in facilitating the transition from war activity to university education.

## SCHOLARSHIP

A student's scholarship is defined as the ratio of honor points to credits earned plus credits removed and unremoved failures.

## CERTIFICATE IN BUSINESS ADMINISTRATION

A certificate in business administration may be earned in three years by military veterans who are unable to attend the four years necessary for a Bachelor's degree. The certificate is granted for a program covering the core group courses and the requirements for one of the special sequences, but none of the electives ordinarily offered for the Bachelor's degree. The specific requirements are listed on page 32.

## DEGREES

*Bachelor of Business Administration*

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



This period of time may be shortened by not more than one academic quarter by the granting of quality credits (maximum, fifteen credits), that is, for each five honor points in excess of one honor point per credit hour, a quality credit will be granted as applicable to the number of credit hours required for the degree. Quality credits earned while the student is enrolled in the School of Business Administration serve to replace elective credit hours but may not be applied as credit hours in required core group or sequence courses.

Credits earned in the Junior College in excess of the 90 credits necessary for admission, other than quality credits, may be counted as elective credits to meet the requirements for graduation.

The student is expected to devote his time to the School of Business Administration studies or Senior College studies except insofar as, in the judgment of his major adviser, additional elementary studies definitely contribute to his intellectual development or enhance his technical training.

The degree of bachelor of business administration is conferred on students who have been granted a minimum of ninety credits in the School of Business Administration with an honor point ratio of 1.00. The candidate must have completed the required courses set forth in some one of the various sequences.

#### *Bachelor of Science in Economics*

The degree of bachelor of science in economics is conferred upon students who have completed the required special four-year curriculum in either of the two sequences set forth in this bulletin. (See pages 29-30.)

The regulations relative to scholastic requirements and quality credits which are stated above as applying to candidates for the degree of bachelor of business administration apply also to candidates for this degree.

#### *Master of Business Administration*

Students who are interested in professional business training following the obtaining of the Bachelor's degree may become candidates for the degree, master of business administration. Those who hold the degree of B.B.A. may normally expect to complete the work in one year, while those who hold a B.A. or B.S. degree would normally require longer, but usually not to exceed two years.

**Prerequisites**—Candidates must meet the prebusiness requirements of the School of Business Administration in principles of economics, accounting, and statistics. Certain courses in other departments are required for the different specialized sequences. For a list of these courses see page 14 (5). Preparation in these prebusiness fields may have been completed in the undergraduate work, or it may be accomplished after entrance on the advanced program by taking the appropriate courses.

Candidates who have not taken the core group courses required for the degree of B.B.A. must do so in preparation for the degree of M.B.A. See pages 16-17 for the list of core group courses.

**Course requirements**—Candidates for the M.B.A. degree must meet the general regulations of the Graduate School. The specific requirements may be met in one of two ways:

**A**—By completion of twenty-seven quarter credits in courses numbered above 100 together with a Master's degree thesis; or

**B**—By the completion of forty-five credits in courses numbered above 100 including no fewer than nine credits in seminars or in independent work under faculty supervision and requiring the preparation of written reports. Under this plan a thesis is not required. Each candidate will be expected, however,

to carry on especially intensive work in some one field of business administration. He will be referred to an adviser to guide his specialization.

**Examinations**—All candidates will be required to pass written and oral examinations in the fields covered by the core group courses and the field of specialization.

#### GRADUATION HONORS

The degree of bachelor of business administration "with distinction" is awarded to any student who has maintained a scholarship record of at least two honor points per credit in the curriculum of the school, as well as in all prebusiness work, and who in addition has either (1) submitted a thesis on a topic in business administration or economics showing unusual attainment, or (2) satisfied a faculty committee in an oral examination that he possesses unusual ability and originality. A candidate for graduation honors must meet the scholastic requirements at the time that he gives notice of his candidacy, which must be not later than the beginning of the second quarter prior to graduation. At the time of the application the candidate must have completed at least three fourths of the work in his curriculum, one quarter of which must be in residence at the University of Minnesota. The question of whether a candidate will be permitted to elect an examination or a thesis in order to qualify for graduation honors will be determined by the students' adviser and the dean of the school. If a thesis is elected it must be submitted in final form not later than four weeks before graduation.

#### FEEES

Tuition fees (per quarter)	
Residents of Minnesota.....	\$32.00
Nonresidents .....	56.00
Credit hour tuition fee (adult special students, auditors, and others carrying less than full work)	
Residents of Minnesota .....	2.75
Nonresidents .....	4.75
Incidental fee (per quarter).....	9.65
Matriculation deposit† (first quarter only).....	10.00
Special fees	
Secretarial Training* .....	2.50
Special Laboratory Courses‡	1.00
Examination for credit (after the first 6 weeks in residence).....	5.00
Special examination .....	5.00
Chemistry deposit .....	5.00
Graduation fee .....	7.50

#### Late Fees

The fee for the privilege of late registration or late payment of fees is \$2 through the third day of classes, on the fourth day the fee is \$2.50 and then increases 50 cents per day to a maximum of \$5.

#### LIVING EXPENSES

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

The School of Business Administration does not encourage students to enter entirely without funds. The intensive work required in the school will make it highly desirable for a person to devote all of his time and energy to his studies.

\* Required of all students who register for one or more of the following courses: Economics 32, 33, 34, 37, 38, 39, 40, 41, 42, 43.

† Such charges as may be incurred for lockers, library penalties, laboratory breakage, etc. will be deducted from the amount of this deposit and the balance will be refunded by mail upon graduation or after the beginning of the first quarter the student fails to return to the University.

‡ Charged for each of the following courses: B.A. 112, 130, 139, 150, 151, 170, 171.

## EMPLOYMENT

An effort is made to find positions for those graduates who have made good scholastic records. Every year a number of representatives of large business organizations, both national and local, visit the school for the purpose of interviewing seniors for possible employment in their companies following graduation. Provision is made for the students to interview these representatives and the school attempts to assist in every way possible in the actual placement work.

The school frequently receives requests for placements of its alumni. Graduates are urged to register at the dean's office and to keep that office informed as to their correct addresses if they wish to be considered for any employment opportunities that arise. Communications concerning employment should be addressed to the School of Business Administration.

## STUDENT ORGANIZATIONS

*Associated Students of Business Administration*

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 represents the general student body. The board supervises school elections, and student social activities including the annual School of Business Administration banquet.

*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 'two quarters' 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 3 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 and special interest in this field. To be eligible, students must have completed at least two courses in advanced accounting.

*University Business Women's Club*

This is an organization of business, prebusiness, and commercial 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.

## LOAN FUNDS

*American Bankers' Association Loan Scholarship*

The American Bankers' Association has allocated two loan scholarships of \$250 each to the University of Minnesota. These loan scholarships are available to students majoring in banking and finance. Applications are made to a committee on which there is representation from the Bankers' Association.

*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*

The sum of \$500 is available for loans to students in the School of Business Administration in need of financial assistance.

*Minneapolis Women's Advertising Club Scholarship Loan Fund*

The funds were obtained through lecture courses conducted by the Minneapolis Women's Advertising Club in co-operation with the University Business Women's Club. The loan scholarships, which are restricted to senior women in the School of Business Administration, are awarded in the spring of the junior year to cover the expenses of the senior year. All awards are made on the basis of scholarship, character, and need.

## SCHOLARSHIPS AND AWARDS

*Minneapolis Women's Advertising Club Scholarship*

The Minneapolis Women's Advertising Club awards a scholarship of \$50 annually to the senior woman in the School of Business Administration who has maintained the highest scholastic average throughout her junior year and two quarters of her senior year. The award is made during the spring quarter by a committee headed by the dean of the school and announcement of it is made on the annual Cap and Gown Day. All women who have been graduated during the preceding academic year are considered for the award.

*Alpha Kappa Psi Tablet*

A tablet was presented to the school in 1926 by the professional commerce fraternity, Alpha Kappa Psi, which maintains a chapter at the University. This tablet is placed in a prominent position in the corridor of the School of Business Administration Building. According to the terms of the gift, each year the names of the three senior students who have contributed most to the promotion of the interests of the School of Business Administration are to be inscribed on the tablet. The committee of award consists of three faculty members to be selected by the dean, a representative from each of the professional fraternities, a representative of the University Business Women's Club, and one student chosen from the general student body by the other student members of the committee.

*University Business Women's Club Scholarship Key*

The University Business Women's Club each year awards a key to the woman in the School of Business Administration who has maintained the highest scholastic average over her four-year college course. In case of students transferred from other institutions, only course work carried at the University of Minnesota will be considered in computing the scholastic average. 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 four-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 Medallion*

A bronze medallion, which is 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 two quarters of her junior year. Announcement of the award is made on Cap and Gown Day.

*William A. Paton Award in Accounting*

A medal signifying unusual accomplishments in the field of accounting is awarded from time to time to students or alumni of the school. This award is made possible through the generosity of Professor William A. Paton.

*Arthur Andersen Graduate Fellowship in Accounting*

A fellowship of \$500 is available each year to a graduate student who is pursuing advanced work in the field of accounting. An applicant must have completed at least two years of work and have received the Bachelor's degree at the University of Minnesota with the equivalent of a major in accounting. The award is made by a faculty committee headed by the dean of the School of Business Administration.

## COURSES OF STUDY

### A. GENERAL REQUIREMENTS FOR COURSES LEADING TO THE B.B.A. DEGREE

#### *I. College of Science, Literature, and the Arts—Prebusiness Curriculum*

To be eligible for admission to the School of Business Administration, the student must present ninety (90) credits, in addition to credits given for physical education, earned in a recognized college or university with one honor point per credit or a smaller number of earned credits which, together with quality credits, will total a minimum of ninety (90). One quality credit is granted for every five honor points in excess of one honor point per credit.

Quality credits earned in the Junior College may be applied only toward the ninety credits required for admission to the School of Business Administration. In other words, a student who has a surplus of honor points above the number required to complete ninety credits may not apply these for credit in the School of Business Administration. Any excess credits, however, other than quality credits, may be applied toward electives in the School of Business Administration.

The requirements for admission are as follows:

1. Freshman Composition (Comp. 4-5-6), Freshman English (Eng. A-B-C), or exemption from requirement.
2. Nine credits in mathematics or *one* of the following laboratory sciences: botany, chemistry, geology, physics, zoology, or psychology with laboratory. Fifteen credits in Orientation in the Natural Sciences (Nat. Sci. 1-2-3) taken at the University of Minnesota will satisfy the science requirement.
3. Nine credits in *one* of the following social sciences: anthropology, geography, history, political science, or sociology.\*
4. Ten credits in Principles of Economics (Econ. 6-7).
5. Sufficient electives to complete the minimum of ninety (90) credits required for admission. The following courses should, if possible, be taken during the first two years, for most of them are prerequisites to certain courses in the core group:
  - Industrial History (Econ. 1)
  - Industrial Production and Organization (Econ. 2)
  - Elements of Money and Banking (Econ. 3)
  - Elements of Statistics (Econ. 5)§
  - Elements of Accounting (Econ. 20)¶
  - Principles of Accounting (Econ. 25-26)

Students who do not elect the above courses in money and banking, statistics and accounting during the freshman and sophomore years may substitute the following:

- Money and Banking (B.A. 57)
- Statistics Survey (B.A. 70)
- Elementary Accounting: Combined Course (B.A. 54-55)

In addition certain courses are required in special sequences in the school. These course prerequisites should be included in the Junior College program wherever possible.

