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THE
SCHOOL OF
BUSINESS ADMINISTRATION

1959-1960 and 1960-1961



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COLLEGE CALENDAR 1959-1961*

Summer Session 1959

1959

FIRST TERM

- June 2. Tuesday, 1 P.M. Entering freshman assemble, C101. 2-5 P.M. Begin registration.
 June 3. Wednesday. Registration.
 July 13-14. Monday-Tuesday. Final examinations.
 July 14. Tuesday. First term ends.

SECOND TERM

- July 14. Tuesday. Second term begins.
 July 15. Wednesday, 8 A.M. Entering freshmen assemble, C101. Registration.
 Aug. 19-20. Wednesday-Thursday. Final examinations.
 Aug. 22. Saturday. Commencement. Second term ends.

Long Session 1959-1960

1959

FALL SEMESTER

- Sept. 11. Friday, 10 A.M. General faculty meeting; 2 P.M. School faculty meeting.
 Sept. 14. Monday. Fall semester begins. 8 A.M. All entering freshmen assemble on Administration Building Green.
 Sept. 14-16. Monday-Wednesday. Freshmen counseling.
 Sept. 16-19. Wednesday-Saturday. Registration.
 Sept. 21. Monday, 8 A.M. Classes begin.
 Sept. 30. Wednesday, 10-12 A.M. Student Convocation. Classes dismissed. Selection of class officers.
 Nov. 7. Saturday, 5 P.M. Mid-semester reports due.
 Nov. 25. Wednesday, 10 P.M. Classes dismissed for Thanksgiving holidays.
 Nov. 30. Monday, 8 A.M. Classes resumed.
 Dec. 19. Saturday, 12 Noon. Classes dismissed for Christmas holidays.

1960

- Jan. 4. Monday, 8 A.M. Classes resumed.
 Jan. 16-23. Saturday-Saturday. Final examinations.
 Jan. 23. Saturday. Fall semester ends.

1960

SPRING SEMESTER

- Jan. 26. Tuesday, 8 A.M. Spring semester begins. Entering freshmen assemble, C101.
 Jan. 28-30. Thursday-Saturday. Registration.
 Feb. 1. Monday, 8 A.M. Classes begin.
 Mar. 16. Wednesday, 5 P.M. Mid-semester reports due.
 Apr. 14. Thursday, 10 P.M. Classes dismissed for Easter holidays.
 Apr. 19. Tuesday, 8 A.M. Classes resumed.
 May 18-25. Wednesday-Wednesday. Final examinations.
 May 29. Sunday. Baccalaureate sermon.
 May 30. Monday. Commencement. Spring semester ends.

*Subject to change.

Summer Session 1960

1960

FIRST TERM

- | | |
|---|---|
| May 31. Tuesday, 1 P.M. Entering freshmen assemble, C101. | July 4. Monday. American Independence Day. College holiday. |
| May 31 - June 1. Tuesday-Wednesday. Registration. | July 11-12. Monday-Tuesday. Final examinations. |
| June 2. Thursday. Classes begin. | July 12. Tuesday. First terms ends. |

SECOND TERM

- | | |
|--|--|
| July 12. Tuesday. Second term begins. | July 14. Thursday. Classes begin. |
| July 13. Wednesday, 8 A.M. Entering freshmen assemble, C101. Registration. | Aug. 17-18. Wednesday-Thursday. Final examinations. |
| | Aug. 20. Saturday, 7:15 P.M. Commencement. Second term ends. |

Long Session 1960-1961

1960

FALL SEMESTER

- | | |
|---|--|
| Sept. 9. Friday. 10 A.M. General faculty meeting. 2 P.M. School faculty meeting. | Sept. 28. Wednesday. 10-12 A.M. Student Convocation. Classes dismissed. Selection of class officers. |
| Sept. 12. Monday. Fall semester begins. 8 A.M. All entering freshmen assemble on Administration Building Green. | Nov. 7. Monday, 5 P.M. Mid-semester reports due. |
| Sept. 12-14. Monday-Wednesday. Freshman counseling. | Nov. 23. Wednesday, 10 P.M. Classes dismissed for Thanksgiving holidays. |
| Sept. 14-17. Wednesday-Saturday. Registration. | Nov. 28. Monday, 8 A.M. Classes resumed. |
| Sept. 19. Monday, 8 A.M. Classes begin. | Dec. 20. Tuesday, 10 P.M. Classes dismissed for Christmas holidays. |

1961

- | | |
|--|--|
| Jan. 3. Tuesday, 8 A.M. Classes resumed. | Jan. 21. Saturday. Fall semester ends. |
| Jan. 14-21. Saturday-Saturday. Final examinations. | |

1961

SPRING SEMESTER

- | | |
|--|---|
| Jan. 24. Tuesday, 8 A.M. Spring semester begins. Entering freshmen assemble, C101. | Mar. 30. Thursday, 10 P.M. Classes dismissed for Easter holidays. |
| Jan. 26-28. Thursday-Saturday. Registration. | Apr. 4. Tuesday, 8 A.M. Classes resumed. |
| Jan. 30. Monday, 8 A.M. Classes begin. | May 17-24. Wednesday-Wednesday. Final examinations. |
| Mar. 20. Monday, 5 P.M. Mid-semester reports due. | May 28. Sunday. Baccalaureate sermon. |
| | May 29. Monday. Commencement. Spring semester ends. |

HOW TO USE THIS BULLETIN

The Bulletin of the School of Business Administration should be used in conjunction with the most recent General Information Bulletin of Texas Technological College. Each student is held responsible for familiarizing himself with the content of both his **School bulletin** and the **General Information Bulletin of the year he enters the College**.

Detailed information is given in this bulletin on the School of Business Administration. Reference is made also to general College regulations and many other topics: i.e., advanced standing, scholarships, general degree requirements. These are detailed in the General Information Bulletin, to which ready and frequent reference is needed by the business administration student.

INSTRUCTIONAL SCHOOLS AND DEPARTMENTS

Agriculture

Agricultural Economics
Agricultural Education
Agricultural Engineering
Agronomy
Animal Husbandry
Dairy Industry
Horticulture and Park Management

Arts and Sciences

Biblical Literature
Biology
Chemistry
Education and Philosophy
English
Foreign Languages
Geology
Government
Health, Physical Education, and Recreation for Men
Health, Physical Education, and Recreation for Women
History and Anthropology
Journalism
Mathematics
Music
Physics
Psychology
Sociology
Speech

Business Administration

Accounting
Business Education and Secretarial Administration
Economics and Finance
Management
Marketing

Engineering

Architecture and Allied Arts
Chemical Engineering
Civil Engineering

Electrical Engineering
Industrial Engineering and Engineering Drawing
Mechanical Engineering
Petroleum Engineering
Textile Engineering

Home Economics

Applied Arts
Clothing and Textiles
Food and Nutrition
Home and Family Life
Home Economics Education

Graduate School

Degrees offered:

Master of Arts
Master of Business Administration
Master of Education
Master of Science
Master of Science in Agriculture
Master of Science in Chemical Engineering
Master of Science in Civil Engineering
Master of Science in Electrical Engineering
Master of Science in Mechanical Engineering
Master of Science in Home Economics
Doctor of Education
Doctor of Philosophy

Reserve Officers Training Corps

Air Force
Army

Extension

Correspondence Courses
Extension Classes

MAJOR AREAS OF STUDY

Agriculture

Agricultural Economics
Agricultural Education
Agricultural Engineering
Agricultural Science
Animal Industry
Crops
Dairy Husbandry
Dairy Industry
Entomology
Horticulture
Park Management
Poultry Husbandry
Range Management
Soils

Arts and Sciences

Anthropology
Art
Bacteriology
Biology
Botany
Chemistry
Elementary Education
English
French
Geology
German
Government
Health and Physical Education
History
Journalism
Mathematics
Music
Music Education
Philosophy
Physics
Piano
Pre-Law
Pre-Medical
Psychology
Public School Music
Recreation
Science
Secondary Education
Social Science
Sociology
Spanish

Speech
Speech Correction
Voice
Zoology

Business Administration

Accounting
Advertising
Business Education
Economics
Finance
Industrial Management
International Trade
Marketing
Office Management
Personnel Management
Pre-Law
Public Administration
Retailing
Secretarial Administration
Traffic Management

Engineering

Advertising Art and Design
Architecture, Construction or Design
Chemical Engineering
Civil Engineering
Electrical Engineering
Engineering Physics
Industrial Engineering
Mechanical Engineering
Petroleum Engineering
Textile Engineering

Home Economics

Applied Arts
Clothing and Textiles
Food and Nutrition
General Home Economics
Home Economics Education
Home and Family Life

Interdepartmental

Bilingual-Secretarial
Latin American Area Studies

ABOUT THE COLLEGE

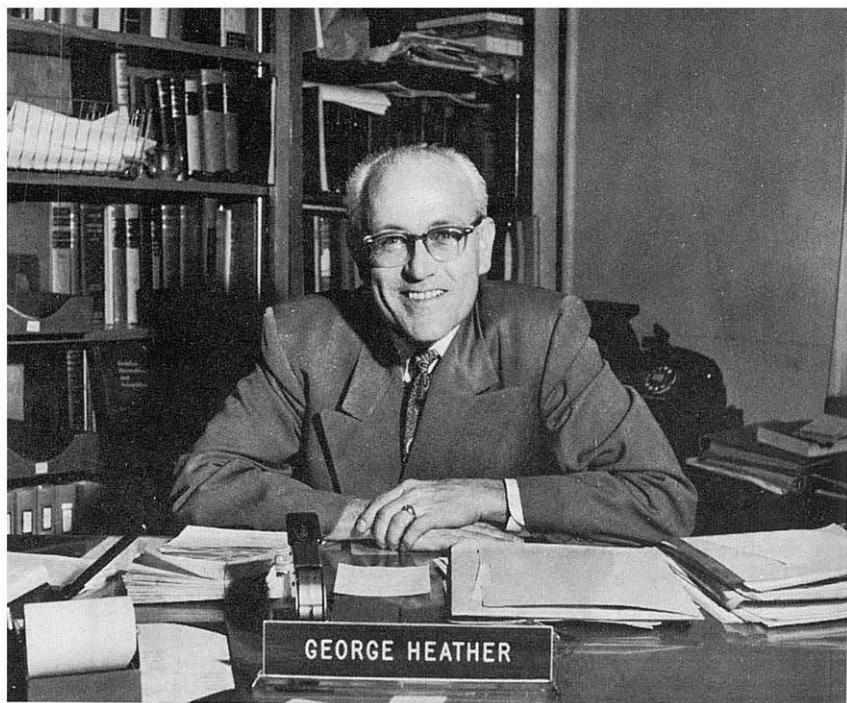
HISTORY: Founded 1923 by 38th Texas Legislature, as a state - supported coeducational college. First students enrolled, Sept. 30, 1925. Original student body, 1,043; now over 9,000. College plant valued at \$1,424,000 after one year's operation; by end of 1958, value estimated at \$29 million.

LOCATION: Within corporate limits of Lubbock, a city of approximately 148,725 — medical, cultural, industrial, and agricultural center for the South Plains area. Elevation 3,256 feet.

SCHOOLS: Agriculture, Arts and Sciences, Business Administration, Engineering, Home Economics, and Graduate.

BUILDINGS: More than 50 permanent type buildings, including four new men's dormitories. Under construction — classroom and office building, new textile engineering building.

ACREAGE: Main campus contains 2,008 acres; 1,600 used as an experimental farm. College also operates 5,800-acre PanTech Farm near Amarillo.



*Dean George G. Heather
School of Business Administration*

ABOUT THE SCHOOL

The School of Business Administration was established officially in 1942, although offerings in business and economic subjects had been available to students, under the administration of the School of Arts and Sciences, since the establishment of the College.

Instruction in the School is organized under five departments: Accounting, Business Education and Secretarial Administration, Economics and Finance, Management, and Marketing.

The School has a normal semester enrollment of about seventeen hundred students, of whom usually less than one hundred are graduate students.

The School of Business Administration holds full membership in the American Association of Collegiate Schools of Business. Also it is a member of the National Association of Business-Teacher Training Institutions.

OBJECTIVES OF THE SCHOOL

The objectives of the School of Business Administration may be classified under three headings — education, research, and service.

Professional training for those preparing to enter business or government in positions of responsibility is the primary objective. The final product of the School, the graduate, needs the capacity for understanding the environment in which he operates as well as the ability to adjust to the changes that are continually occurring. It is believed that this may be accomplished through study in general education, business fundamentals, and the advanced courses of professional preparation.

General education of the student is designed to cultivate those qualities that produce a person aware of his place and obligation in society. It furnishes a frame of reference — the society — by which he may later orient his professional preparation.

Study in business fundamentals seeks to provide a core of knowledge in basic business subjects designed to familiarize the individual with the general structure of the business world and to give him historical perspective. It is intended also that the student reach an understanding of

the basic tools of business, and that he acquire ability to analyze problems.

The professional preparation of the student is intended to train him for a position of responsibility in business, government, or education. It is designed to inspire him toward high standards of scholarship and leadership, to develop in him the ability to think clearly and logically in the perspective of his profession, and to produce high ideals of morality and social responsibility.

The School of Business Administration may provide valuable preparation to students in other schools as well. Consequently, courses in economics, business fundamentals, and professional courses are available to students majoring in other schools in the College.

The faculty of the School of Business Administration recognizes, as a second objective, the importance of encouraging research to further the development of business and industry in West Texas, the Southwest, and the United States. Not only may this expand the frontiers of knowledge, but it adds also to the preparation and the quality of the faculty. In addition, a research climate fosters in the student an appreciation for re-

search and what might be termed a "research attitude."

Service to the public is the third objective of the School. The faculty assumes a responsibility to disseminate the knowledge it has acquired.

At times faculty members may be in a position to provide professional aid in the solution of specific problems.

OPPORTUNITIES FOR WOMEN IN BUSINESS, GOVERNMENT, AND EDUCATION

Opportunities for women in business fields are broadening and increasing. Probably the greatest women's opportunities still lie in the business education and secretarial administration majors. In recent years women who have graduated with majors in accounting generally have found ready employment. Merchandising has long provided major employment for women, with more and more women recently moving into managerial levels. Women are being

employed increasingly in credit management positions and in personnel work. Almost every advertising agency and advertising department has one or more women in responsible and creative activities.

Certainly there is at least limited opportunity for a woman in any field for which she prepares, and the opportunity increases rapidly as her strength of purpose increases for a particular field of preparation.

UNDERGRADUATE STUDY*

Accounting

Study in the Department of Accounting is so arranged as to emphasize (1) preparation for the Certified Public Accountant examination and public accounting practice, (2) background for government service in administrative or regulatory agencies, (3) foundations for work in the area of managerial accounting and controllership, or (4) groundwork for teaching and research at college or university levels. The Department of Accounting also offers course work that will benefit students (1) who expect to enter business for themselves or to work for others in managerial positions which will require an understanding of accounting for most efficient performance of their functions; (2) who expect to enter other professions, such as law, engineering, pharmacy, and medicine; or (3) who are interested primarily in the personal usefulness of the subject or its cultural aspects.

Accounting is a means of obtaining information to aid in making policy decisions and in setting up plans for the successful conduct of business; it serves to maintain the system of internal check and control, so as to reduce the need for supervision, and to minimize errors, fraud, and waste; and it plays a part in setting and enforcing standards of performance, so as to improve efficiency and coordinate and integrate business activities.

The student should develop a command of accounting procedures; he should learn to relate the logical side of accounting theory to practical and conventional limitations; he should achieve an understanding of the different purposes to be served by accounting statements; and he should have practice in handling data with consideration for the use to be made of them. He should have opportunity to sharpen his powers of evaluation and analysis by working with com-

plicated situations, and he should make progress in building the competence needed to judge difficult questions. These requirements apply not only to the work of the independent public accountant but also to the area of administration in which accounting plays an important role.

The growing complexity of business, of revenue systems, and of all forms of social organizations, make increasingly greater demands on the accounting profession. It is, therefore, recommended that the student looking to public accounting practice plan to continue for at least one year of graduate study to round out his professional background.

Advertising

The advertising program is designed for students who plan an advertising career in newspaper, radio, television, or other advertising media; in an advertising agency; or in the advertising department of a manufacturer or marketing firm. Such specialized courses as copy, layout, production of advertising, and advertising internship provide an opportunity to achieve a degree of professional competence before graduation.

Business Education

The goal of this program is to prepare competent business teachers. The course of study seeks to fulfill these important objectives: give students a broad background in liberal arts so they, as future teachers, will recognize how their specialized field fits into the pattern of life their students will be experiencing; give a fundamental knowledge of the various business subjects they will be called upon to teach or to relate to the subjects they are teaching; develop a proficiency in the technical

* For departments in the School of Business Administration, see Page 10 of this bulletin.

business skills they will be teaching; give a philosophy of education, a knowledge of how the human mind operates in the learning process, and training in the specific methods needed to teach the various subjects they will be called upon to teach.

The business education program will also provide a good background for the person who is interested in administrative duties in a school.

Texas Teacher Certification Laws

Under the new teacher certification laws of Texas which became effective Sept. 1, 1955, there are two general types of teaching certificates: the permanent provisional and the permanent professional. The permanent provisional certificate is based on a bachelor's degree and prescribed work constituting a State-approved certification program. The professional certificate is based on a provisional certificate, three years' teaching experience, and a minimum of an approved fifth year of graduate college work beyond the bachelor's degree. In many instances, but not in all, this graduate course work can coincide with master's degree requirements.

Under the new laws, teaching certificates are issued only to a person holding a bachelor's degree. Emergency teaching permits can be obtained for non-degree persons, but such permits are obtained only through the superintendent of the local school system which employs the non-degree person. These permits are valid only for the remainder of the scholastic year in which they are issued and only in the school system through which the application for the permit was made.

At Texas Technological College, prospective teachers apply for teaching certificates through the Director of Teacher Certification. Certificates are issued by the Texas Education Agency upon receiving from the Director of Teacher Certification at Texas Technological College: (1) verification that the student has com-

pleted a program approved for that college (completion of the prescribed business education program at Texas Tech qualifies the graduate for the Texas Permanent Provisional Certificate and permits the person to teach business subjects in Texas high schools); (2) recommendation from the college that the applicant possesses personal attributes indicative of a successful teacher.

Economics

The major in economics has been designed to allow the student to accomplish one or a combination of three objectives:

General preparation for entering the business world in various types of activity, excluding the highly specialized fields. Considerable flexibility is provided in the courses and options available.

Specialized preparation as a professional economist. This preparation is designed to produce qualified economists to fill the numerous positions available in business firms, banks, trust companies, insurance companies, government agencies, foundations, and in public school and college teaching.

Cultural training in the foundations of our economic institutions, ideas, and policies. In this period of world crisis, when the very existence of our economic system is being challenged, a thorough grounding in fundamental economic concepts is essential for the person who would either assume positions of responsibility in the business world or in public office, or for one who would wish only to meet his full responsibility as an informed and intelligent citizen.

Finance

The curriculum is designed to acquaint the student with the institutions of finance and to give him a knowledge of their nature and prob-

lems, as well as a familiarity with the tools and instruments necessary to their successful functioning. The general objective of the department is to teach the fundamentals of finance that are useful in both personal and business life. The professional objective is to prepare the student for the financial management of his own business and for the numerous opportunities existing in financial organizations and in financial departments of various business organizations.

Since banking, investments, insurance, and real estate are some of the areas covered by the department, the student may, with the proper selection of electives, prepare for any one of a number of careers. In finance he may wish to qualify himself to manage funds for the various financial institutions, to sell corporate securities, to advise investors, or to go into one of the numerous fields of banking.

In insurance he may prepare himself for saleswork as an agent, agency manager, broker, field supervisor, or special agent. If he likes insurance work but does not wish to sell, he may choose to be a claim adjuster, payroll auditor, policy checker, or home office underwriter.

In the real estate field he may choose to be a broker, developer, or manager of property, or he may wish to combine real estate and insurance.

Once the student has completed his work toward a degree in finance he will find that with a little review he will be able to pass examinations for the Chartered Life Underwriter's Certificate, the Chartered Property & Casualty Underwriter's Certificate, and state examinations for real estate and insurance solicitors' and agents' licenses.

Industrial Management

Business in general has three major aspects, the financing of business activities, the creation of goods and services, and the sale or distribution of these products. Industrial management is concerned with the

planning, organizing, supervising, and controlling of the second of these aspects, i.e., the "creative activity."

The program of study in industrial management is designed to give a broad and deep background in the principles involved in the management of industrial enterprises, not only to those students who plan to seek employment with established concerns but also to those who intend to manage their own businesses.

The curriculum in industrial management includes specific courses in the Department of Management and in other related areas to acquaint the student with the basic problems of organization and control common to most fields of business. The student becomes familiar with the factors that determine plant or business location, selection and layout of production facilities, selection and utilization of men and materials, and production planning and control. The case and problem method of instruction is used extensively throughout the program, and the development of analytical skills and decision-making ability is emphasized.

International Trade

The program prepares the student for a career in various phases of the export-import business either at home or abroad, or for service in the several governmental departments concerned with such activities.

Marketing

Marketing includes all activities which take place between the time a good is produced and the time it is bought by the final user. The field of marketing embraces a wide variety of activities such as sales management, retailing, wholesaling, industrial marketing, and advertising.

One out of every four employed persons today is engaged in some phase of marketing. To meet this rapidly expanding need for business leadership, the marketing programs stress: (1) a solid base of marketing

principles; (2) development of analytical and decision-making ability; and (3) ability to communicate ideas and to convince others of their value. This background and training is essential to students in their development and advancement to executive positions in retailing, wholesaling, or marketing by manufacturers.

The marketing program is designed for students who are interested in the general field of selling and sales management, retailing, wholesaling, advertising, industrial marketing, and marketing by manufacturers. Students may specialize through approved electives.

Office Management

The office of a business is the center of its system of communications, and the depository of its files and records. With the rapidly mounting volume of office work now being done, and the rapid increase in the number of office workers required to do it, effective office management and supervision is needed. There is an ever-growing group of executives who believe that the management and supervision of an office is quite as important as the management of a factory or other industrial enterprise.

There is a broadening demand for professional skill in office management, and students who elect to concentrate in this field will find opportunities for such careers as office managers, executive assistants, or even office management consultants. Any young man or young woman entering business need have no hesitancy in preparing for the position of office manager, for that position has proved a stepping stone to greater responsibilities for many of our present executives.

The sequence of courses required for the program in office management is designed to develop a knowledge of the layout, equipment, clerical services, and procedures characteristic of modern offices. Emphasis is given to correspondence control, accounting, records management,

methods analysis, and simplification of office procedures. Furthermore, general organization and management, personnel practices, employee supervision, and principles of human relations are included in the program.

Personnel Management and Industrial Relations

Successful business operation depends on harmonious cooperation between employer and employees. The selection, training, and compensation of personnel and the development of man-power resources is one of the most difficult tasks of the modern manager. Therefore, the fields of personnel administration and industrial relations, which have to do with the direction and coordination of human efforts, are of increasing importance not only for large industry but for all employers, including small business, educational institutions, and government.

Personnel workers are especially needed in the large business to deal with important questions of labor policy and complicated personnel procedures which demand the attention of highly trained specialists. The small business owner or manager has also come to recognize the value of a fundamental understanding of personnel management concepts and employer-employee relationships. Personnel managers and their assistants have steadily acquired higher status as labor costs, labor relations, and the problems of employee morale and motivation have become more important concerns of management.

The program in the fields of personnel management and industrial relations provides courses in personnel selection, training, wage and salary administration, employee benefit plans, human relations and industrial psychology, personnel research, and union relationships. Special attention is given to collective bargaining and labor law. The student of personnel should have the proper social temperament, in addition to his technical training.

Pre-Law

In general, schools of law do not prescribe admission requirements in terms of specific courses; the schools of law do expect students of intellectual maturity.

Some schools of law admit only persons who hold baccalaureate degrees; however, most schools admit students who have completed only three years of college study, although a high percentage of students admitted to those schools already hold degrees.

The traditional undergraduate preparation for the study of law is the pure liberal arts program. It is from that tradition that in Texas Technological College the Head of the Department of Government in the School of Arts and Sciences is the official College adviser for pre-law students.

During the past fifteen or twenty years, though, there has developed the strong realization that a knowledge of economics and business is highly desirable as a foundation for the study of law. In such programs emphasis is placed on the analysis of our economic organization, the setting in which the law functions. For greatest potential value from his business background, the student is urged to complete one of the four-year programs leading to the Bachelor of Business Administration Degree, each of which will provide valuable background information for the attorney. The choice of exact program should take into consideration the general field of law in which practice is anticipated.

For the student who expects to be admitted to a school of law after only three years of college preparation, a combination program is provided which will permit the student to receive the Bachelor of Business Administration degree from this College upon graduation from an approved three-year school of law. To be eligible for this degree, the student first must have completed the Pre-Law program set forth in this Bulletin. Then upon certification of

graduation from the school of law, the student may apply for the Bachelor of Business Administration Degree from this College.

Public Administration

To the taxpayer it has become painfully obvious that the scope and therefore the cost of government have increased vastly during the last few decades. Today government is conceded to be the "largest business enterprise" in the country. Formerly decisions concerning the direction of our economy were made mainly by business interests. Today these decisions are being made or are being strongly influenced by governmental agencies.

All levels of government are turning to the colleges to provide scientifically trained personnel for the management of public affairs. The efficiency of the operation of the country's "largest business enterprise" and the success of government's economic decision-making rest mainly on the quality of that personnel's business and economic preparation. The public administrator's sympathy with private enterprise is necessary in a system of private capitalism.

Throughout the United States and in Texas particularly the position of city manager has created a rapidly expanding demand for trained public administrative personnel. Here, probably moreso than at any other governmental level, the public administrator is concerned with business-type decisions rather than with the general theories of government.

Preparation for the field of administration encompasses certain knowledge and attitudes regardless of the activity in which the application is made. The "administrative specialist" such as the accountant, the economist, and the office manager is equally as proficient in governmental administration as in the administration of private business. Therefore the proposed "administrative specialist" in government, such as the

accountant, will find that the curriculum suggested for the accounting major with perhaps slight modification upon the recommendation of the major adviser will prepare him well for public service.

However, the "administrative generalist," such as the city manager, needs a breadth of background which can be provided only in a special combination of courses. Therefore the School has designed carefully the public administration curriculum. The program provides preparation as varied as accounting, economics, law, taxation, purchasing, personnel, city planning, and public relations. Graduates are finding increasing employment opportunities in city management, purchasing, budgeting, personnel, research, accounting and auditing, and various other governmental activities. Pay schedules are generally comparable to those of private business.

The public administration graduate is urged especially to consider continuing his study through the master's degree in a graduate school of public administration.

Retailing

The retailing program is designed for students who plan to operate stores of their own, to become buyers or merchandisers, or to engage in some other phase of retailing. This program offers a considerable specialization in techniques of performing retailing functions within the store.

Secretarial Administration

Professional secretarial training is the purpose of instruction in this area. As business becomes more complex, the businessman looks to the executive secretary for assistance in carrying out his work. This secretary needs to be well grounded in the recording, computing, and communicating functions of business. There are many opportunities for both young

men and young women in this field if in addition to their job-entry skills they have a sufficiently broad background. The course of study in secretarial administration is designed to prepare students to assume executive responsibility.

For the Bilingual (Spanish, or French and English) Secretarial Program, see the Bulletin of the School of Arts and Sciences.

A two-year stenographic curriculum is provided for those who are certain that they will not complete the four-year secretarial program. In this program, job-entry skills are stressed.

Traffic Management

Transportation is a vital segment of the nation's economy. Our railroads, motor transport companies, airlines, pipelines, inland waterways, and ocean steamship lines require thousands of college graduates each year as skilled personnel and for future managerial needs. Moreover, most substantial non-transportation enterprises have traffic departments which guide the business in choice of transportation agencies, routing of traffic in raw materials or products, and estimating of transportation costs. Numerous governmental agencies charged with the responsibilities of promoting or regulating transport facilities, rates, and services also offer careers to specialists in this field.

Students who elect to emphasize the field of transportation and traffic management are required to master the economic principles of transportation, the policy considerations which guide business managers in their choice and use of transportation services, and the fundamentals of transportation and traffic management principles and practices. Special attention will be given to the development and application of various transportation rates and to the interpretation of traffic plans and transportation laws and regulations.

GRADUATE STUDY

As preparation for entering business, governmental, or educational employment, the college baccalaureate degree today probably is of little more significance than the high school diploma was 25 years ago. Never has a generation of young people had to compete with others so highly trained. Business and economic structures have become so complex that management's ability is hard-pressed to coordinate the intense specializations into a functioning whole.

The School of Business Administration, through the facility of the Graduate School, offers programs leading to the **Master of Business Administration Degree** in all departments, to the **Master of Arts** in economics, and to the **Master of Education** in business education. Although the graduate programs provide more advanced and greater specialization, proportionately, than the undergraduate programs, recognition is continued of the desirability for broad study. Each graduate student's program is prepared individually in an attempt to provide an integrated sequence of undergraduate-graduate study regardless of where the undergraduate degree may have been earned.

The graduate student should refer to the Bulletin of the Graduate School for general policies and regulations. The following more specific information for the **Master of Business Administration Degree** is provided for the student's convenience.

Master of Business Administration

Purpose of this program is to provide students the opportunity to acquire a mature business philosophy in terms of an integrated body of knowledge with wide application in order that they may become com-

petent and responsible business administrators.

The graduate student is encouraged to increase his knowledge in a major field of specialization and his ability to apply this knowledge in solving practical business problems. Certain teaching methods (the research project, seminar, and case method) are designed to be of sufficient intensity to assist him in solving problems that will confront him as a professional practitioner.

A mature business philosophy requires a strong general business foundation as well as competency in the major field of specialization. Seminar courses are planned to strengthen areas other than the major field of specialization. Completion of the seminar courses will earn the student a minor in general business.

To administer the graduate program of the School of Business Administration, the Business Administration Committee on Graduate Study (BACGS) has been formed. Its membership consists of a faculty representative from each of the six major areas of graduate study in the School, the School's elected representative to the Graduate Council of the College (who serves as Administrative Chairman of the Committee), and the Dean of the School.

FUNCTIONS OF THE COMMITTEE (BACGS)

1. To consider and pass upon the qualifications and requirements of students desiring to do graduate work in the School of Business Administration.
2. To determine the leveling work to be required in basic undergraduate courses.*
3. To determine the (534) seminar courses to be completed as part of the graduate program.
4. To approve the levelling work and the graduate courses and se-

* Graduate students entering the School of Business Administration must have completed 30 semester hours in business administration, including the following undergraduate courses or

quence for the major field as recommended to the BACGS by the major departmental representative on the committee.