The major sequences and special course prerequisites are as follows:

1. Accounting: Mathematics of Investment (Math. 20), (prereq. Math. 8)
2. Advertising: General Psychology (Psy. 1-2)
3. Foreign Trade: General Psychology (Psy. 1-2); 9 credits in political science; reading knowledge of a foreign language
4. Finance: Mathematics of Investment (Math. 20), (prereq. Math. 8)
5. Industrial Administration: (See Bulletin of the Institute of Technology)

\* Social Statistics (Soc. 45) not accepted in fulfillment of this requirement.

§ Credit not granted in Econ. 5 to students who have had Social Statistics (Soc. 45).

¶ Students who have had a high school course or experience in bookkeeping will be admitted to Econ. 25 by passing a placement test. For other students Elements of Accounting (Econ. 20) is a prerequisite to Econ. 25.

6. Insurance: General Psychology (Psy. 1-2); Mathematics of Investment (Math. 20), (prereq. Math. 8)
7. Merchandising: General Psychology (Psy. 1-2)
8. Personnel Management: General Psychology (Psy. 1-2)
9. Secretarial and Supervisory Training: General Psychology (Psy. 1-2); Secretarial Training: Typewriting (Econ. 32-33)‡
10. Department Store Training: General Psychology (Psy. 1-2); Secretarial Training: Typewriting (Econ. 32-33)‡
11. Office Management: General Psychology (Psy. 1-2); Secretarial Training: Typewriting (Econ. 32-33)‡

### II. College of Agriculture—Prebusiness Curriculum

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 two years are taken in the College of Agriculture, Forestry, and Home Economics.

1. Eight credits in General Inorganic Chemistry (Chem. 1-2 or 4-5)‡
2. Three credits in Livestock Production (Animal Husbandry 1)
3. Nine credits in Rhetoric (Rhet. 1, 2, 3)
4. Six credits in General Botany (Bot. 1-2)
5. Three credits in Rural Economics (Ag. Econ. 8)
6. Three credits in Elements of Dairying (Dy. Husb. 1)
7. Eight credits in Principles of Economics (Ag. Econ. 1, 2)
8. Six credits in General Zoology (Zool. 14-15)
9. Five credits in Economic Entomology (Ent. 5)
10. Three credits in General Farm Crops (Agron. 1)
11. Three credits in Elements of Accounting (Econ. 20)\*
12. Six credits in Principles of Accounting (Econ. 25-26)
13. Five credits in Mathematics (Math. 1 or 8)
14. Three credits in Fruit Growing (Hort. 6) or Vegetable Growing (Hort. 32)
15. Five credits in Farm Finance (Ag. Econ. 50)
16. Six credits in General Psychology (Psy. 1-2)
17. Sufficient electives to make a minimum of 101 credits.

An honor point ratio of 1.0 is required for admission to the School of Business Administration.

*Students considering the above group of courses should consult the bulletin of courses in agriculture for further particulars. See Combined Class Schedule.*

### III. Institute of Technology—Prebusiness Curriculum

Students who expect to engage in administrative work in manufacturing industries should take their prebusiness work in the Institute of Technology. The following prescribed program† for the freshman and sophomore years must be completed prior to registration in the course in Industrial Administration in the School of Business Administration. A minimum of 97 credits, including a C average in all economics and business administration courses, is required for admission to the school for this sequence.

\* Students who have had a high school course or experience in bookkeeping will be admitted to Econ. 25 by passing a placement test. For other students, Elements of Accounting (Econ. 20) is a prerequisite to Econ. 25.

† See Bulletin of the Institute of Technology for description of courses.

‡ A laboratory fee of \$2.50 will be required of students who register for one or more of the courses in Secretarial Training.

§ Chem. 4-5 are for students who have had high school chemistry.

## FRESHMAN YEAR

First Quarter		Second Quarter		Third Quarter	
	Credits		Credits		Credits
M. & M. 11 College Algebra .....	5	M. & M. 12 Trigonometry .....	5	M. & M. 13 Analytical Geometry .....	5
Chem. 4 General Inorganic Chemistry .....	4	Chem. 5 General Inorganic Chemistry .....	4	Chem. 16 Qualitative Chemical Analysis .....	5
Comp. 4 Freshman Composition .....	3	Comp. 5 Freshman Composition .....	3	Comp. 6 Freshman Composition .....	3
Draw. 1 Engineering Drawing .....	3	Draw. 2 Engineering Drawing .....	3	Draw. 3 Descriptive Geometry .....	3
M.E. 4, 9 or 11 Shop Practice .....	2	M.E. 4, 9 or 11 Shop Practice .....	2	M.E. 4, 9 or 11 Shop Practice .....	2
G.E. 11 Orientation .....	0	G.E. 12 Orientation .....	0	G.E. 13 Orientation .....	0
	17		17		18

## SOPHOMORE YEAR

First Quarter		Second Quarter		Third Quarter	
	Credits		Credits		Credits
M. & M. 91 Calculus .....	4	Phys. 8 General Physics .....	5	M. & M. 84 Technical Mechanics .....	5
Phys. 7 General Physics .....	5	Econ. 3 Elements of Money and Banking .....	5	Phys. 9 General Physics .....	5
Econ. 8 General Economics .....	3	Econ. 9 General Economics .....	3	Econ. 5 Elements of Statistics .....	5
M.E. 17 Machine Shop .....	2	Econ. 20 Elements of Accounting .....	3	Econ. 25 Principles of Accounting .....	3
M.E. 70 Mechanical Technology .....	1				
	15		16		18

Students may follow specially arranged five-year programs in agricultural engineering or in one of the several fields in the Institute of Technology and in the School of Business Administration. These programs are available in the following fields: aeronautical engineering, chemical engineering, chemistry, civil engineering, electrical engineering, and mechanical engineering. The combined five-year programs give full preparation for both the technical and the management phases of the selected fields and upon completion the student is granted two degrees, one conferred in his technical field, and the B.B.A. conferred by the School of Business Administration.

## JUNIOR AND SENIOR YEARS

The work of the junior and senior years is taken in the School of Business Administration, where stress is laid upon the adaptation of the student's curriculum to his future plans. In order to make this aim effective, every student is assigned to an adviser who makes a study of his needs and helps him to frame a program.

The programs of study summarized below will therefore be varied as each particular case dictates. In some cases the student will be advised to elect subjects in other schools and colleges of the University in order to obtain a well-rounded preparation for his prospective career.

## THE CORE GROUP

The following courses constitute a core of material which should be covered by all students. In addition to these courses, there are certain required subjects in the various sequences. Unless an exception is specifically noted in connection with a sequence, all courses listed in this group will be required.



Exception may be made in individual cases upon petition approved by the adviser and the chairman of the Students' Work Committee.

	Credits
Business Law (B.A. 51, 52, 53) .....	9
Advanced Money and Banking (B.A. 142) .....	3
Corporation Finance (B.A. 155) .....	3
Survey in Marketing (B.A. 77)*¶ .....	3
Business Statistics (B.A. 112)*‡ .....	3
Production Management (B.A. 89)*¶ .....	3
Advanced General Economics (B.A. 101-102) .....	6
Labor Problems and Trade Unionism (Econ. 161) .....	3
Elements of Public Finance (B.A. 58)† .....	3
Government Regulation of Business (Econ. 175) .....	3
Personnel Administration (B.A. 167)*¶ .....	3
One of the following:	
Advanced General Accounting (B.A. 139)*‡ }	3
Cost Accounting Survey (B.A. 130)*‡ .....	3
	45

### I. GENERAL BUSINESS

Advisers, Mr. Kozelka, Mr. Schmidt, Mr. Stigler, and Mr. Graves

This sequence is recommended to those persons who desire a well-balanced training in the important fields of business administration, or for those who have not decided upon a specialized field of study.

A student taking his degree in the General Business Sequence has available a considerably wider range of electives than is the case in the specialized sequences. These electives offer to the student the opportunity of pursuing an interest in fields associated with his general training, in the social or natural sciences, or in the arts.

	Credits
Core group requirements .....	45
Sequence requirements	
Insurance Principles (Econ. 50) .....	3
Cost Accounting Survey (B.A. 130)‡ .....	3
Business Policy (B.A. 109) .....	3
Business Cycles (Econ. 149) .....	3
Transportation: Services and Charges I (B.A. 71) .....	3
Electives .....	30
	90

### II. ACCOUNTING

Advisers, Mr. Heilman, Mr. Boddy, and Mr. Miller

The program in accounting is designed to meet the needs of those persons who are preparing for public accounting, the teaching of accounting, or for positions as accountants in financial or business establishments.

Commerce Algebra (Math. 8) and Mathematics of Investment (Math. 20) are Junior College prerequisites for this sequence.

Students in this sequence are not required to take Advanced General Accounting (B.A. 139).

\* These courses must be taken in the junior year.

† Public Finance (Econ. 191-192) (6 cred.) may be substituted for Elements of Public Finance as a core group requirement.

‡ A fee of \$1 is charged for this course.

¶ These courses must be taken in the following order: B.A. 77, B.A. 89, B.A. 167.

	Credits
Core group requirements .....	42
Sequence requirements	
Cost Accounting (B.A. 152-153) .....	6
Accounting Practice and Procedure (B.A. 150-151) ‡ .....	6
Accounting Laboratories (B.A. 92, 93, 94) .....	3
Auditing and Public Accounting (B.A. 135) .....	3
Transportation: Services and Charges I (B.A. 71) .....	3
Tabulating Equipment Laboratory (B.A. 91) .....	1
Three of the following:	
Standard Costs (B.A. 133)	
Income Tax Accounting (B.A. 134)	
Internal Auditing and Accounting Control (B.A. 136)	
Governmental Accounting (B.A. 158)	
Public Utility and Railroad Accounting (B.A. 159)	
Senior Topics: Accounting (B.A. 181A)	
Practice Course (B.A. 183)	
} .....	9
Electives .....	17
	90

## RECOMMENDED ELECTIVES

	Credits
Auditing Laboratory (B.A. 95) .....	1
Business Law: Property Rights and Obligations (B.A. 56) .....	3
Insurance Principles (Econ. 50) .....	3
Business Cycles (Econ. 149) .....	3
Finance Management (B.A. 156) .....	3
Investments (B.A. 146) .....	3
Transportation: Services and Charges II (B.A. 72) .....	3
Scientific Management in Industry (B.A. 184) .....	3
Survey in Office Management (B.A. 86) .....	3
International Commercial Policies (Econ. 176) .....	3

## III. ADVERTISING

Adviser, Mr. Vaile

The program in advertising is designed to prepare students for work either in advertising agencies or in advertising departments of merchandising establishments. Special emphasis is placed on the use of advertising in constructive merchandising. For those especially interested in copy writing, additional work in English composition is recommended. For those especially interested in illustration and layout, work in freehand drawing is recommended. The courses in textiles and in color and design are recommended to those interested in department store advertising.

Students interested in newspaper advertising should consult the School of Journalism in the College of Science, Literature, and the Arts. The School of Journalism offers courses in preparation for professional work in the advertising departments of daily and weekly newspapers. Attention is also given to advertising in specialized magazines, such as trade and class publications.

Students interested in the commercial art side of advertising may apply to the University College where a special program may be arranged.