5. To approve the major adviser, who shall serve as chairman of the student's thesis committee, and the other thesis committee members. The adviser will be appointed at the time that the tentative program is approved. The other thesis committee members will be appointed at least two weeks prior to the student's enrollment in 631, Thesis.

6. To sign degree plans (the major adviser, the administrative chairman of the BACGS, and the Dean of the School of Business Administration as Graduate Chairman of the School).

FINAL COMPREHENSIVE EXAMINATION COMMITTEE

The final comprehensive examination committee composed of a minimum of three members shall include one representative from the BACGS and, as chairman, the major adviser.

The findings of the FCEC shall be reported to the BACGS.

631 and 632 THESIS REQUIREMENTS

1. The tentative title of the proposed thesis of a graduate student

must be submitted to, and approved by, the BACGS at least two weeks prior to enrollment in 631, Thesis.

2. All 631 registrants will meet together in a series of scheduled thesis seminars.

3. An outline of the proposed thesis must be approved by the thesis committee of the student, and placed on file with the BACGS before the close of the semester in which 631 is registered for.

4. Registration for 632, Thesis, cannot be completed until the requirement set forth in the preceding Item 3 has been met.

Graduate Assistance

To aid the graduate student financially and provide him with a valuable internship in college teaching and business research, and to aid the School in carrying out its activities, the School of Business Administration has available in each department a number of graduate teaching fellowships. Interested persons should write to the Dean of the School of Business Administration or to the Administrative Chairman of the Business Administration Committee on Graduate Study.

their equivalent as a minimum, or must complete the courses as leveling work after starting graduate study:

Accounting — 6 semester hours
Business law — 6 semester hours
Business statistics — 3 semester hours
Corporation finance — 3 semester hours
Economics — 6 semester hours
Industrial management or principles of marketing — 3 semester hours

UNDERGRADUATE DEGREES

Bachelor of Business Administration. This degree will be awarded to all students who elect the degree and who have completed the minimum requirements as follows:

1. The specific course requirements set forth on the following pages for majors in accounting, advertising, business education, economics, finance, international trade, management, marketing, office management, pre-law, public administration, retailing, or secretarial administration.
2. Additional courses approved by the major adviser to complete the degree program.
3. A minimum grade-point average of 1.00 in all business administration subjects.
4. A total number of semester hours as stated for the major* with a minimum grade-point average of 1.00. In addition, a minimum of 4 semester hours of freshman and sophomore physical education, band, or basic ROTC must be completed.
5. Application for the degree made through the office of the Dean of Business Administration at least one year in advance of the proposed graduation date.

Bachelor of Science. This degree will be awarded to all students who elect the degree and who have completed the minimum requirements as follows:

1. The specific course requirements set forth on the following pages for majors in economics, international trade, or public administration.
- 2, 3, 4, and 5. Same as for the degree, Bachelor of Business Administration.

The student is referred also to the General Information Bulletin for

general graduation regulations including the \$5 graduation fee and the \$1.50 fee in connection with a petition for graduation in *absentia*.

Selection of a Major

It is recommended that the student not attempt to make final selection of his major until he has completed some college work and has had an opportunity to investigate the study programs which are available to him. The required freshman course, "Professional Careers in Business," should prove to be of considerable help to the student in making his decision. The student should counsel with the advisers in those fields which he believes to be of possible interest to him. Aptitude tests are available in giving students additional help in deciding upon their majors.

At the beginning of the sophomore year, each student must have selected a major field of study from one of the following curricula with the approval of a major adviser from that particular field. The student should notify the Dean's office of his choice. Of course, a student may decide to change to another major at a later time.

Since some courses are offered only in alternate years, there is no reasonable assurance that a student will be able to schedule all of his required courses before an expected graduation date unless he makes his final major selection and plans his program of courses a full two years in advance.

Length of Degree Programs

Many of the major programs can be completed within normal load limits in eight semesters. Some of the majors, because of the greater se-

* Exclusive of freshman and sophomore physical education, band, or basic ROTC. Advanced ROTC credit may be used, up to 12 semester hours in certain curricula, in meeting the total semester-hour degree requirements.

mester-hour requirements, necessitate a ninth semester or the attendance in one summer session. A student in any major program, because of poor schedule-planning or failure of one or more courses, or for other reasons, may be required to attend more than the normal eight semes-

ters. Before the close of his junior year each student should plan carefully the scheduling of his remaining degree requirements to determine his proper graduation date and file application for the degree in the Office of the Dean of Business Administration.

Curricula in the School of Business Administration

BACHELOR OF BUSINESS ADMINISTRATION AND BACHELOR OF SCIENCE

- I. Non-professional courses (52 semester hours):
 - Eco. 133-134—The Development of American Business and Economic Institutions I and II
 - Eco. 231-232—Principles of Economics
 - Eng. 131-132—College Rhetoric
 - Eng. 231 or 232—Masterpieces of Literature
 - Govt. 233—American Government, Organization
 - Govt. 234—American Government, Functions
 - Mgt. 110—Professional Careers in Business
 - Math. 130—Algebra
 - Math. 138—Mathematics of Finance
 - Physical Education, Band, or Basic ROTC—4 semesters
 - Science—6 semester hours
 - Speech 338—Business and Professional Speech
 - American History—6 semester hours*
 - Humanities: approved by the major adviser**
 - One course from each of two fields—6 semester hours:
 - Allied Arts
 - Anthropology
 - English
 - Foreign Language***
 - History
 - Music Literature
 - Philosophy
 - Psychology
 - Sociology
- II. Basic professional courses (30 semester hours):
 - Acct. 244-245—Elementary Accounting I and II
 - Bus. Law 338-339—Business Law I and II****
 - Fin. 331—Corporation Finance
 - Mgt. 331—Industrial Management
 - Mkt. 332—Principles of Marketing
 - Mkt. 346—Introduction to Business Statistics
 - Sec. Admin. 333—Business Correspondence
- III. Major professional courses as listed on the following pages*****
- IV. Electives

BACHELOR OF BUSINESS ADMINISTRATION ACCOUNTING MAJOR

Mr. Rushing, Adviser

- I. Non-professional courses (52 semester hours).
- II. Basic professional courses (30 semester hours).
- III. Major professional courses (28 semester hours):
 - Acct. 334-335—Intermediate Accounting I and II
 - Acct. 336—Principles of Cost Accounting
 - Acct. 434-435—Advanced Accounting I and II
 - Acct. 437—Principles of Auditing
 - Accounting electives—6 semester hours
 - Eco. 326—Research in Economics and Business
 - Sec. Admin. 327—Report Writing
- IV. Electives to complete a total of 126 semester hours, exclusive of freshman and sophomore Physical Education, Band, or Basic ROTC.

* With approval of the major adviser, 3 semester hours may meet requirement of one humanities field.

** A list of the approved courses may be obtained from the student's major adviser or from the office of the Dean of the School of Business Administration.

*** A student electing a foreign language should have free elective hours to cover the second course in any hyphenated series selected.

**** Not to be taken by pre-law majors.

***** The student who is given permission to substitute for a Group III course should make certain that the permission from the adviser is at that time recorded on the proper School form made out in triplicate, the original copy to be placed on file in the Office of the Dean, the first carbon copy to be retained by the adviser, and the second carbon copy to be preserved carefully by the student. The School assumes no obligation for substitutions claimed by the student unless he can present when needed his copy of the substitution form.

BACHELOR OF BUSINESS ADMINISTRATION ADVERTISING MAJOR

Mr. Ryan, Adviser

- I. Non-professional courses (52 semester hours).
- II. Basic professional courses (30 semester hours).
- III. Major professional courses (35 semester hours):
 - Mkt. 321—Public Relations
 - Mkt. 334—Principles of Advertising
 - Mkt. 335—Principles of Retailing
 - Mkt. 339—Principles of Salesmanship
 - Mkt. 433—Marketing Problems
 - Mkt. 438—Sales Promotion, Retail Advertising, and Display
 - Mkt. 4314—Advertising Copy
 - Mkt. 4317—Advertising Layout
 - Mkt. 4318—Mechanical Production of Advertising
 - Mkt. 4319—Advertising Internship
 - Psy. 130—Introduction to Psychology
 - Approved electives—3 semester hours*
- IV. Electives to complete a total of 126 semester hours, exclusive of freshman and sophomore Physical Education, Band, or Basic ROTC.

BACHELOR OF BUSINESS ADMINISTRATION BUSINESS EDUCATION MAJOR

Mr. Pasewark, Adviser

- I. Non-professional courses** (52 semester hours).
- II. Basic professional courses (30 semester hours).
- III. Major professional courses (40 semester hours):
 - Bus. Educ. 422—Improvement of Instruction in Bookkeeping and the Social-Business Subjects
 - Bus. Educ. 423—Improvement of Instruction in Typewriting and Shorthand
 - Bus. Educ. 424—Improvement of Instruction in Basic Business
 - Eco. 326—Research in Economics and Business
 - Educ. 130—Foundations of Education
 - Educ. 232—Educational Psychology
 - Educ. 334—Curriculum Development in Secondary Education
 - Educ. 432—Student Observation and Teaching in the Secondary School
 - Educ. 434—Advanced Student Observation and Teaching in the Secondary School
 - Psy. 335—Adolescent Psychology
 - Sec. Admin. 122—Typewriting for Business
 - Sec. Admin. 131—Elementary Shorthand
 - Sec. Admin. 132—Intermediate Shorthand
 - Sec. Admin. 321—Calculating Machines
 - Sec. Admin. 327—Report Writing
 - Sec. Admin. 421—Voice-writing and Duplicating Machines
- IV. Electives to complete a total of 129 semester hours, exclusive of freshman and sophomore Physical Education, Band, or Basic ROTC.

BACHELOR OF BUSINESS ADMINISTRATION or BACHELOR OF SCIENCE ECONOMICS MAJOR

Mr. Rouse, Adviser

- I. Non-professional courses (52 semester hours).
- II. Basic professional courses (30 semester hours).
- III. Major professional courses (40 semester hours):
 - Eco. 326—Research in Economics and Business
 - Eco. 331—Economics of Business Enterprise
 - Eco. 334—Taxation
 - Eco. 338—Foreign Trade
 - Eco. 436—Development of Economic Doctrines

* Recommended: Marketing 431, 434, 435, 437, 439; Accounting 331, 332; Business Law 3311; Economics 335, 337, 338; Finance 335, 432; Management 334, 435, 441.

** Only biology, chemistry, geology, or physics may be used to meet the science requirement.

Sec. Admin. 327—Report Writing
Approved electives—24 semester hours

- IV. Electives to complete a total of 126 semester hours, exclusive of freshman and sophomore Physical Education, Band, or Basic ROTC.

BACHELOR OF BUSINESS ADMINISTRATION FINANCE MAJOR

Mr. Rouse, Adviser

- I. Non-professional courses (52 semester hours).
- II. Basic professional courses (30 semester hours).
- III. Major professional courses (34 to 40 semester hours):
Eco. 326—Research in Economics and Business
Eco. 331—Economics of Business Enterprise
or 3311—National Income Analysis
Fin. 231—Personal Finance
Fin. 333—Principles of Money, Banking, and Credit
Fin. 334—Credits and Collections
Fin. 335—General Insurance
Sec. Admin. 327—Report Writing
Approved electives—15 to 21 semester hours
- IV. Electives to complete a total of 126 semester hours, exclusive of freshman and sophomore Physical Education, Band, or Basic ROTC.

BACHELOR OF BUSINESS ADMINISTRATION or BACHELOR OF SCIENCE INTERNATIONAL TRADE MAJOR

Mr. Rouse, Adviser

- I. Non-professional courses (52 semester hours).
- II. Basic professional courses (30 semester hours).
- III. Major professional courses (39 semester hours):
Eco. 237—Economic Geography
Eco. 335—Transportation Principles and Practices
Eco. 337—Economic Systems
Eco. 338—Foreign Trade
Eco. 339—Latin America and the United States
Eco. 432—Foreign Market Surveys
Eco. 433—International Economic Relations
Eco. 436—Development of Economic Doctrines
Eco. 437—Current Economic Problems
Govt. 336—U.S. Foreign Policy
Govt. 435—International Organization
Govt. 436—International Law
Govt. 437—Political Geography
- IV. Electives to complete a total of 126 semester hours, exclusive of freshman and sophomore Physical Education, Band, or Basic ROTC.

BACHELOR OF BUSINESS ADMINISTRATION MANAGEMENT MAJOR

(Industrial Management Option)

Mr. Mize, Adviser

- I. Non-professional courses (52 semester hours).
- II. Basic professional courses (30 semester hours).
- III. Major professional courses (47 semester hours):
Acct. 331—Managerial Accounting
Eco. 326—Research in Economics and Business
Mgt. 221—Industrial Operations
Mgt. 333—Labor Problems
Mgt. 334—Personnel Administration
Mgt. 335—Purchasing, Stores and Inventory Control
Mgt. 422—Administrative Policies and Procedures

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Mgt. 433—Labor Legislation

Mgt. 435—Employee Supervision

Mgt. 441—Management of Small Business Enterprise

Mgt. 452—Industrial Management Problems

Sec. Admin. 327—Report Writing

Additional minimum concentration in another approved field—12 semester hours

- IV. Electives to complete a total of 134 semester hours, exclusive of freshman and sophomore Physical Education, Band, or Basic ROTC.

BACHELOR OF BUSINESS ADMINISTRATION MANAGEMENT MAJOR

(Personnel Management Option)

Mr. Mize, Adviser

- I. Non-professional courses (52 semester hours).
- II. Basic professional courses (30 semester hours).
- III. Major professional courses (51 semester hours):
 - Eco. 326—Research in Economics and Business
 - Mgt. 221—Industrial Operations
 - Mgt. 333—Labor Problems
 - Mgt. 334—Personnel Administration
 - Mgt. 339—Office Management
 - Mgt. 421—Job Evaluation
 - Mgt. 422—Administrative Policies and Procedures
 - Mgt. 433—Labor Legislation
 - Mgt. 435—Employee Supervision
 - Mgt. 451—Advanced Personnel Management
 - Psy. 130—Introduction to Psychology
 - Psy. 330—Psychology in Business and Industry
 - Psy. 432—Personnel Testing
 - Sec. Admin. 327—Report Writing
- Additional minimum concentration in another approved field—12 semester hours
- IV. Electives to complete a total of 139 semester hours, exclusive of freshman and sophomore Physical Education, Band, or Basic ROTC.

BACHELOR OF BUSINESS ADMINISTRATION MANAGEMENT MAJOR

(Traffic Management Option)

Mr. Mize, Adviser

- I. Non-professional courses (52 semester hours).
- II. Basic professional courses (30 semester hours).
- III. Major professional courses (36 semester hours):
 - Eco. 326—Research in Economics and Business
 - Eco. 332—Public Utility Economics
 - Eco. 335—Transportation Principles and Practices
 - Eco. 435—Transportation Economics
 - Mgt. 221—Industrial Operations
 - Mgt. 333—Labor Problems
 - Mgt. 334—Personnel Administration
 - Mgt. 335—Purchasing, Stores, and Inventory Control
 - Mgt. 337—Motor Carrier Management
 - Mgt. 338—Railroad Traffic Management
 - Mgt. 435—Employee Supervision
 - Mgt. 437—Industrial Traffic Management
 - Sec. Admin. 327—Report Writing
- IV. Electives to complete a total of 127 semester hours, exclusive of freshman and sophomore Physical Education, Band, or Basic ROTC.

BACHELOR OF BUSINESS ADMINISTRATION MARKETING MAJOR

Mr. Ryan, Adviser

- I. Non-professional courses (52 semester hours).
- II. Basic professional courses (30 semester hours).

- III. Major professional courses (40 semester hours):
 Eco. 237—Economic Geography
 Eco. 326—Research in Economics and Business
 Fin. 334—Credits and Collections
 Mkt. 334—Principles of Advertising
 Mkt. 335—Principles of Retailing
 Mkt. 339—Principles of Salesmanship
 Mkt. 433—Marketing Problems
 Mkt. 434—Wholesaling
 Mkt. 435—Business Cycles and Forecasts
 Mkt. 439—Sales Management
 Psy. 130—Introduction to Psychology
 Sec. Admin. 327—Report Writing
 Approved electives*—6 semester hours
- IV. Electives to complete a total of 126 semester hours, exclusive of freshman and sophomore Physical Education, Band, or Basic ROTC.

BACHELOR OF BUSINESS ADMINISTRATION OFFICE MANAGEMENT MAJOR

Mr. Mize, Adviser

- I. Non-professional courses (52 semester hours).
 II. Basic professional courses (30 semester hours).
 III. Major professional courses (47 semester hours):
 Acct. 322—Payroll Accounting
 Eco. 326—Research in Economics and Business
 Fin. 334—Credits and Collections
 Mgt. 333—Labor Problems
 Mgt. 334—Personnel Administration
 Mgt. 335—Purchasing, Stores, and Inventory Control
 Mgt. 339—Office Management
 Mgt. 435—Employee Supervision
 Mgt. 436—Problems in Office Management
 Sec. Admin. 121—Beginning Typewriting
 Sec. Admin. 122—Typewriting for Business
 Sec. Admin. 310—Business Comportment
 Sec. Admin. 321—Calculating Machines
 Sec. Admin. 327—Report Writing
 Sec. Admin. 328—Filing Systems, Procedure, and Practice
 Sec. Admin. 421—Voice-writing and Duplicating Machines
 Sec. Admin. 431—Internship
 Additional minimum in accounting or secretarial administration—6 semester hours
- IV. Electives to complete a total of 134 semester hours, exclusive of freshman and sophomore Physical Education, Band, or Basic ROTC.

BACHELOR OF BUSINESS ADMINISTRATION PRE-LAW MAJOR

Mr. Dale, Adviser

- I. Non-professional courses (52 semester hours).
 II. Basic professional courses (30 semester hours).
 III. Major professional courses* (10 semester hours):
 Eco. 326—Research in Economics and Business
 Sec. Admin. 327—Report Writing
 Electives—6 semester hours to be chosen from the following:
 Anthro. 131—The Nature of Man
 or 232—Cultural Anthropology
 Hist. 133-134—History of England
 Psy. 130—Introduction to Psychology
 Soc. 230—Introduction to Sociology
 or 233—Current Social Problems
 Advanced business administration courses
- IV. Electives in business administration** to complete a total of 95 semester hours, exclusive of freshman and sophomore Physical Education, Band, or Basic ROTC.

Receipt of the law degree from an acceptable school of law satisfies the fourth-year degree requirements.

* Recommended: Marketing 321, 431, 437, 438, 4314, 4315; Accounting 331, 332; Business Law 331; Economics 335, 337, 338; Finance 335, 432, 434; Management 334, 435, 441.

** Students should attempt to elect courses which will provide the most information concerning the areas of business activity in which it is anticipated legal practice will concentrate.

BACHELOR OF BUSINESS ADMINISTRATION
or
BACHELOR OF SCIENCE
PUBLIC ADMINISTRATION MAJOR

Mr. Clover, Adviser

- I. Non-professional courses (52 semester hours).
- II. Basic professional courses (30 semester hours).
- III. Major professional courses (45 semester hours):
 - Acct. 432—Governmental Accounting
 - Arch. 436—City Planning
 - Eco. 326—Research in Economics and Business
 - Eco. 332—Public Utility Economics
 - Eco. 333—Public Expenditures
 - Eco. 334—Taxation
 - Govt. 331—Local Government
 - Govt. 338—Personnel and Fiscal Administration
 - Govt. 439—Administrative Law
 - Mgt. 334—Personnel Administration
 - Mgt. 335—Purchasing, Stores, and Inventory Control
 - Mgt. 435—Employee Supervision
 - Mkt. 321—Public Relations
 - Psy. 130—Introduction to Psychology
 - Sec. Admin. 327—Report Writing
 - Sec. Admin. 431—Internship
- IV. Electives to complete a total of 130 semester hours; exclusive of freshman and sophomore Physical Education, Band, or Basic ROTC.

BACHELOR OF BUSINESS ADMINISTRATION
RETAILING MAJOR

Mr. Ryan, Adviser

- I. Non-professional courses (52 semester hours).
- II. Basic professional courses (30 semester hours).
- III. Major professional courses (36 semester hours):
 - Eco. 237—Economic Geography
 - Fin. 334—Credits and Collections
 - Mkt. 334—Principles of Advertising
 - Mkt. 335—Principles of Retailing
 - Mkt. 339—Principles of Salesmanship
 - Mkt. 433—Marketing Problems
 - Mkt. 438—Sales Promotion, Retail Advertising, and Display
 - Mkt. 4315—Retail Buying
 - Psy. 130—Introduction to Psychology
 - Sec. Admin. 431—Internship
 - Approved electives*—6 semester hours
- IV. Electives to complete a total of 127 semester hours, exclusive of freshman and sophomore Physical Education, Band, or Basic ROTC.

BACHELOR OF BUSINESS ADMINISTRATION
SECRETARIAL ADMINISTRATION MAJOR

Mr. Pasewark, Adviser

- I. Non-professional courses (52 semester hours).
- II. Basic professional courses (30 semester hours).
- III. Major professional courses (36 semester hours):
 - Acct. 246—Machine Accounting
 - Eco. 326—Research in Economics and Business
 - Mgt. 339—Office Management
 - Sec. Admin. 121—Beginning Typewriting
 - Sec. Admin. 122—Typewriting for Business
 - Sec. Admin. 131—Elementary Shorthand
 - Sec. Admin. 132—Intermediate Shorthand
 - Sec. Admin. 235—Advanced Shorthand
 - Sec. Admin. 321—Calculating Machines
 - Sec. Admin. 327—Report Writing

* Recommended: Marketing 321, 434, 435, 437, 439, 4314; Accounting 331, 332; Business Law 3311; Economics 335, 337, 338; Finance 335, 432; Management 334, 435, 441.

Sec. Admin. 328—Filing Systems, Procedure, and Practice
 Sec. Admin. 331—Secretarial Practice
 Sec. Admin. 421—Voice-writing and Duplicating Machines
 Sec. Admin. 431—Internship

IV. Electives to complete a total of 129 semester hours, exclusive of freshman and sophomore Physical Education, Band, or Basic ROTC.

STENOGRAPHY CURRICULUM

TWO-YEAR PROGRAM

(No Degree)

Mr. Pasewark, Adviser

First Year

Fall Semester	Hours
Eng. 131—College Rhet	3
Math. 130—Algebra	3
Eco. 133—Devel. of Amer. Bus. and Eco. Instit. I	3
Sec. Admin. 121—Begin. Typewrit.	2
Sec. Admin. 131—Elem. Shorthand	3
P.E.	1
	<hr/> 15

Spring Semester	Hours
Eng. 132—College Rhet	3
Math. 138—Math. of Fin.	3
Eco. 134—Devel. of Amer. Bus. and Eco. Instit. II	3
Sec. Admin. 122—Typewrit. for Bus.	2
Sec. Admin. 132—Intermed. Shorthand	3
P.E.	1
	<hr/> 15

Second Year

Fall Semester	Hours
Govt. 233—Amer. Govt. Org.	3
Acct. 244—Elem. Acct. I	4
Sec. Admin. 235—Adv. Shorthand	3
Sec. Admin. 321—Calc. Machines	2
Sec. Admin. 328—Filing, Sys. Proc. & Prac.	2
P.E.	1
	<hr/> 15

Spring Semester	Hours
Acct. 245—Elem. Acct. II	4
Sec. Admin. 331—Sec. Prac.	3
Sec. Admin. 421—Voice-writing & Dupl. Mach.	2
Sec. Admin. 333—Bus. Corres.	3
Speech 338—Bus. & Prof. Speech	3
P.E.	1
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Students who are exempted from Sec. Admin. 121, 131, or 132 may elect other courses taken by four-year majors during their first two years of college.

SUGGESTED PROGRAMS BY SEMESTERS

1959-1960 and 1960-1961

To each program must be added elective courses to complete minimum degree total

Year	Accounting				Advertising				Business Education				Economics			
	Fall		Spring		Fall		Spring		Fall		Spring		Fall		Spring	
First	Eco.	133	Eco.	134	Eco.	133	Eco.	134	Eco.	133	Eco.	134	Eco.	133	Eco.	134
	Eng.	131	Eng.	132	Eng.	131	Eng.	132	Eng.	131	Eng.	132	Eng.	131	Eng.	132
	Mgt.	110	Math.	138	Mgt.	110	Math.	138	Mgt.	110	Math.	138	Mgt.	110	Math.	138
	Math.	130	P.E.		Math.	130	P.E.		Math.	130	P.E.		Math.	130	P.E.	
	P.E.		Science		P.E.		Science		P.E.		Science		P.E.		Science	
Second	Hist.	231	Hist.	232	Science		Science		Science		Science		Science		Eco.	237
					Psy.	130			Sec. Ad.	122			Psy.	130		
	Acct.	244	Acct.	245	Acct.	244	Acct.	245	Acct.	244	Acct.	245	Acct.	244	Acct.	245
	Eco.	231	Eco.	232	Eco.	231	Eco.	232	Eco.	231	Eco.	232	Eco.	231	Eco.	232
	Govt.	233	Govt.	234	Govt.	233	Govt.	234	Govt.	233	Govt.	234	Govt.	233	Govt.	234
Third	P.E.		P.E.		P.E.		P.E.		P.E.		P.E.		P.E.		P.E.	
	Eng. 231 or	232	Speech	338	Eng. 231 or	232	Speech	338	Sec. Ad.	131	Sec. Ad.	132	Eng.	231	Eng.	232
	Humanities		Humanities		Hist.	231	Hist.	232	Ed.	130	Eng. 231 or	232	Speech	338	Humanities	
	Acct.	334	Acct.	335	Bus. L.	338	Bus. L.	339	Bus. Ed.	424	Bus. Ed.	422	Bus. L.	338	Bus. L.	339
	Acct.	336	Bus. L.	339	Fin.	331	Mgt.	331	Bus. L.	338	Bus. L.	339	Eco.	326	Eco.	331
Fourth	Bus. L.	338	Eco.	326	Mkt.	332	Mkt.	321	Ed.	232	Eco.	326	Eco.	331	Eco.	332
	Mkt.	346	Fin.	331	Mkt.	334	Mkt.	335	Mkt.	346	Ed.	334	Eco.	338	Mgt.	331
	Sec. Ad.	333	Mkt.	332	Mkt.	346	Sec. Ad.	333	Psy.	335	Sec. Ad.	333	Fin.	331	Mkt.	346
											Speech	338	Mkt.	332	Sec. Ad.	327
	Acct.	434	Acct.	435	Humanities		Approved Elect.		Bus. Ed.	423	Ed.	434	Eco.	436	Eco.	334
Fourth	Acct.	437	Acct. Elective		Mkt.	339	Mkt.	433	Ed.	432	Fin.	331	Eco.	332, 335,	Eco.	4311
	Acct. Elective		Mgt.	331	Mkt.	4314	Mkt.	438	Hist.	3321	Hist.	3322	or 337	Eco.	3315, 435,	
	Sec. Ad.	327			Mkt.	4318	Mkt.	4317	Mgt.	331	Sec. Ad.	321	Eco.	333, 433,	or 4314	
					Mkt.	4319			Mkt.	332	Sec. Ad.	327	or 437	Eco.	4312	
									Sec. Ad.	421			Hist.	3321	or 4313	
													Sec. Ad.	333	Hist.	3322

SUGGESTED PROGRAMS BY SEMESTERS

Continued

1959-1960 and 1960-1961

To each program must be added elective courses to complete minimum degree total

Year	Finance — Banking		Finance—Insurance and Real Estate		International Trade		Industrial Management	
	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
First	Eco. 133	Eco. 134	Eco. 133	Eco. 134	Eco. 133	Eco. 134	Eco. 133	Eco. 134
	Eng. 131	Eng. 132	Eng. 131	Eng. 132	Eng. 131	Eng. 132	Eng. 131	Eng. 132
	Mgt. 110	Math. 138	Mgt. 110	Math. 138	Mgt. 110	Math. 138	Mgt. 110	Math. 138
	Math. 130	P.E. Science	Math. 130	P.E. Science	Math. 130	P.E. Science	Math. 130	P.E. Science
	P.E. Science	Hist. 232	P.E. Science	Hist. 232	P.E. Science	Eco. 237	P.E. Science	Hist. 231
	Hist. 231		Hist. 231		Psy. 130		Humanities	
Second	Acct. 244	Acct. 245	Acct. 244	Acct. 245	Acct. 244	Acct. 245	Acct. 244	Acct. 245
	Eco. 231	Eco. 232	Eco. 231	Eco. 232	Eco. 231	Eco. 232	Eco. 231	Eco. 232
	Govt. 233	Govt. 234	Govt. 233	Govt. 234	Govt. 233	Govt. 234	Govt. 233	Govt. 234
	P.E. 231	Fin. 231	P.E. 231	Fin. 231	P.E. 231	Eng. 232	Eng. 231 or 232	Eco. 326
	Eng. 231	Fin. 231	Eng. 231	Fin. 231	Eng. 231	Humanities	Hist. 232	Mgt. 221
	Fin. 231 or Elective	Speech 338	Fin. 231 or Elective	Speech 338	Speech 338			Speech 338
Third	Bus. L. 338	Acct. 332	Bus. L. 338	Bus. L. 339	Bus. L. 338	Bus. L. 339	Bus. L. 338	Bus. L. 339
	Fin. 331	Bus. L. 339	Fin. 331	Fin. 331	Eco. 338	Eco. 339	Mgt. 331	Mgt. 334
	Fin. 333	Fin. 334	Fin. 333	Fin. 336	Fin. 331	Mgt. 331	Mgt. 333	Mgt. 335
	Fin. 335	Mkt. 332	Fin. 335	Mkt. 332	Govt. 336	Mkt. 346	Mkt. 332	Mkt. 346
	Mgt. 331	Mkt. 346	Mgt. 331	Mkt. 346	Mkt. 332	Sec. Ad. 333	Sec. Ad. 327	2nd Field 3 hrs.
							2nd Field 3 hrs.	
Fourth	Eco. 326	Fin. 434	Bus. L. 3312	Bus. L. 3311	Eco. 335	Eco. 432	Acct. 331	Fin. 331
	Eco. 331 or 3311	Fin. 438	Eco. 326	Fin. 437	Eco. 337	Govt. 435	Mgt. 422	Mgt. 435
	Fin. 431	Sec. Ad. 327	Eco. 331	Fin. 439	Eco. 433	Govt. 436	Mgt. 433	Mgt. 452
	Fin. 433		Fin. 432	Sec. Ad. 327	Eco. 436	Govt. 437	Mgt. 441	Sec. Ad. 333
	Sec. Ad. 333		Fin. 435		Eco. 437	Hist. 3322	2nd Field 3 hrs.	2nd Field 3 hrs.
			Sec. Ad. 333		Hist. 3321			