General Psychology (Psy. 1-2) is a Junior College prerequisite for this sequence.

Permission may be obtained by individual students to substitute one from the list of elective courses for Production Management (B.A. 89) in the core group.

‡ A fee of \$1 is charged for this course.

	Credits
Core group requirements .....	45
Sequence requirements	
Psychology of Advertising (Psy. 56).....	3
Advertising (B.A. 88).....	3
Introduction to Reporting (Jour. 13)*†	3
Editing for Nonmajors (Jour. 41)†	3
Newspaper and Magazine Articles (Jour. 69)†	3
Graphic Arts (B.A. 64, 65)†	6
Advanced Advertising Procedure (B.A. 194)	3
Retail Store Management (B.A. 69)	3
One of the following:	
Advertising and Newspaper Typography (Jour. 55)† }	3
Daily and Weekly Newspaper Advertising (Jour. 94)† }	3
Electives .....	15
	90

RECOMMENDED ELECTIVES

	Credits
Advanced Writing (Comp. 27-28).....	6
Applications of Color and Design (H.E. 56A-56B).....	6
English and American Literature .....	3 to 15
Drawing and Painting (Arch. D.P.-I)††	6
Public Speaking .....	6
Sales Management (B.A. 68).....	3
Senior Topics: Marketing (B.A. 180-181C).....	6
Social Psychology (Psy. 140).....	3
Textiles (H.E. 50) .....	3
Senior Topics: Marketing (B.A. 182C).....	3
Survey in Office Management (B.A. 86).....	3

IV. AGRICULTURAL BUSINESS

Adviser, Mr. Jesness

This line of specialization is intended for students in the College of Agriculture, Forestry, and Home Economics who wish to prepare for some branch of business which relates to agriculture, such as the marketing of farm products, farm finance, farm implements, farm real estate, country merchandising, and the like. Registration for the freshman and sophomore years is in the College of Agriculture, Forestry, and Home Economics. During the junior and senior years students in this sequence are registered jointly in the College of Agriculture, Forestry, and Home Economics and the School of Business Administration. One hundred ninety-two (192) credits are required for graduation from this sequence.

Substitutions may be made for Corporation Finance (B.A. 155), Survey in Marketing (B.A. 77), Production Management (B.A. 89), Business Statistics (B.A. 112), and Labor Problems and Trade Unionism (Econ. 161), and in the core group requirements for students in this sequence. Upon approval of the adviser, Marketing Accounting (Ag. Econ. 47) may be substituted for Advanced General Accounting (B.A. 139). Farm Finance (Ag. Econ. 50) takes the place of Elements of Money and Banking (Econ. 3), as the prerequisite for Advanced Money and Banking (B.A. 142).

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

\* To be taken in the sophomore year when possible.

† A fee of \$1 a quarter is charged all students registering for journalism courses including B.A. 65 with the exception of Journalism 5. In addition a laboratory fee of \$1 for Journalism 41 and \$1 per credit for Journalism 55 is charged.

†† A fee of \$1 per quarter is charged for this course.

	Credits
Core group requirements .....	27
Sequence requirements	
Economics of Agricultural Production (Ag.Econ. 110-111).....	6
Principles of Marketing Organization (Ag.Econ. 40).....	3
Marketing Organization: Dairy and Poultry Products (Ag.Econ. 141).....	3
Agricultural Prices (Ag.Econ. 30).....	3
Market Prices (Ag.Econ. 131).....	3
Agricultural Statistics (Ag.Econ. 90).....	5
Advanced Agricultural Statistics (Ag.Econ. 191).....	3
Methods of Price Analysis (Ag.Econ. 135).....	3
Advanced Farm Finance (Ag.Econ. 150).....	3
Land Economics (Ag.Econ. 170).....	3
Business Cycles (Econ. 149).....	3
Electives .....	25
	90

## RECOMMENDED ELECTIVES

*A. Economics*

	Credits
Business Statistics (B.A. 112)‡.....	3
Corporation Finance (B.A. 155).....	3
International Commercial Policies (Econ. 176).....	3
Co-operative Organization (Ag.Econ. 144).....	3
Business Policy (B.A. 109).....	3
Labor Problems and Trade Unionism (Econ. 161).....	3
Farm Organization (Ag.Econ. 102).....	3
Farm Operation (Ag.Econ. 103).....	3

*B. Agriculture*

The following courses are suggested for students who wish to prepare for business related to certain aspects of agriculture. Students interested in other specializations should consult their adviser.

- |   |   |
|---|---|
| <ol style="list-style-type: none"> <li>1. Dairy Products           <ul style="list-style-type: none"> <li>Agricultural Biochemistry</li> <li>General Bacteriology</li> <li>Dairy Bacteriology</li> <li>Dairy Products</li> <li>Market Milk</li> </ul> </li> <li>2. Grain and Hay           <ul style="list-style-type: none"> <li>Forage Crops</li> <li>Grain Crops</li> <li>Grain and Hay Grading</li> </ul> </li> </ol> | <ol style="list-style-type: none"> <li>3. Seeds           <ul style="list-style-type: none"> <li>Principles of Genetics</li> <li>Farm Crops</li> <li>Special Crops</li> <li>Plant Breeding</li> </ul> </li> <li>4. Agricultural Implements           <ul style="list-style-type: none"> <li>General Physics</li> <li>Agricultural Physics</li> <li>Farm Machinery</li> <li>Mechanical Training</li> <li>Auto and Tractor</li> </ul> </li> </ol> |
|---|---|

## V. DEPARTMENT STORE TRAINING

Adviser, Mr. Chute

This sequence is designed for students who plan to qualify as junior executives in either selling or nonselling departments of merchandise institutions. A foundation training in art and in home economics is recommended and actual store experience will be arranged in addition to courses in business administration.

After the completion of one or more quarters of work in this school under the direction of the adviser, candidates in this sequence will be interviewed by the executives of one of the co-operating department stores. If results of the interviews are satisfactory, arrangements will be made for the student to spend one or more quarters in full-time work in the store, receiving three credits per quarter and the minimum wage for regular

‡ A fee of \$1 is charged for this course.

store employees engaged in similar work. The student will receive both selling and non-selling experience and will submit project or experience reports.

The credits necessary for graduation may be earned in one or more quarters additional to the basic two years, or work in summer sessions may be applied to shorten this time.

General Psychology (Psy. 1-2) and Secretarial Training: Typewriting (Econ. 32-33 or equivalent experience) are Junior College prerequisites for this sequence.

Students in this sequence need not take Production Management (B.A. 89).

	Credits
Core group requirements .....	42
Sequence requirements	
Introduction to Textiles (H.E. 2) .....	3
Applications of Color and Design (H.E. 56A-56B).....	6
Art History and Appreciation (H.E. 120).....	3
Retail Store Management (B.A. 69).....	3
Psychology of Advertising (Psy. 56).....	3
Advertising (B.A. 88).....	3
International Commercial Policies (Econ. 176).....	3
Business Cycles (Econ. 149).....	3
Drawing (either Art Ed. 4, 6 or 8 or Arch. D.P.-I).....	2
Senior Topics: Marketing (B.A. 182C).....	3
Practice Course (B.A. 183).....	6
Electives .....	10
	90

RECOMMENDED ELECTIVES

	Credits
Selected courses in art, composition, English and American literature, history, and psychology	
Senior Topics: Marketing (B.A. 180-181C).....	6
The Co-operative Movement (Econ. 140).....	3
Credits and Collections (B.A. 76).....	3
Survey in Office Management (B.A. 86).....	3
Insurance Principles (Econ. 50).....	3

VI. FINANCE

Adviser, Mr. Stehman

This sequence of courses is designed to meet the needs of persons who will ultimately secure connections with financial institutions such as banks and bond houses or with the financial departments of other concerns.

Commerce Algebra (Math. 8) and Mathematics of Investment (Math. 20) are Junior College prerequisites for this sequence.

	Credits
Core group requirements .....	45
Sequence requirements	
Foreign Exchange (B.A. 145).....	3
Comparative Banking: South American Systems (Econ. 127).....	3
Finance Management (B.A. 156).....	3
Bank Administration (B.A. 147).....	3
Investments (B.A. 146).....	3
Senior Topics: Business Finance (B.A. 181-182B).....	6
Business Cycles (Econ. 149).....	3
The Securities Market (B.A. 148).....	3
Insurance Principles (Econ. 50).....	3
Electives .....	15
	90

## RECOMMENDED ELECTIVES

	Credits
Advanced Farm Finance (Ag.Econ. 150).....	3
Cost Accounting Survey (B.A. 130)†.....	3
State and Local Taxation (Econ. 193).....	3
International Commercial Policies (Econ. 176).....	3
Life Insurance (B.A. 59).....	3
Fire and Marine Insurance (B.A. 60).....	3
Casualty Insurance (B.A. 61).....	3
Internal Auditing and Accounting Control (B.A. 136).....	3
Income Tax Accounting (B.A. 134).....	3

## VII. FOREIGN TRADE

Adviser, Mr. Blakey

This sequence is designed for persons who plan to associate themselves with exporting houses, with export departments of large manufacturing and mercantile establishments, or with the government departments having to do with foreign trade.

Students following this sequence are required to have a reading knowledge of at least one foreign language.

General Psychology (Psy. 1-2) is a Junior College prerequisite for this sequence.

	Credits
Core group requirements .....	45
Sequence requirements	
Geography of Commercial Production (Geog. 41) .....	5
Foreign Exchange (B.A. 145).....	3
Advertising (B.A. 88) .....	3
International Commercial Policies (Econ. 176).....	3
Foreign Trade (B.A. 177).....	3
International Law (Pol. Sci. 180-181)*.....	6
Business Cycles (Econ. 149).....	3
Transportation: Services and Charges I (B.A. 71).....	3
Electives .....	16
	90

## RECOMMENDED ELECTIVES

	Credits
A senior topics course.....	3 to 9
Finance Management (B.A. 156).....	3
Economic History .....	5 to 9
Foreign Languages .....	
Comparative European Government (Pol. Sci. 7).....	5
Economics of Agricultural Production (Ag.Econ. 110-111).....	6
Fire and Marine Insurance (B.A. 60).....	3
Advanced Writing (Comp. 27-28-29).....	9
Transportation: Services and Charges II (B.A. 72).....	3
Economic Problems of Latin America (Econ. 126).....	3
Insurance Principles (Econ. 50).....	3

NOTE: Students in this sequence may wish to choose electives from the "Course in Latin-American Studies" offered in the College of Science, Literature, and the Arts.

## VIII. INDUSTRIAL ADMINISTRATION†

Adviser, Mr. Filipetti

This sequence follows the two-year prebusiness curriculum given in the Institute of Technology. The program is designed primarily for students who expect to engage in

\* Nine credits in political science are prerequisite for International Law.

† A minimum of 187 credits is required for graduation from this sequence.

‡ A fee of \$1 is charged for this course.

purchasing, sales, employment, production control, or cost accounting work in manufacturing establishments.

	Credits
Core group requirements .....	45
Sequence requirements	
Strength of Materials (M. & M. 85) .....	3
Materials Testing Laboratory (M. & M. 87) .....	1
Transportation: Services and Charges I (B.A. 71) .....	3
Transportation: Services and Charges II (B.A. 72) .....	3
Principles of Accounting (Econ. 26) .....	3
Cost Accounting Survey (B.A. 130) ‡ .....	3
Senior Topics: Production Management (B.A. 180-181-182G) .....	9
Business Cycles (Econ. 149) .....	3
Tabulating Equipment Laboratory (B.A. 91) .....	1
Electives .....	16
	—
	90

## RECOMMENDED ELECTIVES

	Credits
Economic History (Hist. 80-81-82, 83-84-85) .....	9
Finance Management (B.A. 156) .....	3
Theory of Statistics (Econ. 121-122-123) .....	9
Geography of Commercial Production (Geog. 41) .....	5
Casualty Insurance (B.A. 61) .....	3
Fire and Marine Insurance (B.A. 60) .....	3
Senior Topics: Marketing (B.A. 180C) .....	3
Contracts and Specifications (G.E. 101) .....	3
Estimating (G.E. 81) .....	3

## IX. INDUSTRIAL MANAGEMENT

Adviser, Mr. Filipetti

This program is provided for students who take their first two years in the College of Science, Literature, and the Arts, following the regular pre-business curriculum, and who desire to prepare for positions in industrial and commercial organizations in which special aspects of the production of goods and services do not require training in the technical operating processes.

This sequence is open to *women* who desire to prepare for the new industrial developments growing out of the war. It may be combined with certain other sequences with the approval of the advisers involved.

General Psychology (Psy. 1-2) is a Junior College prerequisite for this sequence.

	Credits
Core group requirements .....	45
Sequence requirements	
Scientific Management (B.A. 184) .....	3
Senior Topics: Production Management (B.A. 181-182G) .....	6
Motion Economy (B.A. 170) ‡ .....	3
Production Standards (B.A. 171) ‡ .....	3
Senior Topics: Marketing (B.A. 180-181C) .....	6
Cost Accounting Survey (B.A. 130) ‡ .....	3
Tabulating Equipment Laboratory (B.A. 91) .....	1
Transportation: Services and Charges I (B.A. 71) .....	3
Electives .....	17
	—
	90

‡ A fee of \$1 is charged for this course.

## RECOMMENDED ELECTIVES

	Credits
Human Behavior (Psy. 114) or Psychology in Personnel Work (Psy. 160).....	3
Vocational Psychology (Psy. 130).....	3
Honors Course in Business Administration (B.A. 97,98,99).....	Ar.
Practice Course (B.A. 183).....	3
Bank Administration (B.A. 147).....	3
Survey in Office Management (B.A. 86).....	3
Sales Management (B.A. 68).....	3
Business Cycles (Econ. 149).....	3
Fire and Marine Insurance (B.A. 60).....	3
Standard Costs (B.A. 133).....	3
Income Tax Accounting (B.A. 134).....	3
Internal Auditing and Accounting Control (B.A. 136).....	3

## X. INSURANCE

Adviser, Mr. Graves

This sequence is recommended to those who expect to enter one of the several branches of the insurance business or who plan to associate themselves with insurance departments of banking, commercial, or industrial organizations. The courses offered provide adequate academic preparation for those who plan to take the examinations for the certificate of chartered life underwriter, which is granted to those who satisfy the requirements of the American College of Life Underwriters.

General Psychology (Psy. 1-2), Commerce Algebra (Math. 8), and Mathematics of Investment (Math. 20) are Junior College prerequisites for this sequence.

	Credits
Core group requirements .....	45
Sequence requirements	
Insurance Principles (Econ. 50).....	3
Life Insurance (B.A. 59).....	3
Fire and Marine Insurance (B.A. 60).....	3
Advertising (B.A. 88).....	3
Psychology of Advertising (Psy. 56).....	3
Casualty Insurance (B.A. 61).....	3
Investments (B.A. 146).....	3
The Securities Market (B.A. 148).....	3
Senior Topics: Insurance (B.A. 182H).....	3
Business Cycles (Econ. 149).....	3
Electives .....	15
	90

## RECOMMENDED ELECTIVES

	Credits
Social Psychology (Psy. 140).....	3
Sales Management (B.A. 68).....	3
State and Local Taxation (Econ. 193).....	3
Economic History .....	9
Introduction to Sociology (Soc. 1).....	5
Introduction to the Mathematics of Life Insurance (Math. 21).....	3

## XI. MERCHANDISING

Advisers, Mr. Vaile and Miss Canoyer

This sequence is designed to prepare the student for work in merchandising departments of manufacturing, wholesaling, or retailing establishments.

General Psychology (Psy. 1-2) is a Junior College prerequisite for this sequence.



Core group requirements .....	Credits
Sequence requirements .....	45
Psychology of Advertising (Psy. 56).....	3
Advertising (B.A. 88).....	3
Transportation: Services and Charges I (B.A. 71).....	3
Sales Management (B.A. 68).....	3
Retail Store Management (B.A. 69).....	3
Senior Topics: Marketing (B.A. 180-181C).....	6
One of the following:	
Transportation: Services and Charges II (B.A. 72) } .....	3
Credits and Collections (B.A. 76) } .....	
International Commercial Policies (Econ. 176).....	3
Business Cycles (Econ. 149).....	3
Electives .....	15
	90

RECOMMENDED ELECTIVES

	Credits
Application of Color and Design (H.E. 56A-56B).....	6
The Co-operative Movement (Econ. 140).....	3
Cost Accounting Survey (B.A. 130)†.....	3
Foreign Trade (B.A. 177).....	3
Geography of Commercial Production (Geog. 41).....	5
Scientific Management in Industry (B.A. 184).....	3
Tabulating Equipment Laboratory (B.A. 91).....	1
Insurance Principles (Econ. 50).....	3
Introduction to Textiles (H.E. 2).....	3
Survey in Office Management (B.A. 86).....	3

XII. OFFICE MANAGEMENT

Adviser, Miss Donaldson

This sequence is designed for students who expect to become co-ordinators and managers of the clerical activities of large offices.

General Psychology (Psy. 1-2) and Secretarial Training: Typewriting (Econ. 32-33) are Junior College prerequisites for this sequence.

As Cost Accounting Survey (B.A. 130) is required in this sequence, students are not required to take Advanced General Accounting (B.A. 139) as a core group course.

	Credits
Core group requirements .....	42
Sequence requirements .....	
Cost Accounting Survey (B.A. 130)†.....	3
Psychology in Personnel Work (Psy. 160).....	3
Survey in Office Management (B.A. 86).....	3
Scientific Management in Industry (B.A. 184).....	3
Motion Economy (B.A. 170)†.....	3
Production Standards (B.A. 171)†.....	3
Tabulating Equipment Laboratory (B.A. 91).....	1
Senior Topics: Office Management (B.A. 180-181-182E).....	9
Electives .....	20

RECOMMENDED ELECTIVES

	90
Psychology of Advertising (Psy. 56).....	3
Sales Management (B.A. 68).....	3
Business Cycles (Econ. 149).....	3
Finance Management (B.A. 156).....	3
Advanced Writing (Comp. 27-28).....	6
Practice Course (B.A. 183).....	3
Retail Store Management (B.A. 69).....	3
Transportation: Services and Charges I (B.A. 71).....	3
Advanced General Accounting (B.A. 139)†.....	3
Credits and Collections (B.A. 76).....	3

† A fee of \$1 is charged for this course.

## XIII. PERSONNEL MANAGEMENT

Adviser, Mr. Yoder

This sequence is intended to meet the needs of prospective workers in public and private personnel departments as well as others who may be interested in management as it affects the selection of employees, wage and salary determination, training, rating, employment stabilization, collective bargaining, and control of working conditions to secure efficient labor performance.

General Psychology (Psy. 1-2) is a Junior College prerequisite for this sequence.

	Credits
Core group requirements .....	45
Sequence requirements	
Labor and Socialist Movements (Econ. 162).....	3
Labor Legislation and Social Insurance (Econ. 164).....	3
Psychology in Personnel Work (Psy. 160).....	3
Vocational Psychology (Psy. 130).....	3
Senior Topics: Personnel Management (B.A. 180-181-182D).....	9
Electives .....	24
	90

## RECOMMENDED ELECTIVES

	Credits
Casualty Insurance (B.A. 61).....	3
Introduction to Sociology (Soc. 1).....	5
Survey in Office Management (B.A. 86).....	3
Abnormal Psychology (Psy. 144-145).....	6
Scientific Management in Industry (B.A. 184).....	3
Sales Management (B.A. 68).....	3
Retail Store Management (B.A. 69).....	3
Psychology of Individual Differences (Psy. 125-126).....	6
Public Administration (Pol. Sci. 131-132).....	6
Motion Study (B.A. 170)††.....	3

## XIV. SECRETARIAL AND SUPERVISORY TRAINING

Adviser, Miss Donaldson

This sequence is designed for students who intend to become secretaries, office managers, correspondence supervisors, and chief file clerks.

General Psychology (Psy. 1-2) and Secretarial Training: Typewriting (Econ. 32-33) are Junior College prerequisites for this sequence.

	Credits
Core group requirements .....	45
Sequence requirements	
Advanced Writing (Comp. 27-28)*.....	6
Secretarial Training: Shorthand (Econ. 39)†.....	3
Secretarial Training: Advanced Typewriting (Econ. 34)†.....	1
Survey in Office Management (B.A. 86).....	3
Secretarial Procedure (Econ. 40-41-42)†.....	9
Senior Topics: Office Management (B.A. 180-181-182E).....	9
Practice Course (B.A. 183).....	3
Electives .....	11
	90

\* A student may substitute nine credits in speech or nine credits in journalism for the requirement in Advanced Writing.

† A laboratory fee of \$2.50 per quarter will be required of students who register for one or more of the courses in Secretarial Training.

†† A fee of \$1 is charged for this course.

## RECOMMENDED ELECTIVES

	Credits
Life Insurance (B.A. 59).....	3
Advertising (B.A. 88).....	3
Investments (B.A. 146).....	3
Use of Books and Libraries (Lib. Meth. 1).....	2
Cost Accounting Survey (B.A. 130)‡.....	3
Geography of Commercial Production (Geog. 41).....	5
Psychology in Personnel Work (Psy. 160).....	3
Psychology of Advertising (Psy. 56).....	3
Business Cycles (Econ. 149).....	3
Introduction to Sociology (Soc. 1).....	5
Transportation: Services and Charges I (B.A. 71).....	3

## XV. TRAFFIC AND TRANSPORTATION

Adviser, Mr. Nightingale

This sequence is designed for those persons who wish to prepare for traffic work with shippers and carriers or work with regulatory agencies. A sufficient number of general courses are included to meet the needs of those who expect to obtain executive positions involving only an incidental amount of traffic work.

	Credits
Core group requirements .....	45
Sequence requirements	
Geography of Commercial Production (Geog. 41).....	5
Trade Routes and Trade Centers (Geog. 102).....	3
International Commercial Policies (Econ. 176).....	3
Sales Management (B.A. 68).....	3
Transportation: Services and Charges I (B.A. 71).....	3
Transportation: Services and Charges II (B.A. 72).....	3
Cost Accounting Survey (B.A. 130)‡.....	3
Fire and Marine Insurance (B.A. 60).....	3
Senior Topics: Public Utilities and Transportation (B.A. 180-181 I).....	6
Foreign Trade (B.A. 177).....	3
Electives .....	10
	90

XVI. FIVE-YEAR COMBINED COURSES IN ENGINEERING  
AND BUSINESS ADMINISTRATION

Adviser, Mr. Filipetti

The School of Business Administration and the Institute of Technology offer five-year combined courses which enable a student to complete the requirements for the Bachelor's degrees in both fields. A similar combination has been arranged with the Division of Agricultural Engineering. For this purpose the School of Business Administration will accept seventy-four (74) credits in business subjects in conjunction with one of the regular engineering curricula to satisfy the requirements for the degree of bachelor of business administration as provided in the sequence which follows. Freshmen or other students considering this program should consult Mr. Filipetti.