SUGGESTED PROGRAMS BY SEMESTERS

Continued

1959-1960 and 1960-1961

To each program must be added elective courses to complete minimum degree total

Year	Personnel Management				Traffic Management				Marketing				Office Management			
	Fall		Spring		Fall		Spring		Fall		Spring		Fall		Spring	
First	Eco.	133	Eco.	134	Eco.	133	Eco.	134	Eco.	133	Eco.	134	Eco.	133	Eco.	134
	Eng.	131	Eng.	132	Eng.	131	Eng.	132	Eng.	131	Eng.	132	Eng.	131	Eng.	132
	Mgt.	110	Math.	138	Mgt.	110	Math.	138	Mgt.	110	Math.	138	Mgt.	110	Math.	138
	Math.	130	P.E.		Math.	130	P.E.		Math.	130	P.E.		Math.	130	P.E.	
	P.E. Science Humanities		Science Hist.	231	P.E. Science Humanities		Science Hist.	231	P.E. Science Psy.	130	Science Eco.	237	P.E. Science Humanities Sec. Ad.	121	Science Hist.	231
Second	Acct.	244	Acct.	245	Acct.	244	Acct.	245	Acct.	244	Acct.	245	Acct.	244	Acct.	245
	Eco.	231	Eco.	232	Eco.	231	Eco.	232	Eco.	231	Eco.	232	Eco.	231	Eco.	232
	Govt.	233	Govt.	234	Govt.	233	Govt.	234	Govt.	233	Govt.	234	Govt.	233	Govt.	234
	P.E. Eng. 231 or Hist.	232	P.E. Eco. Mgt.	326	P.E. Eng. 231 or Hist.	232	P.E. Eco. Mgt.	326	P.E. Eng. 231 or Hist.	232	P.E. Hist. Speech	338	P.E. Eng. 231 or Hist.	232	P.E. Eco. Sec. Ad. Speech	338
			Speech	338			Speech	338			Speech	338			Speech	338
Third	Bus. L.	338	Bus. L.	339	Bus. L.	338	Bus. L.	339	Bus. L.	338	Bus. L.	339	Bus. L.	338	Bus. L.	339
	Mgt.	331	Mgt.	334	Eco.	332	Eco.	435	Eco.	326	Fin.	334	Mgt.	331	Fin.	334
	Mgt.	333	Mkt.	346	Eco.	335	Mgt.	334	Fin.	331	Mgt.	331	Mgt.	339	Mgt.	334
	Mkt.	332	Psy.	330	Mgt.	331	Mgt.	335	Mkt.	332	Mkt.	335	Mkt.	332	Mgt.	335
	Psy.	130	2nd Field 3 hrs.		Mkt.	332	Mkt.	346	Mkt.	346	Sec. Ad.	327	Sec. Ad.	310	Mkt.	346
Fourth	Sec. Ad.	327			Sec. Ad.	327					Sec. Ad.	333	Sec. Ad.	321		
													Sec. Ad.	327		
	Mgt.	339	Fin.	331	Mgt.	333	Fin.	331	Approved Elect. Humanities		Mkt.	433	Acct.	322	Fin.	331
	Mgt.	422	Mgt.	421	Mgt.	437	Mgt.	337			Mkt.	434	Acct. or S. Ad. 3 hrs.		Mgt.	435
	Mgt.	433	Mgt.	435	Sec. Ad.	333	Mgt.	338	Mkt.	334	Mkt.	435			Mgt.	436
	Mgt.	451	Psy.	432			Mgt.	435	Mkt.	339	Mkt.	439	Mgt.	333	Sec. Ad.	333
	2nd Field 3 hrs.		Sec. Ad.	333									Sec. Ad.	328	Sec. Ad.	431
			2nd Field 3 hrs.										Sec. Ad.	421		

SUGGESTED PROGRAMS BY SEMESTERS

Continued

1959-1960 and 1960-1961

To each program must be added elective courses to complete minimum degree total

Year	Pre-Law		Public Administration		Retailing		Secretarial Administration	
	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
First	Eco. 133	Eco. 134	Eco. 133	Eco. 134	Eco. 133	Eco. 134	Eco. 133	Eco. 134
	Eng. 131	Eng. 132	Eng. 131	Eng. 132	Eng. 131	Eng. 132	Eng. 131	Eng. 132
	Mgt. 110	Math. 138	Mgt. 110	Math. 138	Mgt. 110	Math. 138	Mgt. 110	Math. 138
	Math. 130	P.E.	Math. 130	P.E.	Math. 130	P.E.	Math. 130	P.E.
	P.E. Science Humanities	Science Hist. 231	Science Psy. 130	Science Humanities	Science Psy. 130	Science	Science Sec. Ad. 121	Science Sec. Ad. 122
Second	Acct. 244	Acct. 245	Acct. 244	Acct. 245	Acct. 244	Acct. 245	Acct. 244	Acct. 245
	Eco. 231	Eco. 232	Eco. 231	Eco. 232	Eco. 231	Eco. 232	Eco. 231	Eco. 232
	Govt. 233	Govt. 234	Govt. 233	Govt. 234	Govt. 233	Govt. 234	Govt. 233	Govt. 234
	P.E.	P.E.	P.E.	P.E.	P.E.	P.E.	P.E.	P.E.
	Eng. 231 or 232	Sec. Ad. 333	Eng. 231 or 232	Hist. 232	Eng. 231 or 232	Eco. 237	Eng. 231 or 232	Sec. Ad. 132
Third	Hist. 232	Speech 338	Hist. 231	Speech 338	Hist. 231	Hist. 232	Sec. Ad. 131	
	Bus. Ad. Elect. 326	Bus. Ad. Elect. 331	Bus. L. 338	Bus. L. 339	Bus. L. 338	Bus. L. 339	Bus. L. 338	Bus. L. 339
	Eco. 326	Fin. 331	Eco. 332	Fin. 331	Fin. 331	Fin. 334	Humanities 3321	Eco. 326
	Major Elective 331	Major Elective 346	Eco. 333	Govt. 338	Mkt. 332	Mgt. 331	Hist. 3321	Hist. 3322
	Mgt. 331	Mkt. 346	Mkt. 346	Mgt. 334	Mkt. 334	Mkt. 335	Mgt. 339	Humanities 3321
Fourth	Mkt. 332	Sec. Ad. 327	Sec. Ad. 333	Mkt. 321	Sec. Ad. 333	Mkt. 346	Mkt. 346	Sec. Ad. 235
				Mkt. 332				Sec. Ad. 333
			Eco. 326	Acct. 432	Approved Elect. Humanities	Mkt. 433	Mgt. 331	Acct. 246
			Govt. 331	Arch. 436		Mkt. 438	Mkt. 332	Fin. 331
			Mgt. 331	Eco. 334	Mkt. 339	Mkt. 4315	Sec. Ad. 321	Sec. Ad. 327
			Mgt. 335	Govt. 439	Speech 338	Sec. Ad. 431	Sec. Ad. 328	Sec. Ad. 421
			Sec. Ad. 431	Mgt. 435			Sec. Ad. 331	Sec. Ad. 431
				Sec. Ad. 327			Speech 338	



Dr. Reginald Rushing
Head of Department of Accounting

COURSES IN THE SCHOOL OF BUSINESS ADMINISTRATION*

Accounting

Professors:

Mr. Rushing
Mr. Taylor

Mr. Norwood

Associate Professors:

Mr. Chisholm

Mr. Roberts

Assistant Professors:

Mr. Cox

Mrs. Eaves

Instructor:

Mr. Green

Part-time Instructors:

Mr. Edwards

Mr. Segars

Teaching Fellows:

Mr. Crews
Mr. Gibbs
Mr. Heins
Mr. Pattillo

Mr. Hagstrom
Mr. Jarett
Mr. Spears
Mr. Spitz

For Undergraduates

231. INDUSTRIAL ACCOUNTING FOR ENGINEERS. (3:3:0)

Introduced for engineers interested in the process and executive uses of industrial accounting. Offers a foundation in basic accounting principles, a treatment of the essentials of cost accounting theory and practice, and training in managerial aspects of accounting.

244. ELEMENTARY ACCOUNTING I. (4:3:3)

Introduction to principles of accounting. Accounting for merchandise operations, proprietorships, partnerships, negotiable instruments, specialized books of original entry, and the voucher system.

245. ELEMENTARY ACCOUNTING II. (4:3:3)

Second course in elementary accounting. Partnerships, corporations, cost accounting, assets, theory and principles of accounting, and interpretation of financial statements.

246. MACHINE ACCOUNTING. (4:3:3)

Prerequisite: Acct. 245. Principles of machine methods; tabulation machine cards, punches, verifiers, sorters, and tabulators; organization of tabulating machine departments. Practice in the operation of the punch, verifier, sorter, plugboard, and tabulator. Machine service fee, \$4.

247. MACHINE ACCOUNTING. (4:3:3)

Prerequisite: Acct. 246. Principles of printing punch, interpreter, collator, reproducer; procedure development; punched card accounting systems for accounts payable and accounts

receivable, payroll, inventory, billing, sales, management and supervisor responsibility. Practice in the operation of the interpreter, collator and reproducer. Machine service fee, \$4.

322. PAYROLL ACCOUNTING. (2:2:0)

Accounting for payrolls. A study of social security legislation and wage and hour laws, withholding taxes, state unemployment compensation and taxes, federal unemployment insurance and taxes, old-age and survivors' benefits and taxes.

331. MANAGERIAL ACCOUNTING. (3:3:0)

Prerequisite: Acct. 245. Relation of financial reports to operations of enterprises, budget planning and control, internal checks and controls, accounting for unit product cost, cost interpretation.

332. ANALYSIS OF FINANCIAL STATEMENTS. (3:3:0)

Prerequisite: Acct. 245 and non-accounting major. Financial statement preparation and analysis. A study of the items that appear on financial statements including their derivation and financial significance. Methods used in interpreting financial statements.

334. INTERMEDIATE ACCOUNTING I. (3:3:0)

Prerequisite: Acct. 245. A review of elementary accounting, net income concepts, corporations, current assets, investments.

335. INTERMEDIATE ACCOUNTING II. (3:3:0)

Second course in intermediate accounting. Fixed assets, liabilities and reserves, interpretation and analysis of financial statements, application of funds, cash flow state-

* Symbols follow name and number of a course, as Machine Accounting 247 (4:3:3). The first digit, 4, refers to the credit hours of the course; the second digit, 3, refers to the number of lecture hours scheduled per week; and the third digit, 3, refers to the number of laboratory hours scheduled per week.

ment, reorganizations, price level impact on financial statements.

336. PRINCIPLES OF COST ACCOUNTING. (3:3:0)

Prerequisite: Acct. 245. The techniques of cost accounting, embracing the methods of accounting for materials, labor, and factory burden in job order and process cost systems.

For Undergraduates and Graduates

430. INCOME TAX ACCOUNTING. (3:3:0)

Prerequisite: Acct. 244. The Federal Revenue Acts with reference to taxation of the incomes of individuals. The preparation of tax returns for individuals and partnerships.

431. ADVANCED INCOME TAX ACCOUNTING. (3:3:0)

Prerequisite: Acct. 430. Advanced phases of income taxation. Tax court and federal court cases and decisions. Procedure in practicing before the tax court. Study and preparation of returns for corporations and returns involving gift taxes, estate taxes, and inheritance taxes.

432. GOVERNMENTAL ACCOUNTING. (3:3:0)

Prerequisite: Acct. 245. Application of accounting principles and systems to the requirements of governmental units, municipal, county, state, and federal. Emphasis on budgetary and fund accounts.

433. PETROLEUM ACCOUNTING. (3:3:0)

Prerequisite: Acct. 245. Accounting for the production, refining, and distribution of oil with emphasis upon production.

434. ADVANCED ACCOUNTING I. (3:3:0)

Prerequisite: Intermediate Accounting. Partnerships, consignments, ventures, installment sales, insurance, bankruptcies and receiverships, compound interest and annuities, estates and trusts.

435. ADVANCED ACCOUNTING II. (3:3:0)

Second course in advanced accounting. Branch accounting, consolidations, and foreign exchange.

436. ACCOUNTING SYSTEMS. (3:3:0)

Prerequisite: Acct. 245. Construction of accounting reports, application of principles of systems and design to the policies, organization, and operating methods of individual companies. Automation and accounting systems. Local field trips.

437. PRINCIPLES OF AUDITING. (3:3:0)

Prerequisite: Acct. 335. Auditing procedure, classification of audits, and investigations. Methods of verification of financial statements. Problems and principles of auditing.

438. ADVANCED AUDITING. (3:3:0)

Prerequisite: Acct. 437. Review of auditing standards; case studies in auditing procedure. Completion of an audit practice case.

439. BUDGETING. (3:3:0)

Prerequisite: Acct. 245. Coordination of various business activities by means of the budget. Procedure in obtaining and enforcing the budget.

4313. ADVANCED COST ACCOUNTING. (3:3:0)

Prerequisite: Acct. 336. Advanced theory and

techniques of process cost are more fully developed than in Accounting 336 and the scope of applicability broadened. Estimate and standard cost are comprehensively treated with emphasis on cost control. Selected problems are assigned to supplement the text material.

443. AN INTRODUCTION TO COMPUTERS AND PROGRAMMING TECHNIQUES. (4:3:3)

Lecture and class problems covering machine components, programming, block diagramming, arithmetic operations, branching, table look-ups, instruction modification, loading routines, optimum programming and programming techniques.

444. LARGE SCALE TAPE CONTROLLED COMPUTERS AND PROGRAMMING TECHNIQUES. (4:3:3)

Lecture and class problems covering machine components and language, arithmetic operations, block diagramming, programming, and optimal programming.

For Graduates

531. CONTROLLERSHIP. (3:3:0)

Prerequisite: Graduate standing or consent of instructor. The role of the controller in business. Functions of the controllers. Use of accounting and budgeting in business planning.

532. INTERNSHIP. (3:3:0)

Prerequisite: Graduate standing or consent of instructor. A student is placed in an internship in accounting and upon completion writes a report of his internship.

533. CURRENT ACCOUNTING THEORY. (3:3:0)

Prerequisite: Graduate standing or consent of instructor. A study of current accounting literature; accounting bulletins of the American Institute of Certified Public Accountants; S.E.C. accounting releases.

534. SEMINAR. (3:3:0)

Prerequisite: Graduate standing and Acct. 245. The uses of accounting to business, interpretation of financial statements; accounting reports. Limited to non-accounting majors.

535. SEMINAR IN ACCOUNTING. (3:3:0)

Prerequisite: Graduate classification and accounting major or consent of instructor. A comprehensive study of some phase of accounting on an advanced level, such as internal auditing, accounting for the Federal Government, auditing of specific enterprises, accounting for fiduciaries and estates, advanced cost problems, and advanced machine accounting.

536. CPA REVIEW I. (3:3:0)

Prerequisite: Approval of instructor. A review of accounting with emphasis on subject matter appearing in the practice part of the C.P.A. examinations.

537. CPA REVIEW II. (3:3:0)

Prerequisite: Approval of instructor. A review of accounting with emphasis on subject matter appearing in the theory part of the C.P.A. examinations.

631-632. THESIS. (6)

Business Education

Professor:

Mr. Pasewark

Instructors:

Mrs. Ewing

Mr. Holtmann

For Undergraduates and Graduates

422. IMPROVEMENT OF INSTRUCTION IN BOOKKEEPING AND THE SOCIAL-BUSINESS SUBJECTS. (2:2:0)

Prerequisite: Acct. 245, Bus. Law 338. A study of modern methodology and materials.