## SECOND YEAR

	Credits
General Economics (Econ. 8-9).....	6
Business Law (Econ. 28).....	3
	9

‡ A fee of \$1 is charged for this course.

## SCHOOL OF BUSINESS ADMINISTRATION

## THIRD YEAR

Elementary Accounting: Combined Course (B.A. 54-55).....	8
Survey in Marketing (B.A. 77).....	3
	<hr/>
	11

## FOURTH YEAR

Labor Problems and Trade Unionism (Econ. 161).....	3
Personnel Administration (B.A. 167).....	3
Cost Accounting Survey (B.A. 130)‡.....	3
Statistics Survey (B.A. 70).....	3
Business Statistics (B.A. 112)‡.....	3
Transportation: Services and Charges I (B.A. 71).....	3
Advanced Money and Banking (B.A. 142).....	3
Elements of Public Finance (B.A. 58).....	3
Production Management (B.A. 89)*.....	3
	<hr/>
	27

## FIFTH YEAR

Senior Topics: Production Management (B.A. 180-181-182G).....	9
Business Cycles (Econ. 149).....	3
Corporation Finance (B.A. 155).....	3
One of the following:	
Advanced General Accounting (B.A. 139)‡ }.....	3
Standard Costs (B.A. 133) }.....	
Senior Topics: Marketing (B.A. 180-181C) }.....	
Advanced General Economics (B.A. 101-102).....	6
Economics of Public Utilities (B.A. 165).....	3
	<hr/>
	27
	<hr/>
Total five years.....	74

XVII. FIVE-YEAR COMBINED COURSE IN PHARMACY  
AND BUSINESS ADMINISTRATION

Adviser, Mr. Chute

The School of Business Administration and the College of Pharmacy offer a combined five-year course in pharmacy and business administration leading to the degrees of bachelor of science in pharmacy and bachelor of business administration. This course 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 professional courses in pharmacy and business administration in the sequence in which they are offered. The requirements of 66 credit hours of work in the School of Business Administration are to be fulfilled as outlined below. Any inquiries from students should be addressed to the College of Pharmacy or to the adviser in the School of Business Administration, Mr. Chute.

## FIRST YEAR

	Credits
General Economics (Econ. 8-9).....	6
Business Law (Econ. 28).....	3
	<hr/>
	9

\* Mechanical engineering students may substitute Elementary Industrial Engineering (M.E. 171), 3 credits; chemical engineering students may substitute Chemical Engineering Economics (C.E. 121), 3 credits.

‡ A fee of \$1 is charged for this course.

SECOND YEAR

Elements of Accounting (Econ. 20).....	3
Principles of Accounting (Econ. 25).....	3
	6

THIRD YEAR

Elements of Public Finance (B.A. 58).....	3
Statistics Survey (B.A. 70).....	3
Production Management (B.A. 89).....	3
Survey in Marketing (B.A. 77).....	3
	12

FOURTH YEAR

Retail Store Management for Pharmacy Students (B.A. 67).....	3
Cost Accounting Survey (B.A. 130)‡.....	3
Business Cycles (Econ. 149).....	3
Labor Problems and Trade Unionism (Econ. 161).....	3
Business Statistics (B.A. 112)‡.....	3
Advertising (B.A. 88).....	3
Corporation Finance (B.A. 155).....	3
	21

FIFTH YEAR

Senior Topics: Marketing (B.A. 180-181-182C).....	9
Advanced General Economics (B.A. 101-102).....	6
Advanced Money and Banking (B.A. 142).....	3
	18
Total five years.....	66

XVIII. SEVEN-YEAR COMBINED CURRICULUM IN LAW AND BUSINESS ADMINISTRATION

Adviser, Mr. Reighard

This program consists of two years of prelaw and prebusiness work followed by approximately one and one-half years in Business Administration instead of the full two-year program, and approximately three and one-half years in Law instead of the full four-year program and permits the candidate to qualify for both the bachelor of business administration and bachelor of laws degrees at the end of the seventh year.

The detailed program of courses to be followed in this curriculum is prepared by advisers in the Law School and in the School of Business Administration. Students planning to complete the combined curriculum should consult the adviser during their freshman year.

B. GENERAL REQUIREMENTS FOR COURSES LEADING TO THE B.S. IN ECONOMICS

I. ECONOMICS

Adviser, Mr. Garver

This course 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 theoretical economics.

‡ A fee of \$1 is charged for this course.

*Junior College Requirements*

	Credits
English (Comp. 4-5-6 or English A-B-C).....	9 or 15
Mathematics .....	10
Elements of Money and Banking (Econ. 3).....	5
Principles of Economics (Econ. 6-7).....	10
Elements of Statistics (Econ. 5).....	5
Political Science or History.....	9
Philosophy (Phil. 1 or 2).....	5
Additional Mathematics or Laboratory Science.....	10
Electives .....	27 or 21
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	90

## RECOMMENDED ELECTIVES

Modern language (especially for those intending to pursue graduate work)  
 Psychology, History, or Political Science

*Senior College Requirements*

	Credits
<b>A. Major Requirements</b>	
Elementary Accounting: Combined Course (B.A. 54-55).....	8
Advanced General Economics (B.A. 101-102).....	6
Advanced Money and Banking (B.A. 142).....	3
Advanced General Accounting (B.A. 139)†.....	3
Business Statistics (B.A. 112)*‡.....	3
Corporation Finance (B.A. 155).....	3
Government Regulation of Business (Econ. 175).....	3
History of Economic Ideas (Econ. 105 or 106).....	3
Labor Problems and Trade Unionism (Econ. 161).....	3
Elements of Public Finance (B.A. 58)†.....	3
<b>B. Minor Requirements</b>	
The minor shall consist of 15 credits of Senior College work in one department or field or 18 credits of Senior College work in two 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> .....	37 or 34
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	90

## RECOMMENDED ELECTIVES

Supporting courses in Agricultural Economics  
 Political Science  
 History  
 Journalism

## II. STATISTICS

Adviser, Mr. Mudgett

This sequence is designed for students who wish to become technical statisticians. The course of study leads to the degree B.S. in Economics.

\* Econ. 121-122-123 may be substituted.

† Econ. 191-192 may be substituted.

‡ A fee of \$1 is charged for this course.

*Junior College Requirements*

	Credits
English (Comp. 4-5-6 or English A-B-C).....	9 or 15
Trigonometry (Math. 6).....	5
College Algebra (Math. 7).....	5
Analytic Geometry (Math. 30).....	5
Elements of Money and Banking (Econ. 3).....	5
Principles of Economics (Econ. 6-7).....	10
Elements of Statistics (Econ. 5).....	5
Political Science or History.....	9
Philosophy (Phil. 1 or 2).....	5
Additional mathematics.....	5
Elements of Accounting (Econ. 20).....	3
Principles of Accounting (Econ. 25-26).....	6
Electives.....	18 or 12
	90

RECOMMENDED ELECTIVES

Modern language  
 History or Political Science  
 Calculus (Math. 50-51)—listed below in the Senior College Requirements, may be taken by sophomores who have a C average in the prerequisite courses in mathematics. It is desirable to take these courses as a sophomore when the student's program permits.

*Senior College Requirements*

	Credits
<b>A. Major Requirements</b>	
Advanced General Economics (B.A. 101-102).....	6
Advanced Money and Banking (B.A. 142).....	3
Advanced General Accounting (B.A. 139)‡.....	3
Government Regulation of Business (Econ. 175).....	3
Elements of Public Finance (B.A. 58).....	3
Business Statistics (B.A. 112)‡.....	3
Theory of Statistics (Econ. 121-122-123).....	9
Correlation (B.A. 119)§.....	3
Index Numbers (B.A. 120).....	3
Senior Topics: Statistics (B.A. 180-181-182F).....	9
<b>B. Minor Requirements</b>	
Calculus (Math. 50-51).....	10
Mathematical Theory of Statistics (Math. 121-122-123)*.....	9
<b>C. Electives</b> .....	26
	90

RECOMMENDED ELECTIVES

Intermediate Calculus (Math. 105).....	5
Advanced Calculus (Math. 107-108).....	6
Language.....	3
Probability and Statistics (Econ. 115).....	3
Logic of Science (Phil. 154).....	3
Corporation Finance (B.A. 155).....	3

C. COURSE LEADING TO THE B.A. DEGREE WITH  
 MAJOR IN ECONOMICS

(See Combined Class Schedule—School of Business Administration—Economics.)

\* Since this course is now given only in alternate years, seniors who are unable to get it will substitute Math. 107-108 or some other suitable course in mathematics.

‡ P.H. 120-121, Correlation Analysis and Correlation Laboratory, may be substituted for this course.

‡ A fee of \$1 is charged for this course.

## SCHOOL OF BUSINESS ADMINISTRATION

D. COURSE LEADING TO THE CERTIFICATE IN  
BUSINESS ADMINISTRATION

Advisers, Mr. Myers and Mr. Lund

	Credits
<b>Prebusiness requirements</b>	
English A-B-C or equivalent hours in other composition and literature courses .....	15
Psychology 1, 2, 4, 5 or equivalent hours in other sciences .....	10
Introduction to Economics (Econ. 2) .....	5
Principles of Economics (Econ. 6-7) .....	10
Money and Banking (B.A. 57) .....	3
Statistics Survey (B.A. 70) .....	3
Elementary Accounting: Combined Course (B.A. 54-55) .....	8
Social Science, or Mathematics, or Science—choice dependent upon sequence to be followed .....	9
	<hr/> 63
<b>Senior College requirements</b>	
Core group requirements .....	45
Sequence requirements in the field of specialization .....	27
	<hr/> 72
<b>Total</b> .....	<hr/> 135



## DESCRIPTION OF COURSES

- Econ.1. Industrial History. A historical survey of the development of industry, especially in Europe and America during the last two hundred years; the influence of technological and commercial changes; the organization of production and marketing; the labor supply; government policies affecting industrial conditions. (5 cred.; fr., soph.; no prereq.)
- Econ.2. Industrial Production and Organization. This course is an introduction to business, the emphasis being placed upon the production of goods by industry. The material is presented from the point of view of business management, consideration being given to certain aspects of management's handling of equipment, labor, materials and finance in the production of goods for the market. (5 cred.; fr. only; no prereq.)
- Econ.3. Elements of Money and Banking. The basic principles of money and a description of the various types of financial institutions, their functions and relations to the whole economic organization. (5 cred.; 2nd and 3rd qtr. fr., soph.; no prereq.)
- Econ.5. Elements of Statistics. Elementary concepts in statistical method; averages, ratios, errors, sampling, index numbers, graphic representation, collection of material. (5 cred.; soph.; no prereq.)
- Econ.6-7. Principles of Economics. A course in the fundamental principles of economics intended to serve as a foundation for advanced courses in business administration and economics. (10 cred.; soph., jr., sr.; no prereq.)
- Econ.8-9. General Economics. Principles of economics with special emphasis upon their application to current problems such as money, banking, conservation, insurance, international commerce, monopolies, transportation, labor, socialism, public ownership, and finance. Open to Institute of Technology and College of Pharmacy students with consent of adviser. (6 cred.; soph., jr., sr.; no prereq.)
- Econ.10. An Introduction to Economic Analysis. Fundamental principles of economics with respect to production and value. Law of diminishing returns; market prices; prices and cost of production; monopoly and monopolistic competition; regulation of industry. (3 cred.; no prereq.; open to College of Pharmacy students only.)
- Econ.20. Elements of Accounting. The principles underlying bookkeeping and accounting. Sufficient practice in technical processes will be given to serve as a background for more advanced work. Preparation of statements. (3 cred.; 3rd qtr. fr., soph.; no prereq.)
- Econ.25-26. Principles of Accounting. The principles underlying the accounting statements, with special emphasis on corporate accounts and statements; problems of income determination; preparation and analysis of statements. (6 cred.; soph., jr., sr.; prereq. Econ. 20.)
- Econ.27. Accounting Survey. A course designed for prelaw and law students. Special emphasis on accounting for corporations and for income. (5 cred.; no prereq.; open to prelaw and law students only.)
- Econ.28. Business Law. A practical course on the law of contracts, agency, partnership, corporations, negotiable instruments, real estate, deeds, mortgages, fixtures, leases, mechanics' liens, workmen's compensation. Open to Institute of Technology and College of Agriculture, Forestry, and Home Economics students, and College of Pharmacy students with consent of adviser. (3 cred.; soph., jr., with 6 cred. in econ. or seniors without econ. cred.)

- Econ.29. Principles of Accounting. Purpose and principles of account classification; capital and revenue; accruals; valuation; depreciation; preparation and interpretation of balance sheets, income accounts, and other statements. Open to Institute of Technology students only. (3 cred.; soph., jr., sr.; no prereq.)
- Econ.30. Elements of Retail Accounting. The elements of accounting and their application in retail stores. Open to College of Pharmacy students only. (3 cred.; prereq. Econ. 10.)
- Econ.32-33.‡ Secretarial Training: Typewriting. Keyboard technique; letter writing; secretarial procedure; dictating machine transcription. (2 cred.; 2nd qtr. fr., soph., jr.; prereq. consent of instructor.)
- Econ.34.‡ Secretarial Training: Advanced Typewriting. Tabulation; rough draft; dictating machine transcription; operation of duplicating machines. (1 cred.; soph., jr., sr.; prereq. Econ. 33 and consent of instructor.)
- Econ.35.‡ Office Practice for Dental Hygienists. Survey of basic principles and procedures of office practice for dental hygienists; filing; communications; simple record keeping. Open to dental hygienists only. (3 cred.; jr., sr.; prereq. Econ. 32-33 or equiv.)
- Econ.37-38-39.‡ Secretarial Training: Shorthand. An elementary course in Gregg shorthand. A large vocabulary of high-frequency words is developed with emphasis placed upon dictation and transcription. (9 cred.; soph., jr.; prereq. Econ. 33 or consent of instructor.)
- Econ.40-41-42.‡ Secretarial Procedure. A vocabulary of frequent words and technical terms is developed for use in dictation and transcription. Students are trained in the secretarial procedure characteristic of various lines of business. (9 cred.; soph., jr., sr.; prereq. Econ. 33 and 39 or consent of instructor.)
- Econ.43.‡ Shorthand Theory. A study of Gregg shorthand principles for the purpose of developing an advanced shorthand vocabulary concentrating on the 10,000 most used shorthand forms. Experience in the techniques of dictating and blackboard writing. This course is designed for majors in business education. (2 cred.; soph., jr., sr.; prereq. Econ. 39 and consent of instructor.)
- Econ.49. Introduction to Economics for Social Workers. A course in principles of economics with special emphasis upon their application to problems of special interest to the social worker. (5 cred.; soph., jr., sr.; no prereq.; open only to students in social work.)
- Econ.50. Insurance Principles. An introductory course dealing with the nature and measurement of risk and the development and uses of personal, property, and liability insurance. Forms of protection; policy contracts; social insurance and government regulation. (3 cred.; jr., sr.; prereq. Econ. 6-7 or 83.)
- B.A.51.\* Business Law: Contracts. A discussion of the law of contracts. (3 cred.; jr., sr.; prereq. Econ. 6-7.)
- B.A.52.\* Business Law: Agency, Partnership, and Corporations. The law of agency and a consideration of problems of partnerships and corporations. (3 cred.; jr., sr.; prereq. B.A. 51.)
- B.A.53.\* Business Law: Sales and Negotiable Instruments. A discussion of the law of sales and of negotiable instruments. The case method is used in B.A. 51, 52, and 53. (3 cred.; jr., sr.; prereq. B.A. 51.)
- B.A.54-55. Elementary Accounting: Combined Course. A combination of Econ. 20, Elements of Accounting, and Econ. 25 and 26, Principles of Accounting, for School of Business Administration students and for five-year combined Engineering and Business students. (8 cred.; jr., sr.; no prereq.)

\* No credit will be allowed for B.A. 51, 52, or 53 until all three are completed.

‡ A laboratory fee of \$2.50 will be required of students who register for one or more of the courses in Secretarial Training.

- B.A.56. Business Law: Property Rights and Obligations. Legal principles governing the 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 developments. Case method and special readings. (3 cred.; jr., sr.; prereq. B.A. 53.)
- B.A.57. Money and Banking. Designed for students in the School of Business Administration who have not had an elementary course in this field. Principles of money and banking. Types and functions of financial institutions. (3 cred.; jr., sr.; no prereq.)
- B.A.58. Elements of Public Finance. Public expenditures, revenues, and debts. Special attention is given to tax principles, practices, and burdens. This is a condensed course given especially for School of Business Administration students. (3 cred.; jr., sr.; prereq. Econ. 6-7.)
- B.A.59. Life Insurance. The economic significance of life insurance. Types of policies and the analysis of the policy contract. Principles underlying the determination of premiums and reserves. Industrial, fraternal, and group insurance. (3 cred.; jr., sr.; prereq. Econ. 50.)
- B.A.60. Fire and Marine Insurance. The fire risk and fire prevention. Fire insurance and insurance carriers. The standard policy. Methods of rate making. State regulation and supervision. Marine risks and insurance. (3 cred.; jr., sr.; prereq. Econ. 50.)
- B.A.61. Casualty Insurance. A detailed study of the risks, insurance coverages, and policy provisions in the more important lines of casualty insurance. Accident and health insurance; employers' liability and workmen's compensation; automobile; robbery and theft; plate glass; miscellaneous liability and damage types of insurance. (3 cred.; jr., sr.; prereq. Econ. 50.)
- B.A.64. Graphic Arts I: Elementary Principles of Design. With special reference to their application in packaging and advertising. Discussion of materials, styles, techniques, and media. Exercises in use of illustration to reinforce copy ideas, and in layout construction. (3 cred.; jr., sr.; prereq. permission of adviser in the School of Business Administration or School of Journalism.)
- B.A.65.† Graphic Arts II: Processes. Study of graphic reproduction, including engraving and printing, as it relates to present-day advertising, news illustration, and printing. Emphasis is given to technical information on line engravings, halftones, four-color plates, electrotypes, stereotypes and the relief, offset, and intaglio methods of printing. (3 cred.; jr., sr.; prereq. permission of adviser in the School of Business Administration or School of Journalism.)
- B.A.67. Retail Store Management for Pharmacy Students. The principles of retail store management including the planning and control of store operation, the nature of consumer demand, and the analysis of retailing costs. Open to College of Pharmacy students only. (3 cred.; jr., sr.; prereq. Econ. 10 and 30.)
- B.A.68. Sales Management. Organization and direction of sales methods and men from the sales manager's point of view; determination of selling policy; product and market research; sales planning and research; selection of distribution methods; sales campaigns and quotas; incentives and compensation for salesmen; training in salesmanship; supervision and control. Case studies and discussions. (3 cred.; jr., sr.; prereq. B.A. 77.)
- B.A.69. Retail Store Management. Organization; location, layout, and equipment; buying and sales budgets and sales planning; sales promotion; interior and window display; stock and expense control; finance and general policy; credits and collections; personnel; store operation and services. Case studies, problems, and discussions. (3 cred.; jr., sr.; prereq. B.A. 77.)

† Journalism course. A fee of \$1 per quarter is charged students registered for journalism courses except Journalism 5.

- B.A.70. Statistics Survey. A survey of elementary statistical tools used in business administration and economic analysis, including averages, variation, sampling, graphics, correlation, and index numbers. Emphasis is placed on the logical interpretation and limitations of statistical data. (3 cred.; jr., sr.; prereq. Econ. 6-7.)
- B.A.71. Transportation: Services and Charges I. A survey of rail, highway, air, and water transportation facilities, services, rates, and regulation, supplemented by lectures on current transportation problems. (3 cred.; jr., sr.; prereq. Econ. 6-7.)
- B.A.72. Transportation: Services and Charges II. Analysis of the problems involving the principles, construction, interpretation, and use of rail, highway, express, and water classifications and tariffs for the handling of freight, express, and mail shipments. The analysis of rate structures. (3 cred.; jr., sr.; prereq. B.A. 71.)
- B.A.76. Credits and Collections. Study of the nature and types of credit and of credit instruments and agencies; qualifications and work of the credit manager; valuation and use of financial statements and credit reports; collection methods and correspondence; bankruptcy and adjustments; credit limits and control. (3 cred.; jr., sr.; prereq. B.A. 77.)
- B.A.77. Survey in Marketing. Survey course including descriptive analysis of (1) marketing institutions and their control; (2) market areas; (3) marketing costs; (4) the operation of supply and demand in marketing. (3 cred.; jr., sr.; prereq. Econ. 6-7.)
- Econ.82.\* Competition and Monopoly in Modern Industry. This course and Econ. 83 are offered for Senior College students who wish a general course in modern economics. The organization of modern industry; the effect of concentration of ownership on economic conditions; the effects of monopoly and monopolistic competition on prices; the general level of prices; inflation and control by the state. (3 cred.; jr., sr.; no prereq.)
- Econ.83.\* The Inequality of Incomes. Theories of inequality; the earnings of land, labor, and capital. The unequal income of economic strata. Government interference for the modification of inequality; taxation; minimum wage laws; bonuses; controlled earnings. (3 cred.; jr., sr.; prereq. Econ. 82.)
- Econ.84. Comparative Economic Systems. The modified system of individualism; state socialism; communism; fascism; freedom and the economic order. Emphasis is placed not upon historical development, but upon the vital economic functions to be achieved under any economic system and a critical analysis of the ability of the various systems to perform these functions. (3 cred.; jr., sr.; prereq. Econ. 6-7 or 83.)
- B.A.86. Survey in Office Management. The office as a producing unit; office organization, equipment, and layout; development of office standards and routines; relation of the office to operating divisions; scientific management of office work. (3 cred.; jr., sr.; prereq. Econ. 6-7.)
- B.A.88. Advertising. The course covers two important phases of advertising: (1) the place of advertising in business, (2) advertising procedure. Attention is given to planning an advertising campaign; including market research, appropriation, choice of media, scheduling, preparation of copy, and layout. (3 cred.; jr., sr.; prereq. B.A. 77 and Psy. 56.)
- B.A.89. Production Management. Location and layout of industrial plants; types of operating organizations; shop personnel; standards of operation; purchasing and inventory control; routing, scheduling, and dispatching of product; scientific management; practical problems in production control. (3 cred.; jr., sr.; prereq. B.A. 77.)