423. IMPROVEMENT OF INSTRUCTION IN TYPEWRITING AND SHORTHAND. (2:2:0)

Prerequisite: Sec. Admin. 122, 132. Progressive methodology. Emphasis on skill-building psychology.

424. IMPROVEMENT OF INSTRUCTION IN BASIC BUSINESS. (2:2:0)

Relationship of business learnings to general education for all. Materials and methodology.

For Graduates

511. INDIVIDUAL DIRECTED STUDY. (1:1:0)

Assigned problems. May be repeated for credit.

522. FOUNDATIONS OF BUSINESS EDUCATION. (2:2:0)

A historical approach to interpreting present-day problems.

523. EVALUATION OF CURRENT LITERATURE IN BUSINESS EDUCATION. (2:2:0)

Relating conclusions reflected in current literature to classroom use.

531. IMPROVEMENT OF INSTRUCTION IN BUSINESS SUBJECTS. (3:3:0)

A critical evaluation of content and methods with suggested improvements. May be repeated for credit.

532. TESTS AND MEASUREMENTS IN BUSINESS EDUCATION. (3:3:0)

Evaluating high school business programs. Constructing and administering tests. Diagnostic testing for remedial teaching in business subjects.

533. GUIDANCE IN BUSINESS EDUCATION. (3:3:0)

Organizing and implementing guidance programs in business education departments. Occupational surveys and job analyses. Placement and follow-up.

535. SEMINAR IN BUSINESS EDUCATION. (3:3:0)

Readings, discussions, reports, and papers. May be repeated for credit.

631-632. THESIS. (6)



*Dr. William R. Pasewark
Head of Department of Business Education
and Secretarial Administration*

Business Law

Assistant Professor:

Mr. Dale

Instructor:

Mr. Reese

Part-time Instructors:

Mr. Howard

Mr. Irvin

For Undergraduates

338. BUSINESS LAW I. (3:3:0)

Prerequisite: 60 semester hours. Nature and source of law, courts and procedure, contracts, Texas Law of separate and community property, agency.

339. BUSINESS LAW II. (3:3:0)

Second course in business law. Law of negotiable instruments, business organizations including partnerships and corporations, sales.

3311. REAL ESTATE LAW. (3:3:0)

Rights in land; classification of estates; acquisition and creation of property rights, titles; and common conveyances.

3312. INSURANCE LAW. (3:3:0)

General principles of insurance law; the insurance contract; insurance agents and their

powers; rights under the fire, life, and accident policies; taxation affecting insurance policies; insurance and community property rights. Study of the rules and regulations administered by the Texas Insurance Commission and how they apply to the companies.

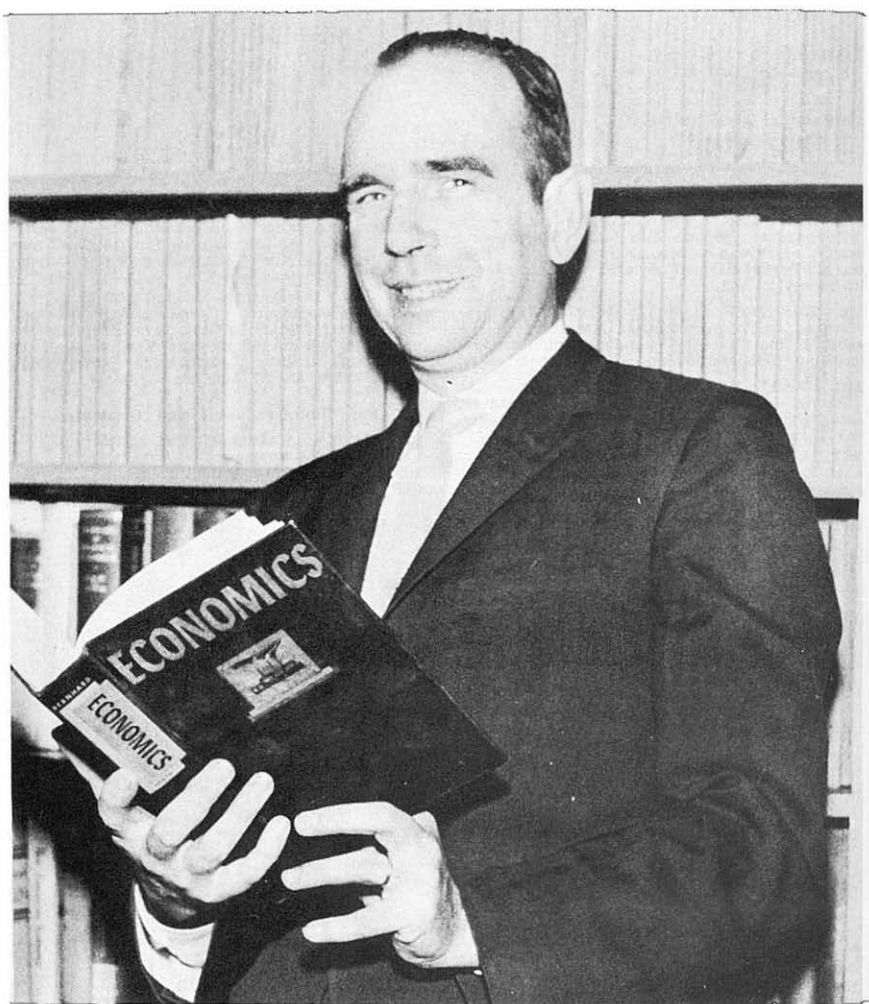
3313. OIL AND GAS LAW. (3:3:0)

General contracts, oil and gas leases and their interpretation, titles, royalty, proration and conservation of oil and gas, regulations governing drilling operations, government lands, cases on oil and gas.

For Undergraduates and Graduates

4311. C.P.A. LAW REVIEW. (3:3:0)

A review of business law with emphasis on subject matter appearing frequently in the C.P.A. law examinations.



*Dr. Robert L. Rouse
Head of Department of Economics
and Finance*

Economics

Professors:

Mr. Rouse
Mr. Clover

Mr. Wiesen

Associate Professor:

Mr. Anderson

Assistant Professors:

Mr. Harding
Mr. Levy

Mr. Sampson
Mr. Walker

Instructors:

Mr. Pounders

Mr. Witt

Part-time Instructor:

Mr. Gott

Teaching Fellows:

Mr. Asimos
Mr. Golder

Mr. Tinsley
Mr. Wright

For Undergraduates

133. THE DEVELOPMENT OF AMERICAN BUSINESS AND ECONOMIC INSTITUTIONS I. (3:3:0)

An analysis of how the contemporary American economy has evolved. Emphasis upon the use of scientific tools to dissect problems; comparisons of the characteristics of business institutions and the economic process in different eras; and concepts and a way of thinking that are employed extensively in advanced courses.

134. THE DEVELOPMENT OF AMERICAN BUSINESS AND ECONOMIC INSTITUTIONS II. (3:3:0)

Prerequisite: Eco. 133. A continuation of Eco. 231 with primary emphasis upon application of tools of analysis to problems associated with the development of American business and economic institutions most closely related to the contemporary environment.

231. PRINCIPLES OF ECONOMICS I. (3:3:0)

Prerequisites for Business Administration majors: Eco. 133 and Eco. 134. An introduction to modern economic society and theories of production and exchange. Emphasis upon monetary and fiscal policy.

232. PRINCIPLES OF ECONOMICS II. (3:3:0)

Prerequisite: Eco. 231. A continuation of Eco. 231. Emphasis upon theories of the firm, value and price determination, and functional distribution, with the application of these theories to the problems of particular firms, industries, and markets. The completion of this course is required prior to upper division courses in Business Administration.

235. PRINCIPLES OF ECONOMICS. (3:3:0)

An abridged course for students not majoring in economics or business administration. Covers the most significant portions of Eco. 231 and Eco. 232, with emphasis upon monetary and fiscal policy.

237. ECONOMIC GEOGRAPHY. (3:3:0)

The characteristics and distribution of man's economic pursuits, his relation to natural conditions and resources, and his significance in the economics of the major regions of the world order.

236. RESEARCH IN ECONOMICS AND BUSINESS. (2:2:0)

Research methods used in the field. A definite problem undertaken for actual experience on the part of the students.

331. ECONOMICS OF BUSINESS ENTERPRISE. (3:3:0)

Prerequisite: Eco. 231-232. A study of the determination of prices of products and productive agents under conditions of competition, imperfect competition, and monopoly.

332. PUBLIC UTILITY ECONOMICS. (3:3:0)

Prerequisite: Eco. 231-232, or consent of instructor. Principles of public utility regulation, management, and ownership. Includes regulatory background and problems of valuation, costs, rates of return, financing, organization, prices, marketing, public relations, public ownership, and atomic power developments.

333. PUBLIC EXPENDITURES. (3:3:0)

Prerequisite: Eco. 231-232. Analysis of the economic aspects of government finance; principles, policies, and problems of public expenditures, nation, state, and local. Public borrowing, debt, and financial administration. Special attention to present-day problems.

334. TAXATION. (3:3:0)

Prerequisite: Eco. 231-232. Federal, state, and local taxation: the history, development, and present status with emphasis on sales, income, property, inheritance, and business taxes. Special studies devoted to Texas tax problems.

335. TRANSPORTATION PRINCIPLES AND PRACTICES. (3:3:0)

Prerequisite: Eco. 231-232, or consent of instructor. Economic and social functions of transportation. Development and characteristics of carrier agencies; routes; commodity movements; shipper-carrier relationships; rates and tariffs; location theory; competition and coordination.

337. ECONOMIC SYSTEMS. (3:3:0)

Prerequisite: Eco. 231-232. A survey of the control of economic institutions for the welfare of the general community. The main principles of a planned economy and existing economic systems.

44 SCHOOL OF BUSINESS ADMINISTRATION

338. FOREIGN TRADE. (3:3:0)

Prerequisite: Eco. 231-232. Principles of international trade, balance of payments, trade policies, and agreements.

339. LATIN AMERICA AND THE UNITED STATES. (3:3:0)

Prerequisite: Eco. 231-232. A study of the economics of Latin American countries and their economic relations with the United States.

3311. NATIONAL INCOME ANALYSIS. (3:3:0)

Prerequisite: Eco. 231-232. A study of national income concept and measurement and an analysis of the requirements for high level employment. An examination of the uses of income analysis for business decisions and public policy.

3312. ECONOMICS OF LABOR. (3:3:0)

Prerequisite: Eco. 231-232. A survey of labor economics embracing the theory of wages, the problems of unemployment, economic insecurity, industrial disputes, industrial accidents, development and aims of labor unions, and employers' associations.

3315. ECONOMIC GEOGRAPHY OF LATIN AMERICA. (3:3:0)

Analysis of countries of Latin America as to economy in relation to the natural environment and facts and problems of the socio-economic environment. Possibilities for future development of manufacturing and raw material production in Argentina, Brazil, and Chile. The role of production development as it influences the economy of the United States.

For Undergraduates and Graduates

432. FOREIGN MARKET SURVEYS. (3:3:0)

Prerequisite: Eco. 231-232. Intensive study of the foreign markets which are of particular significance to the United States.

433. INTERNATIONAL ECONOMIC RELATIONS. (3:3:0)

Prerequisite: 12 hours in economics. Comparison of domestic and international economic relations. Political obstacles to international trade. The tariff and commercial treaties. International monetary problems. Financing foreign trade. Foreign loans.

435. TRANSPORTATION ECONOMICS. (3:3:0)

Prerequisite: Eco. 331 or 332, or consent of instructor. An intensive study of transport regulation and public policy, supply of and demand for transport services, organizational and financial structures, technological developments, regional and inter-regional rate structures, and theories of costs, rate-making, and location. Includes current problems and special projects in students' fields of interest.

436. DEVELOPMENT OF ECONOMIC DOCTRINES. (3:3:0)

Prerequisite: Eco. 231-232. The evolution of economic thought. A study of the basis, nature and effects of economic doctrines from ancient times through the modern period.

437. CURRENT ECONOMIC PROBLEMS. (3:3:0)

Prerequisite: Eco. 231-232. Fundamental

problems of economic life today and proposed solutions. A critical examination of the present economic policies of government and industry. Individual research encouraged.

4311. ADVANCED ECONOMIC THEORY. (3:3:0)

Prerequisite: 12 hours in economics. An analysis of contemporary economic principles and thought concerning the production and distribution of goods and services. A thorough examination of the fundamental laws of economics as applied to present-day problems and conditions.

4312. THEORIES OF DEPRESSIONS. (3:3:0)

Prerequisite: 12 hours in economics. A study of the monetary and non-monetary theories of instability, theories on economic stagnation and methods of control.

4313. DISTRIBUTION THEORY. (3:3:0)

Prerequisite: 12 hours in economics. Consideration of significant elements in the theory of profits, wages, capital and interest, and rent.

4314. CONSUMER ECONOMICS. (3:3:0)

Prerequisite: 6 hours in economics. A study of the problems faced by the consumer when he buys goods, services, a home, insurance, or invests his savings. Methods of strengthening the position of the consumer and of helping him to be more efficient.

For Graduates

5335. HUMAN GEOGRAPHY. (3:3:0)

Enrollment limited to graduate students in elementary education. A study of the geographic environment of mankind and his adjustments to the environment. Attention given to the geographic factor influencing the population: its characteristics, density, distribution, and economic and social activities.

531. ECONOMIC RESEARCH. (3:3:0)

Prerequisite: Graduate standing and Eco. 232. Directed student research in selected areas with written reports under the supervision of a qualified instructor.

532. ADVANCED MICRO-ECONOMIC ANALYSIS. (3:3:0)

Prerequisite: Graduate standing. Eco. 232 and 436. An advanced investigation of the economic factors involved in the theory of the firm and determination of price. Special emphasis placed upon the cases of monopoly, monopolistic competition, and oligopoly.

533. ADVANCED MACRO-ECONOMIC ANALYSIS. (3:3:0)

Prerequisite: Graduate standing. Eco. 232 and 436. A concentrated study of the aggregate approach to the economy and the tools of analysis used for the solving of aggregate economic problems.

534. SEMINAR IN CONTEMPORARY ECONOMIC PROBLEMS. (3:3:0)

Prerequisite: Graduate standing and Eco. 232. Identification and analysis of contemporary economic problems. The use of the seminar method to explore the nature and extent of the problem, concentrating on student investigation and proposed solutions using economic principles. Enrollment limited to non-economics majors.

631-632. THESIS. (6)

Finance

Professors:

Mr. Rouse

Mr. Heather

Associate Professor:

Mr. Abel

Assistant Professor:

Mr. Cox

Part-time Instructor:

Mr. Berry

Teaching Fellow:

Mr. Armstrong

Mr. Wood

For Undergraduates
231. PERSONAL FINANCE. (3:3:0)

Designed to introduce some of the financial problems of the home and of business. Particular emphasis is placed upon those elements that should be considered by the individual before investing his money in real estate, personal property, insurance or securities.

331. CORPORATION FINANCE. (3:3:0)

Prerequisite: 60 semester hours, including Eco. 232 and Acct. 245. The fundamental aspects of modern business organization, with attention given to the financial problems associated with promotion, capitalization, sale of securities, dividend policies, expansion, failure and reorganization, and the provision of working capital.

333. PRINCIPLES OF MONEY, BANKING AND CREDIT. (3:3:0)

Prerequisite: Eco. 232. A basic course in the principles of money and banking including consideration of monetary standards, organization and functioning of commercial banking and the Federal Reserve system, problems of money, prices and credit control. Recent monetary and banking trends are emphasized.