\* This course may not be included as a part of the Senior College work required for a minor in economics in the College of Science, Literature, and the Arts.

- B.A.91. **Tabulating Equipment Laboratory.** The basic functions of 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. (1 cred.; jr., sr.; prereq. Econ. 26 and either Econ. 5 or B.A. 70.)
- B.A.92. **Accounting Practice Laboratory.** A laboratory in advanced accounting designed to give practice in certain accounting techniques and tools, methods of calculation, uses of the slide rule; work sheets. Open to accounting majors only. (1 cred.; jr., sr.; prereq. Econ. 26.)
- B.A.93. **Accounting Laboratory.** A long practice problem will be worked under supervision. Required of majors in accounting and in commercial education. (1 cred.; jr., sr.; prereq. Econ. 26.)
- B.A.94. **Cost Accounting Laboratory.** The design and operation of a special order, and a multiple process cost accounting system. (1 cred.; jr., sr.; prereq. B.A. 152 or concurrent.)
- B.A.95. **Auditing Laboratory.** An auditing problem and audit report will be prepared under supervision. (1 cred.; jr., sr.; prereq. B.A. 135 or concurrent.)
- B.A.96. **Business Equipment Laboratory.** This course deals with the functions and operations of the different types of office equipment in common use, such as adding, calculating, accounting, and statistical machines. Applications and operation of these machines will be demonstrated by expert operators. (1 cred.; jr., sr.; prereq. Econ. 26. Open to commercial education majors only.)
- Econ.97,98,99. **Honors Course in Economics.** This course is offered to specially qualified students who are majors in economics and who wish to pursue a course of specialized reading and research. (Cred. ar.; jr., sr.; prereq. consent of major adviser.)
- B.A.97,98,99. **Honors Course in Business Administration.** This course is arranged for those students whose scholastic records are of such a character as to warrant encouraging them to carry on independent study in the field of business administration. (Cred. ar.; jr., sr.; prereq. permission of the dean.)
- B.A.101-102. **Advanced General Economics.** A study of some of the more important theoretical problems of economics; competitive and monopoly prices; equilibrium prices and costs; theories of valuation of producers' goods; capital earnings and interest rates; profits. (6 cred.; sr., grad.; prereq. Econ. 6-7.)
- Econ.103-104. **Advanced Economics.** An advanced course in general economics. The first part is concerned with the determination of prices under competition, monopoly, and imperfect competition. The second part is concerned with the distribution of wealth and the distribution of the national income. (6 cred.; jr., sr., grad.; prereq. 20 cred. in soc. sci. including Econ. 6-7 or 83.)
- Econ.105. **History of Economic Ideas: The Classical Economists.** The development of the doctrines of classical economics by English and French writers from 1750 to 1850. Economic and political influences giving rise to doctrines of population, distribution, governmental interference. (3 cred.; jr., sr., grad.; prereq. B.A. 101-102 or Econ. 103-104 or consent of instructor.)
- Econ.106. **History of Economic Ideas: The Critics of the Classical Economists.** A survey of the leading critics of the classical economists, including the German Historical School, the institutionalists, the statistical economists, the welfare economists, and the theoretical socialists. The methodology of neoclassical economics is also studied. (3 cred.; jr., sr., grad.; prereq. B.A. 101-102 or Econ. 103-104 or consent of instructor.)
- Econ.108. **Applications of Economic Theory.** Detailed applications of formal economic theory to current problems in social policy, such as monopoly prices, conservation, and justice in taxation. Each student will prepare a report on a problem of his own selection. (3 cred.; jr., sr., grad.; prereq. B.A. 101-102 or Econ. 103-104.)

- B.A.109. Business Policy. This course is devoted to the study of problems of a general administrative character. It deals with the integration of management, the methods of analysis and budgetary control used to establish policies with respect to recurring and new developments. Case studies and student reports. (3 cred.; sr., grad.; prereq. B.A. 101.)
- Econ.110. Industrial Price Control. The subject is the methods by which the prices of industrial products are determined under actual competitive conditions. Price policies, combinations, administered prices, price leadership, price associations, and other methods of price control and government intervention will be considered. (3 cred.; jr., sr., grad.; prereq. Econ. 6-7 or 83 and 15 additional credits in economics and/or business administration. B.A. 155 is a desirable preceding course.)
- Econ.111. City Planning. Same as Architecture 104, Political Science 124, and Sociology 104. Social, economic, political, and technical phases of modern city planning. Intended for mature students in the College of Science, Literature, and the Arts, the Institute of Technology, and the School of Business Administration. (3 cred.; prereq. sr. or grad. standing.)
- B.A.112.‡ Business Statistics. Explanation and criticism of statistical techniques for dealing with time series; measurements of trend, seasonals, cycles; business index numbers. Statistical control of quality in manufacturing operations. (3 cred.; jr., sr., grad.; prereq. Econ. 5 or B.A. 70.)
- Econ.115. Probability and Statistics. This course deals with the probability basis of statistical methods. The analysis is centered upon the Continental School of Lexis-Bortkiewicz-Tschuprow. The purpose of the course is the evaluation of mathematical statistics in the field of economics, emphasizing interpretation rather than mathematical techniques. (3 cred.; jr., sr., grad.; prereq. Econ. 6-7 or 83.)
- Econ.117. Contemporary European Economic Problems. Development of the economic situation in Europe since the War of 1914-18 and the economic conditions in Germany and Great Britain during the present war. (3 cred.; jr., sr., grad.; prereq. Econ. 6-7 or 83.)
- B.A.119. Correlation. Normal correlation and its interpretation. Homogeneity, significance tests, treatment of nonlinear relationships. Applications in marketing, production, etc. (3 cred.; jr., sr., grad.; prereq. Econ. 5 or B.A. 70.)
- B.A.120. Index Numbers. Emphasis on both theory and practice in the construction and interpretation of index numbers of prices, production, employment, etc. (3 cred.; jr., sr., grad.; prereq. Econ. 5 or B.A. 70.)
- Econ.121-122-123. Theory of Statistics. An advanced course in statistical analysis, covering methods of statistical description and the theory of sampling. (9 cred.; jr., sr., grad.; prereq. Econ. 5 or B.A. 70.)
- Econ.124. Comparative Banking: British Systems. A study of the existing financial institutions of the various members of the British Empire with regard to development, functions, methods, and problems. Constant comparison is made with the American system. (3 cred.; jr., sr., grad.; prereq. Econ. 141 or B.A. 142.)
- Econ.126. Economic Problems of Latin-America. The development of economic resources; influence of foreign economics; organization for production; state of the industrial arts; domestic markets and transportation; government finance; present tendencies in respect to economic progress, economic security, and social control. (3 cred.; jr., sr., grad.; prereq. Econ. 6-7 or 83.)
- Econ.127. Comparative Banking: South American Systems. (3 cred.; jr., sr., grad.; prereq. Econ. 141 or B.A. 142.)

‡ A fee of \$1 is charged for this course.

- Econ.128. Business Cycle Theory in European Literature. Introduction to the writing of the leading German and Scandinavian authors in the field of business cycle theory. This course is particularly designed for students who are not able to read foreign languages. (3 cred.; jr., sr., grad.; prereq. Econ. 6-7 or 83.)
- B.A.130.† Cost Accounting Survey. A general survey of cost accounting from the point of view of the executive who must use cost information in the conduct of his business. (3 cred.; jr., sr., grad.; prereq. Econ. 25-26.)
- Econ.131. Introduction to Mathematical Analysis in Economics. This course is intended to serve as a general introduction to mathematical economics for students who do not have a mathematical training. A brief survey of the elements of calculus is followed by an analysis of mathematical applications to static and dynamic economics. The analysis deals with the principal ideas of Cournot, Jevons, Walras, Pareto, Edgeworth, and Irving Fisher, as well as those of H. L. Moore, and his school. A knowledge of calculus is not required. (3 cred.; jr., sr., grad.; prereq. Econ. 6-7 or 83.)
- B.A.133. Standard Costs. The methods of standard costs. The meaning of standards. The setting of standards for materials, labor, and overhead. The analysis of and accounting for variations. The development and application of standards to distribution as well as to production activities. (3 cred.; jr., sr., grad.; prereq. B.A. 130 or 152-153.)
- B.A.134. Income Tax Accounting. The principles involved in determining taxable net income and the computation of federal and state income taxes for corporations, individuals, and trusts. (3 cred.; jr., sr., grad.; prereq. B.A. 139 or 150-151.)
- B.A.135. Auditing and Public Accounting. The application of principles and technical methods used in professional auditing practice. Typical frauds and errors in accounting records, auditors' working papers, financial exhibits, certificates, and reports are studied. (3 cred.; jr., sr., grad.; prereq. B.A. 139 or 150-151.)
- B.A.136. Internal Auditing and Accounting Control. Accounting systems and methods as related to internal check and audit control of routine transactions and the establishment of administrative and budgetary control. (3 cred.; jr., sr., grad.; prereq. B.A. 139 or 150-151.)
- B.A.139.† Advanced General Accounting. A course intended particularly for the general student of business. Interpretation of accounts and statements; statement preparation and analysis. Utilization of the statements by the executive. Accounting methods and statements in a number of business fields. (3 cred.; jr., sr., grad.; prereq. Econ. 25-26.)
- Econ.140. The Co-operative Movement. The history and philosophy of various co-operative developments. Similarities and contrasts between such movements as agricultural marketing co-operatives, consumer co-operatives, trade unions, and others. Consumer co-operation as a medium for economic control. (3 cred.; jr., sr., grad.; prereq. Econ. 6-7 or 83.)
- Econ.141. Monetary and Banking Policy. An advanced course in money and banking. Banking policy viewed from the social standpoint with primary reference to the problems of the Federal Reserve system. Selected problems in monetary policy; monetary reconstruction and monetary reform. (3 cred.; jr., sr., grad.; prereq. Econ. 3 and either Econ. 6-7 or 83.)
- B.A.142. Advanced Money and Banking. The problems of a central bank and the theory of the value of money. Includes control of reserves, providing a scientific currency, regulation of credit, fluctuations of the general price level—their causes and possible reduction. (3 cred.; jr., sr., grad.; prereq. Econ. 3 and 6-7.)
- Econ.144. Cartels and Trusts. Comparative description of cartels and trusts in Germany and Great Britain; international cartels; economic effects of cartels and trusts and their sociological significance. (3 cred.; jr., sr., grad.; prereq. Econ. 6-7 or 83.)

† A fee of \$1 is charged for this course.

- B.A.145. Foreign Exchange. The drawing and handling of international bills of exchange of all kinds; relations of correspondent banks; acceptance accounts; calculation of bankers' buying and selling prices; investment, speculation, and arbitrage in exchange; exchange and the money market; exchange control. (3 cred.; jr., sr., grad.; prereq. B.A. 142.)
- B.A.146. Investments. A general or "cross cut" survey of the external and internal factors influencing the prices of securities, and of the principles of an investment policy for the individual investor. Emphasis is placed upon objective analysis from source materials of factors explaining price differentiation. (3 cred.; jr., sr., grad.; prereq. B.A. 155.)
- B.A.147. Bank Administration. Designed for students intending to enter the field of commercial banking. Less emphasis is placed upon the routine of bank operation than upon the problems of the bank executive. (3 cred.; jr., sr., grad.; prereq. B.A. 142.)
- B.A.148. The Securities Market. Consideration of behavior over time or "longitudinal" analysis of prices of individual and groups of securities. Emphasis is placed upon the relationship of economic conditions to security values, particularly the effects of cyclical fluctuations. (3 cred.; sr., grad.; prereq. B.A. 146 and Econ. 149.)
- Econ.149. Business Cycles. Analysis of factors involved in business fluctuations. Comparison of theories of the cause of prosperity and depression. Introduction to the statistical data and methods of business forecasting. (3 cred.; sr., grad.; prereq. Econ. 141 or B.A. 142 or consent of instructor.)
- B.A.150-151.‡ Accounting Practice and Procedure. A course in the practice and technique of accounting for students who intend to specialize in accounting. (6 cred.; jr., sr., grad.; prereq. Econ. 25-26.)
- B.A.152-153. Cost Accounting. Cost accounting practices and procedures. (6 cred.; jr., sr., grad.; prereq. Econ. 25-26.)
- B.A.155. Corporation Finance. Incorporation. The 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 cred.; jr., sr., grad.; prereq. Econ. 3 and 6-7.)
- B.A.156. Finance Management. The duties of the financial manager of a modern business. The various sources from which capital may be secured, the best use of a company's funds, and special financial problems which arise in the typical business. (3 cred.; jr., sr., grad.; prereq. B.A. 155.)
- B.A.158. Governmental Accounting. Use of budgetary and financial accounts; fund accounting and statements; consolidated municipal statements; accounting for fixed properties, depreciation, improvements, special assessments, and revolving funds; debt service and sinking fund. (3 cred.; sr., grad.; prereq. B.A. 139 or 151.)
- B.A.159. Public Utility and Railroad Accounting. This course aims to acquaint the student with the system of accounts prescribed by the several federal and state regulatory commissions. Some attention will be devoted to the question of consolidated statements incident to the regulation of public utility holding companies. (3 cred.; jr., sr., grad.; prereq. B.A. 139 or 151.)
- Econ.161. Labor Problems and Trade Unionism. A discussion of employment, hours, wages, types of unionism, policies and practices of labor organization; special emphasis upon economic implications of modern working conditions. (3 cred.; jr., sr., grad.; prereq. Econ. 6-7 or 83.)
- Econ.162. Labor and Socialist Movements. Analysis of structure and operation of American labor unions. An interpretation of leading labor movements in Europe and the United States during the last century. (3 cred.; jr., sr., grad.; prereq. Econ. 161.)

‡ A fee of \$1 per quarter is charged for this course.



- Econ.164. Labor Legislation and Social Insurance. A course dealing with the economic aspects of labor legislation, including minimum wage laws; hours legislation; factory acts; accident, health, old age, and unemployment compensation; mothers' pensions. (3 cred.; jr., sr., grad.; prereq. Econ. 161.)
- B.A.165. Economics of Public Utilities. A general course on the economic aspects of government regulation of the finances, rates, and services of municipal public utilities. Economic characteristics, legal positions, regulation, valuation, and government ownership are the principal topics covered. (3 cred.; jr., sr., grad.; prereq. Econ. 3 and 6-7.)
- B.A.167. Personnel Administration. Evaluation of managerial policies and devices designed to secure the co-operation and efficient participation of employees in business, industry, and government. Attention is directed especially to the determination of labor needs, job analysis and classification, methods of recruiting workers, selective devices, training and safety programs, service rating, employment stabilization, collective bargaining, and compensation. (3 cred.; jr., sr., grad.; prereq. B.A. 89 and Econ. 161.)
- B.A.170.‡ Motion Economy. Fundamental principles and techniques of motion economy, workplace layout, motion picture applications, operation analysis, output standards, stop-watch procedure, and cost-savings estimates. Materials: text, readings, motion picture films. (3 cred.; jr., sr., grad.; prereq. B.A. 184.)
- B.A.171.‡ Production Standards. Laboratory projects selected from, and contributory to improvement of, basic clerical, office practice, and merchandising procedures, emphasizing application of motion economy principles. Final report required for each project. (3 cred.; jr., sr., grad.; prereq. B.A. 170.)
- Econ.172. Economics of Transportation. An analysis of the economics of the leading methods of modern transportation including railway, waterway, truck and bus, pipe line, and airway. The relative advantages of each will be stressed and a careful account given of the regulation, taxation, and place of each type. (3 cred.; jr., sr., grad.; prereq. Econ. 6-7 or 83.)
- Econ.175. Government Regulation of Business. A general course on the economic aspects of legislation affecting the pricing process and the distribution of the national income. Topics studied include economic origins of modern business limitations on free competition; regulation of public utilities, trusts and combinations, and "unfair competitive practices"; positive assistance to industrial groups. (3 cred.; jr., sr., grad.; prereq. 20 credits in soc. sci. including Econ. 6-7 or 83.)
- Econ.176. International Commercial Policies. Theory of international commerce; protective tariffs, free trade, reciprocity, subsidies, preferential treatment, the open door, international finance, commercial treaties, foreign politics, and other governmental and organized efforts to affect trade. American problems emphasized. (3 cred.; jr., sr., grad.; prereq. Econ. 6-7 or 83.)
- B.A.177. Foreign Trade. Theories of international trade; character of United States foreign trade and the world market. Commercial organization and foreign trade financing, foreign shipments—export and import. Transportation and shipping problems; governmental regulation; and individual markets. (3 cred.; jr., sr., grad.; prereq. Econ. 176.)
- Econ.178. Economics of Consumption. A descriptive and analytical survey of the price-making process; the origins and the personal distribution of money income and purchasing power; planes of living in the United States; "ideal" standards of living; possibilities for improvement in the plane of consumption. Open only to students in the College of Education and in Social Work. (3 cred.; jr., sr., grad.; prereq. Econ. 6-7 or 83.)

‡ A fee of \$1 is charged for this course.

- Econ.179. Economic Problems of the Far East. A survey of recent economic developments in the Far East, especially in China and Japan. The ways in which these developments illustrate and are governed by economic principles are examined. Economic regionalism, problems of population and migration, the control of raw materials, industrial efficiency, internal economic institutions, and international commercial policies, as they occur in the Far East, are among the topics discussed. (3 cred.; jr., sr., grad.; prereq. Econ. 6-7 or equiv. Not open for credit for graduate majors in Economics or Business Administration.)
- B.A.180-181A. Senior Topics: Accounting. Application of accounting theory, practice, and analysis to special fields of industry and finance. Term reports; solution of C.P.A. problems. (6 cred.; sr.)
- B.A.181-182B. Senior Topics: Business Finance. Individual research and discussion of important current financial developments. (6 cred.; sr.)
- B.A.180-181C. Senior Topics: Marketing. Selected topics in (1) market structure, (2) manufacturers' sales problems, (3) market research, (4) market prices and price policies. (6 cred.; sr.)
- B.A.182C. Senior Topics: Marketing. Selected topics in retail store management, in cooperation with Twin City department store executives. (3 cred.; sr., open to students who have had B.A. 180-181C or to students in the Advertising and the Department Store Training sequences, and, with permission of the instructor, to a limited number of other advanced students; prereq. B.A. 69.)
- B.A.180-181-182D. Senior Topics: Personnel Management. Discussion of personnel problems exemplified in cases, together with individual investigations of various phases of personnel administration. Special attention to actual conditions in the Twin City area. (9 cred.; sr.)
- B.A.180-181-182E. Senior Topics: Office Management. Quality standards of business correspondence; situation problems requiring persuasive writing, problems involving installation, revision, and supervision of files. Analysis and construction of procedure manuals. Reports on research, standardization, and control of quantity and quality of office services; problems of office supervision; selection of supplies, equipment, and personnel; reports on field work involving analysis and revision of office routine, form design, and office layout. (9 cred.; sr.)
- B.A.180-181-182F. Senior Topics: Statistics. Intensive study of original sources dealing with selected topics in the theory of statistics. Both oral and written reports are prepared by the students. (9 cred.; sr.)
- B.A.180-181-182G. Senior Topics: Production Management. Selected problems in management; studies in the technique of executive control in manufacturing enterprises; field research and surveys in the organization and methods of management of Northwest industrial concerns. (9 cred.; sr.)
- B.A.182H. Senior Topics: Insurance. Reports on selected problems in the field of insurance. (3 cred.; sr.)
- B.A.180-181 I. Senior Topics: Public Utilities and Transportation. Selected problems in the regulation and management of utilities and transportation agencies. Industrial traffic management. (6 cred.; sr.)
- B.A.183. Practice Course. Students engaged in outside work on the co-operative plan may register for this course for credit under the following conditions: The type of employment to be undertaken must be approved in advance by the major adviser. The student must register\* for the course at the beginning of the term during which the work is to be done. Grades are based upon a report from the student's employer.

\* Student may register on the credit hour basis and thus avoid the payment of full tuition fees for the term.

- and a formal written report presented by the student not later than mid-term following his return to the University. Applications for positions on the co-operative plan and admission to the course may be made at any time at the dean's office. (Cred. ar.; jr., sr., grad.; prereq. consent of adviser.)
- B.A.184. Scientific Management in Industry. A study of the origin and development of the movement to apply the methods of science to the management of industrial enterprises; the effects upon individual plant management and the influence upon "rationalization" in industrial society. (3 cred.; sr., grad.; prereq. Econ. 6-7.)
- Econ.185. Economics of Marketing. A course dealing with (1) the role of market distribution in our total economy; (2) the costs of market distribution; (3) regional specialization and market distribution; (4) public, quasi-public, and corporate control of market distribution; (5) the role of the consumer in market distribution. (3 cred.; jr., sr., grad.; prereq. Econ. 6-7 or 83.)
- Econ.191-192. Public Finance. Public expenditures, revenues, and debts. Special attention is given to tax principles, practices, and burdens. (6 cred.; jr., sr., grad.; prereq. Econ. 6-7 or 83.)
- Econ.193. State and Local Taxation. Main problems of state and local finance and proposed solutions. (3 cred.; jr., sr., grad.; prereq. Econ. 191-192 or B.A. 58.)
- B.A.194. Advanced Advertising Procedure. Problems and case work in advertising research. Preparation and criticism of advertisements and of advertising campaigns. (3 cred.; jr., sr., grad.; prereq. B.A. 88.)
- Econ.203-204. Seminar in Economic Theory. (6 cred.; grad.)
- Econ.206. Seminar in Market Prices. (3 cred.; grad.)
- Econ.207. Theory of Demand. (3 cred.; grad.)
- Econ.208. Production and Distribution. (3 cred.; grad.)
- Econ.233-234. Seminar in Public Finance. (6 cred.; grad.)
- Econ.243-244. Seminar in Money and Banking. (6 cred.; grad.)
- Econ.251. Seminar in Industrial Relations. (3 cred.; grad.)
- Econ.257. Seminar in Accounting Theory. (3 cred.; grad.)