334. CREDITS AND COLLECTIONS. (3:3:0)

Prerequisite: Eco. 232 and Acct. 245. Types and analysis of financial statements, credit limits, collection procedures, legal remedies of the creditor, sources of credit information.

335. GENERAL INSURANCE. (3:3:0)

Prerequisite: Eco. 231-232. A survey of the entire field of private insurance and a foundation for more specialized courses. The history of insurance, the theory of risk, physical and moral hazards, loss prevention, types of insurance carriers and the basic features of each of the principal kinds of insurance.

336. LIFE INSURANCE. (3:3:0)

Prerequisite: General Insurance or approval of instructor. The nature of life insurance and of various ways of utilizing the protection which it offers. The principal features of life insurance and annuity contracts. Group insurance, industrial insurance, disability protection, insurance company investments, and the taxation of policy proceeds.

For Undergraduates and Graduates
431. THE FEDERAL RESERVE SYSTEM. (3:3:0)

Prerequisite: Fin. 333. An analysis and in-

terpretation of the functions and services performed by the Federal Reserve System.

432. REAL ESTATE. (3:3:0)

Real estate practice and finance from the standpoint of the broker, business man, and property owner. Real estate office organization, leasing and property management, valuation and taxation. The legal financial economic, and social aspects of the real estate field.

433. CORPORATE FINANCIAL PROBLEMS AND CASES. (3:3:0)

Prerequisite: Fin. 331. An intensive analysis of selected financial problems concerned with the organization, operation, and dissolution of business organizations, with special attention given to the corporation.

434. INVESTMENTS. (3:3:0)

Prerequisite: Fin. 331. A study of the various types of investment media with major emphasis on the basic principles of investment, the construction of an investment portfolio, security analysis, sources of information, and the mechanism for investment.

435. PROPERTY INSURANCE. (3:3:0)

Prerequisite: General Insurance or approval of instructor. Fire insurance, marine insurance and allied lines. Policy forms, underwriting and selection, rate-making, loss adjustments, the operations of agency and brokerage firms and reinsurance.

437. CASUALTY INSURANCE. (3:3:0)

Prerequisite: General Insurance and Property Insurance. The various casualty lines of insurance such as public liability, automobile, workmen's compensation, aviation, burglary and robbery, glass, power plant, and accident and health. Contracts and practices in the field of fidelity and surety bonding. Primarily for those desiring to specialize in insurance.

438. BANK ADMINISTRATION. (3:3:0)

Prerequisite: Fin. 333 and 431. A study of the internal operations of a commercial bank with major emphasis on the organization of the bank, the sources of bank funds, the allocation of bank funds, and the supervision and regulation of the commercial bank.

439. REAL ESTATE APPRAISAL. (3:3:0)

Prerequisite: Fin. 432. Application of principle of property valuation to the various classes of realty. Emphasis is placed on the character of land value, axioms of valuation and application of valuation procedures by use of cost, market, and capitalization of income approach to real estate value. Also individual problems and reports on independent property appraisals are required.

46 SCHOOL OF BUSINESS ADMINISTRATION

For Graduates

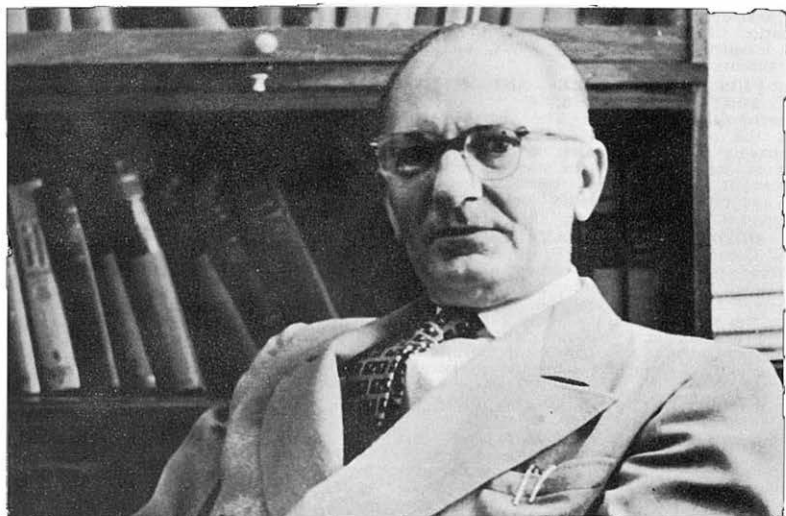
531. CURRENT FINANCIAL PROBLEMS. (3:3:0)

Solution and presentation of approved problems involving individual research in the field of finance.

534. SEMINAR. (3:3:0)

Prerequisite: Graduate standing and Fin. 331. A comprehensive study of the problems of business enterprise in financing current operations and long-term capital requirements. Limited to non-finance majors.

631-632. THESIS. (6)



Dr. Freedis L. Mize
Head of Department of Management

Management

Professor:

Mr. Mize

Associate Professor:

Mr. Cain

Assistant Professors:

Mr. Harding

Mr. Hubbard

Part-time Instructor:

Mr. Reedy

Teaching Fellows:

Mr. Sheats

Mr. Short

For Undergraduates

110. PROFESSIONAL CAREERS IN BUSINESS. (1:1:1)

An introduction to formal preparation for business occupations. A survey of employment and promotional opportunities in various business careers; preparation, duties and qualifications of personnel; compensation, employment regulations; and other information pertinent to a student's planning for a life in business. \$4 testing fee.

221. INDUSTRIAL OPERATIONS. (2:2:0)

Emphasis on audio-visual presentation of typical processes, methods, and equipment found in modern American industries to give the student some familiarity with mass-production activities.

331. INDUSTRIAL MANAGEMENT. (3:3:0)

Prerequisite: Eco. 231. The principles and

methods used in developing and operating industrial and business enterprises, the principles of scientific management and their application to problems of organization, plant location, selection of physical properties, methods of control, and manpower utilization.

333. LABOR PROBLEMS. (3:3:0)

Prerequisite: Eco. 231. A study of the major labor problems of this country and the measures designed to meet them. Emphasis on the social security movement and on the place of labor organizations in the solutions of problems of workers.

334. PERSONNEL ADMINISTRATION. (3:3:0)

Prerequisite: Eco. 231-232. Mgt. 331. A study of the principles and problems of personnel administration, employee selection, training, placement, service-rating, promotion

and transfer, and employee services. Special attention will be given to problems of wages and incentive plans, working hours, and labor turnover.

335. PURCHASING, STORES, AND INVENTORY CONTROL. (3:3:0)

Prerequisite: Mgt. 331. The course deals with the organization and function of the purchasing department and study of problems of purchasing policies and procedures, sources of supply, prices, contract negotiation and adjustments, quality control, receiving, and stores control.

337. MOTOR CARRIER MANAGEMENT. (3:3:0)

Prerequisite: Eco. 335 or consent of instructor. Description of the motor carrier industry with special attention to the motor truck companies operating in the West Texas area, carrier organization, accounts and records, legal requirements, rates procedure, insurance needs, material handling techniques in terminal operations.

338. RAILROAD TRAFFIC MANAGEMENT. (3:3:0)

Prerequisite: Eco. 335 or consent of instructor. Description of the railroad industry with special attention to railroads operating in the Southwest, carrier organizations, rate procedures, special problems facing the industry, accounts and records, federal and state regulation.

339. OFFICE MANAGEMENT. (3:3:0)

Prerequisite: Eco. 231-232, Acct. 244-245. A study of the standards of office practice, office methods, wage payment plans, selection and training of office workers, office planning, techniques, and duties and responsibilities of the office manager.

For Undergraduates and Graduates

421. JOB EVALUATION. (2:2:0)

Prerequisite: Mgt. 334. Techniques of job analysis and the various methods of job rating and evaluation for wage determination.

422. ADMINISTRATIVE POLICIES AND PROCEDURES. (2:2:0)

Prerequisite: Mgt. 451 or 452, or consent of instructor. Nature of administrative problems and responsibilities and functions of top management.

433. LABOR LEGISLATION. (3:3:0)

Prerequisite: Mgt. 333. Problems of labor relations with particular emphasis on labor legislation by the Federal Government—Sherman Act, National Labor Relations Act, Labor Management Relations Act, Fair Labor Standards Act, and other federal laws, state laws and collective bargaining standards and practices.

435. EMPLOYEE SUPERVISION. (3:3:0)

Prerequisite: Mgt. 334 or consent of instructor. Study of the relation of the supervisor to his subordinates and to higher man-

agement, leadership, planning of group work, and the use of the tools of supervision. Particular attention to introducing and training new employees, rating, discipline, problems of absenteeism, and maintenance of morale.

436. PROBLEMS IN OFFICE MANAGEMENT. (3:3:0)

Prerequisite: Mgt. 339. Intensive study of office organization and administration, the standardization of office practices and procedures, layout, personnel selection and training, special records and reports, budgetary controls, and development of systems and controls to meet special problems in business offices.

437. INDUSTRIAL TRAFFIC MANAGEMENT. (3:3:0)

Prerequisite: Senior standing in management or consent of instructor. Problems in keeping tariff files, obtaining and quoting rates, routine, expediting and tracing shipments, making claims, and auditing freight bills.

441. MANAGEMENT OF SMALL BUSINESS ENTERPRISE. (4:4:0)

Prerequisite: Mgt. 331. A problem course involving the application of fundamental principles of management to small-scale enterprise situations, location, organization, financing, property control, production control, management of manpower, and coordination of activities.

451. ADVANCED PERSONNEL MANAGEMENT. (5:3:4)

Prerequisite: Mgt. 333, 334, and Psy. 330. Problems in personnel management developed through consideration of cases, experiences, and results of research in various fields of employer-employee relationship. Development of programs of representative business organizations used as projects.

452. INDUSTRIAL MANAGEMENT PROBLEMS. (5:3:4)

Prerequisite: Mgt. 331, 335, 441, or consent of instructor. Problems or organization and management of an industrial enterprise. The student is required to make office and plant inspections to observe first-hand industrial organization at work. Industrial films used to supplement the work.

For Graduates

511. INDIVIDUAL PROBLEMS. (1:1:0)

524. SEMINAR IN MANAGEMENT. (2:2:0)

531. CURRENT PROBLEMS IN MANAGEMENT. (3:3:0)

532. RESEARCH IN MANAGEMENT. (3:3:0)

534. SEMINAR IN MANAGEMENT. (3:3:0)

Enrollment limited to non-management majors.

631-632. THESIS. (6)



Dr. John A. Ryan
Head of Department of Marketing

Marketing

Professor:

Mr. Ryan

Associate Professor:

Mr. Golden

Assistant Professor:

Mr. H. S. Walker

Instructors:

Mr. Blackwell*

Mr. Miller

Mrs. Behrends

Mrs. Luchsinger

Part-time Instructors:

Mr. Byrd

Mr. L. C. Walker

Mr. Welborn

Mr. Webster

For Undergraduates

321. PUBLIC RELATIONS. (2:2:0)

The policies and methods of creating and maintaining public good will in business including studies of employee participation and consumer attitude and opinion. A study of the public relations programs of representative business concerns.

332. PRINCIPLES OF MARKETING. (3:3:0)

Prerequisite: Eco. 231-232. Marketing structures and agencies. Motives and buying habits. Types of middlemen, marketing institutions and channels. Current marketing practices. Marketing of industrial and consumer goods.

* On leave of absence.

334. PRINCIPLES OF ADVERTISING. (3:3:0)

A study of advertising from the point of view of the needs of businessmen. To acquaint students in business with the tools and techniques of advertising and the use of advertising as a selling force. Consideration of the media available, the publicity budget, relation of the publicity department to other departments of the business, and means of testing and measuring benefits of advertising.

335. PRINCIPLES OF RETAILING. (3:3:0)

Prerequisite: Mkt. 332. A study of store location; layout, fixtures, and organization; interpreting consumer demand; purchasing, receiving, checking, pricing, and merchandising; sales promotion; inventory and merchandise control; credit; and personnel.

338. ESSENTIALS OF TELEVISION ADVERTISING. (3:3:0)

No prerequisite but Mkt. 334 recommended before this course. The study of the techniques and principles of advertising on television. The phases of creating, producing, and scheduling. Advertisements for a variety of products and businesses will be covered.

339. PRINCIPLES OF SALESMANSHIP. (3:3:0)

Fundamentals of personal salesmanship applied specifically in the marketing of goods and services and as they may aid any business or professional man.

346. INTRODUCTION TO BUSINESS STATISTICS. (4:3:2)

Prerequisite: Math. 130. A study of techniques of the collection, presentation, analysis and interpretation of numerical data as applied to business. Emphasis on measurement of seasonal variations, trends and cyclical fluctuations. Machine service fee, \$6.

For Undergraduates and Graduates**426. INDEX NUMBERS.** (2:2:0)

Prerequisite: Mkt. 346. An intensive study of business use of index numbers, construction and interpretation of index numbers, problems of weighting and splicing, adjustment of business data for inflation and deflation. Practical problems in measurement of business status through use of index numbers.

431. INDUSTRIAL MARKETING. (3:3:0)

Prerequisite: Mkt. 332. A specialized study of problems involved in marketing industrial goods, including commodities.

433. MARKETING PROBLEMS. (3:3:0)

Prerequisite: Mkt. 332. Actual marketing cases and problems. Marketing costs, analysis of operating statements, production policy, brand policy, various channels of distribution, sales promotion, sales policies, price determination, price policies and operating control.

434. WHOLESALING. (3:3:0)

Prerequisite: Mkt. 332. A detailed study of the processes and institutions of wholesale marketing from manufacturer or processor to retailer through merchant and functional middlemen. Special emphasis upon modern channels of distribution including agents and agency structures, selling agents, manufacturer's agents, brokers, jobbers, commission firms, service and special wholesalers, other intermediary marketing institutions, and consignments.

435. BUSINESS CYCLES AND FORECASTS. (3:3:0)

Prerequisite: Mkt. 346. Theories of cycles. The causes and proposed remedies. Examination of forecasting services available and techniques employed by them. Problems in specific commodities and securities.

437. ADVANCED BUSINESS STATISTICS. (3:3:0)

Prerequisite: Mkt. 346. Further training in statistical methods and their uses in business institutions. A more extended study of some phases of business statistics including sampling, averages, dispersion, time series, index numbers, linear and non-linear correlation, multiple and partial correlation, estimates, variance, and the use of statistics in business forecasting.

438. SALES PROMOTION, RETAIL ADVERTISING, AND DISPLAY. (3:3:0)

Prerequisite: Mkt. 334 or 335. A study of sales promotion activities in retail stores including advertising, display, publicity, and special sales events. The choice of media, including newspaper, radio, television, and other local media. The techniques used in retail advertising and promotions including copy, layout, display, scheduling, and budget. The coordination of sales promotion campaigns with merchandising and the measurement of their effectiveness. Materials fee \$5.

439. SALES MANAGEMENT. (3:3:0)

Prerequisite: Mkt. 332 and 339. A thorough study of problems and methods of organization and administration of sales department including sales research; sales operation including departmental organization, selection, training, equipping and remunerating sales personnel; sales control, embodying sales territories, routing, expense accounts, quotas, costs and budgets; sales promotion; and sales policies.

4314. ADVERTISING COPY. (3:3:0)

Prerequisite: Mkt. 332 and 334. A study of the writing and uses of advertising copy. Copy will be written for a variety of products and services. Particularly adapted to the needs of the manager of a small business as well as to advertising specialists.

4315. RETAIL BUYING. (3:3:0)

Prerequisite: Mkt. 335. Functions of the retail buyer, emphasizing principles and procedures in buying for resale. Organization for buying, analysis of consumer demand, model stock plans, sources of supply, resident buying, cooperative and central buying, terms and discounts, price quotations, trade relations, selection, and training techniques.

4317. ADVERTISING LAYOUT. (3:3:0)

Prerequisite or corequisite: Mkt. 4314. The principles and details of visualization and effective layout for selling power, emphasis, and distinction. Student preparation of rough layouts — fitting the different units of an advertisement together to form its most forceful and effective presentation.

4318. MECHANICAL PRODUCTION OF ADVERTISING. (3:3:0)

Prerequisite or corequisite: Mkt. 4314. Training in methods of illustration; in printing and photo-engraving; to understand paper; to recognize and specify type; to plan rough layouts.

4319. ADVERTISING INTERNSHIP. (3:3:0)

Prerequisite or corequisite: Mkt. 4318. The student will follow a schedule of observation and work in an advertising capacity in various local firms including a radio station, a letter shop, an advertising agency, department store, and an outdoor advertising plant.

For Graduates**531. ADVANCED MARKETING PROBLEMS.** (3:3:0)**532. ADVANCED MARKETING RESEARCH.** (3:3:0)**534. SEMINAR IN MARKETING.** (3:3:0)

Enrollment limited to non-marketing majors.

631-632. THESIS. (6)

Secretarial Administration

Professor:

Mr. Pasewark

Instructors:

Mrs. Ewing

Mr. Holtmann

Mr. Trekell

Part-time Instructor:

Mrs. Branum

Teaching Fellow:

Mrs. Kilchenstein

Miss Wiswall

For Undergraduates

120. TYPEWRITING. (2:0:5)

Designed to develop the ability to organize and present personal and student materials effectively through use of the typewriter. No credit granted those with one year of high school typewriting. Typewriter service fee, \$8.

121. BEGINNING TYPEWRITING. (2:0:5)

A beginning course to develop vocational proficiency for office work or business teaching. No credit granted those with one year of high school typewriting. Typewriter service fee, \$8.

122. TYPEWRITING FOR BUSINESS. (2:0:5)

Prerequisite: Sec. Admin. 121 or equivalent. A continuation of basic skill building leading to acceptable production standards for office work. Speed and accuracy development. Typewriter service fee, \$8.

131. ELEMENTARY SHORTHAND. (3:3:2)

For students with no previous instruction in Gregg shorthand or with inadequate preparation for advanced work. No credit granted those with one year of high school shorthand. Typewriter service fee, \$4.

132. INTERMEDIATE SHORTHAND. (3:3:2)

Prerequisite: Sec. Admin. 122 and 131 or equivalent. Development of transcription skills. Minimum goals: Dictation at 100 and accurate transcription at 30 words per minute. Typewriter service fee, \$4.

235. ADVANCED SHORTHAND. (3:3:2)

Prerequisite: Sec. Admin. 122 and 132 or equivalent. Emphasis on proficiency and mailable transcripts. Minimum goals: Dictation at 120 and accurate transcription at 40 words per minute. Typewriter service fee, \$4.

310. BUSINESS COMPORTMENT. (1:1:0)

Direction of personality development for

the individual's responsibility in promoting harmonious relationships with the public, employers, and other employees.

321. CALCULATING MACHINES. (2:2:4)

Development of basic skills on office computing machines. Machine service fee, \$9.

327. REPORT WRITING. (2:2:0)

Prerequisite: Eco. 326 and Sec. Admin. 121 or typewriting proficiency demonstrated by examinations. Practice in writing business and technical reports.

328. FILING SYSTEMS, PROCEDURE, AND PRACTICE. (2:2:0)

A study of alphabetic, triple-automatic, geographic, numeric, visible, and Soundex systems.

331. SECRETARIAL PRACTICE. (3:3:1)

Prerequisite: Sec. Admin. 132 or equivalent. Integration of skills and knowledges essential to the secretarial worker. Typewriter service fee, \$4.

333. BUSINESS CORRESPONDENCE. (3:3:0)

Prerequisite: Sec. Admin. 121 or typewriting proficiency demonstrated by examinations. Practice in writing psychologically sound business letters in correct and forceful English. Typewriter service fee, \$4.

For Undergraduates and Graduates

421. VOICE-WRITING AND DUPLICATING MACHINES. (2:2:4)

Prerequisite: Sec. Admin. 122 or equivalent. Operation of duplicating machines and producing mailable transcripts from voice recordings. Electric typewriter applications. Machine service fee, \$10.

431. INTERNSHIP. (3:1:5)

Prerequisite: Consent of instructor. Supervised work experience. Minimum of 75 clock hours of work.

COURSES IN OTHER SCHOOLS

Courses in other schools and departments are taken by students in the School of Business Administration to meet special degree requirements and to be used as elective credit.

AIR SCIENCE (ROTC)

See General Information Bulletin

ALLIED ARTS

4318. History of Painting and Sculpture. (3:3:0)

4319. History of Painting and Sculpture. (3:3:0)

ANTHROPOLOGY

131. The Nature of Man. (3:3:0)

232. Cultural Anthropology. (3:3:0)

ARCHITECTURE

436. City Planning. (3:1:6)

BIOLOGY

133-134. Botany and Zoology. (3:2:3 each)

CHEMISTRY

141-142. General Chemistry. (4:3:3 each)

EDUCATION

130. Foundations of Education. (3:3:0)

232. Educational Psychology. (3:3:0)

334. Curriculum Development in Secondary Education. (3:3:0)

432. Student Observation and Teaching in the Secondary School.* (3:3:0)

434. Advanced Student Observation and Teaching in the Secondary School.* (3:3:0)

ENGLISH

031. Remedial English. (3:3:0)

131-132. College Rhetoric. (3:3:0 each)

231. Masterpieces of Literature (3:3:0)

232. Masterpieces of Literature (3:3:0)

FOOD AND NUTRITION

131. Food and Nutrition. (3:2:3)

FRENCH

131-132. A Beginning Course in French. (3:3:0 each)

GEOLOGY

143. Physical Geology. (4:3:2)

144. Historical Geology. (4:3:2)

GERMAN

131-132. A Beginning Course in German. (3:3:0 each)

GOVERNMENT

233. American Government, Organization. (3:3:0)

234. American Government, Functions. (3:3:0)

331. Local Government. (3:3:0)

336. United States Foreign Policy. (3:3:0)

338. Personnel and Fiscal Administration. (3:3:0)

435. International Organization. (3:3:0)

436. International Law. (3:3:0)

437. Political Geography. (3:3:0)

439. Administrative Law. (3:3:0)

GREEK

131-132. A Beginning Course in Greek. (3:3:0 each)

HISTORY

131. Basic Social Science: Development of Civilizations. (3:3:0)

132. Basic Social Science: Development of Civilizations. (3:3:0)

133. History of England. (3:3:0)

134. History of England. (3:3:0)

231. History of the United States to 1865. (3:3:0)

232. History of the United States Since 1865. (3:3:0)

235. History of Texas. (3:3:0)

3321. The Heritage of America to 1865. (3:3:0)

3322. The Heritage of America Since 1865. (3:3:0)

4327. The American Frontier, 1763-1803. (3:3:0)

4328. The Trans-Mississippi West, 1803 to the Present. (3:3:0)

HORTICULTURE

131. Principles of Horticulture. (3:2:2)

LATIN

131-132. A Beginning Course in Latin. (3:3:0 each)

133. Latin and Greek Terminology. (3:3:0)

MATHEMATICS

051. Introductory Algebra. (5:5:0)

130. Algebra. (3:3:0)

138. Mathematics of Finance. (3:3:0)

MILITARY SCIENCE (ROTC)

See General Information Bulletin

MUSIC ENSEMBLE

013. Stage Band. (1:0:3)

MUSIC LITERATURE

131. Introduction to Music Literature. (3:3:0)

132. Introduction to Music Literature. (3:3:0)

* Every person who expects to teach is required to have 6 semester hours of work in student observation and teaching. The student teaching experience is scheduled for the first and second semesters of the senior year. No student will be permitted to enroll in more than 16 hours of work while taking student teaching without the approval of the Committee on Student Teaching. Beginning with fall semester of 1959-60, each person expecting to receive a teaching certificate must meet admission standards to student teaching:

1. The student must have completed approximately 90 hours of college work, including the requisite courses in professional education and a majority of the work required in the teaching major and minor.

2. The student must file an application with the Department of Education to enroll in student teaching at the time of registration for the first semester of the junior year. This is done in order to permit proper planning and placement of students in their teaching field.

3. The student must pass the same health examination required by the school system in which student teaching is done. The examination center will be specified at the filing of the application to student teaching.

4. The student must present evidence of freedom from extreme handicaps that would be detrimental to classroom teaching. The decision in such cases will be made by the Committee on Student Teaching.

5. The student must have a 1.00 overall average on all college work.

6. The student must have a 1.25 average in professional education, in the teaching major, and in the teaching minor. These averages will be computed separately.

7. The student must demonstrate a proficiency in the use of the English language as measured by appropriate standardized tests administered by the Committee on Student Teaching. These tests include such areas as English usage, sentence structure and spelling.

In meeting these prerequisites, transfer students will be evaluated individually by the Committee on Student Teaching.

431. History of Music. (3:3:0)
432. History of Music. (3:3:0)

PHILOSOPHY

230. Introduction to Philosophy. (3:3:0)

PHYSICAL EDUCATION FOR MEN

010. Introduction to Physical Education Activities. (1:1:1). To ascertain the student's physical efficiency and health status through standardized physical efficiency tests and medical reports which will enable the staff to prescribe a sports program that will meet each student's physical needs; to introduce the student to a variety of sports offered in the department through such media as movies, class observation, expert demonstrations, and lectures by the regular staff.

The remaining three semesters of physical education activities will be recommended to the student as to his needs from the following list of courses:

- 011. Adapted Sports
- *021. Beginning Swimming
- *013. Advanced Swimming
- *014. Life Saving
- *015. Springboard Diving
- 016. Elementary Tumbling
- 017. Golf
- 018. Archery
- 019. Track and Field
- **0111. Bowling
- 0112. Weight Lifting
- **0113. Advanced Bowling
- 0114. Fly and Bait Casting
- 0121. Handball
- 0122. Badminton
- 0123. Wrestling
- 0124. Fencing (Foil)
- 0125. Social Dancing
- 0126. Fencing (Saber-Epee)
- 0127. Tennis
- 0128. Advanced Tennis
- 0141. Touch Football
- 0142. Basketball
- 0143. Soccer
- 0144. Speedball
- 0145. Softball
- 0146. Folk Dance
- 0147. Volleyball
- 0148. Water Polo

Students who pass any one course may not repeat the same course for additional credit. These are all laboratory courses involving individual instruction.

PHYSICAL EDUCATION FOR WOMEN

Four semesters of physical education are required of all women students during the freshman and sophomore years. One hour credit is given each semester. These are all

laboratory courses involving individual instruction.

111. Body Conditioning.
Required of all freshmen women other than majors. The remaining three semesters may be elected from the courses listed below.

- **112. Beginning Bowling
 - 210. Tap Dance
 - 212. Tennis
 - 213. Advanced Tennis
 - 214. Advanced Tap Dance
 - 215. Basketball
 - 216. Soccer and Speedball
 - 217. Beginning Folk and Square Dance
 - 218. Volleyball
 - 219. Stunts and Tumbling
 - 2111. Golf
 - *2112. Beginning Swimming
 - 2113. Restrictive Physical Education.
- May be substituted for required courses on the advice of a physician and the Head of the Department.
- 2114. Field Hockey
 - 2115. Beginning Badminton
 - 2116. Social Dance
 - 2117. Beginning Archery
 - 2118. Beginning Modern Dance
 - 2119. Softball
 - 2121. Advanced Golf
 - *2122. Synchronized Swimming
 - **2123. Advanced Bowling
 - *2124. Advanced Swimming
 - 2125. Advanced Badminton
 - 2127. Advanced Archery
 - 2128. Advanced Modern Dance
 - 2129. Advanced Folk and Square Dance

PHYSICS

- 141-142. General Physics. (4:3:3 each)

PSYCHOLOGY

- 130. Introduction to Psychology. (3:3:0)
- 230. General Psychology. (3:3:0)
- 330. Psychology in Business and Industry. (3:3:0)
- 332. Mental Health. (3:3:0)
- 335. Adolescent Psychology. (3:3:0)
- 432. Personnel Testing. (3:2:3)
- 434. Introduction to Social Psychology. (3:3:0)

SPANISH

- 131-132. A Beginning Course in Spanish. (3:3:0 each)

SOCIOLOGY

- 230. Introduction to Sociology. (3:3:0)
- 233. Current Social Problems. (3:3:0)

SPEECH

- 338. Business and Professional Speech. (3:3:0)

* Course Fee, \$5.

** Bowling alley charge, \$10.

ADMISSION AND REGISTRATION

Admission to the School of Business Administration, as to the other schools of Texas Technological College, is granted by the Dean of Admissions, to whom all correspondence concerning admission should be addressed. (See General Information Bulletin, Admission).

Load

The normal study load for regular students in the School is 15 or 16 semester hours each semester. The student who shows promise of compiling only a mediocre grade-record may have further load restrictions imposed. No student is permitted to enroll for a program of more than 17* semester hours without special approval from the Dean; the student desiring approval of an irregular load should address a written request to the Dean incorporating all pertinent information prior to the registration period.

In a six-week summer term the maximum load is 7 semester hours composed of two courses or three courses including a 1-semester hour physical education activities course.

Freshman Pre-Registration Guidance Testing and Orientation

All entering freshmen are required to assemble at the College a few days in advance of registration for a period of testing, guidance, and orientation (See College Calendar). This program is followed with a view to assisting the student in the selection of a program of study and to aid the faculty and administration in the guidance of the individual student. Tests will be given to all entering freshmen during this period and results used as a guide in

determining the schedule of courses taken and the total course load.

Academic Counseling

Freshmen advisers are responsible for counseling the business administration student on academic matters during his freshman year. At the time the student becomes a sophomore in classification, responsibility for counseling is transferred to the adviser of the student's specialization.

During registration, special advisers are appointed to approve registration schedules for freshmen business administration students, and for others who seek their advice.

Honors

Honor Roll. At the close of each semester there is issued for the School an honor roll which includes the names of the upper 5 per cent of the undergraduates who were registered for at least 12 semester hours and who received no failing or incomplete grades.

Graduation With Honors. Graduates with a grade-point average of 2.80 or above are graduated **With High Honors** and those with 2.50 or above are graduated **With Honors**. A minimum of one-half of the degree work must have been completed in this College. The grade-point average is computed on work completed in this College only.

Business Research

Superior students, both undergraduate and graduate, may be afforded the opportunity to work with faculty researchers on business problems. Business research activities will be coordinated through the Office of the Dean.

* Exclusive of a required freshman or sophomore physical education course.

Graduate Placement

The School of Business Administration enjoys an enviable reputation for the competence of its graduates. Several hundred organizations with national, local, and southwestern area operations send employment notices and employment representatives to the campus regularly.

As liaison the College Placement Office regularly announces information concerning employment, arranges interview schedules for students with employer representatives, provides advance information about the employer for the students, and has available personal data files for prospective employers. The graduate is permanently registered and as an alumnus is entitled to the help of the Placement Office at any time that he may wish to upgrade his employment or otherwise change positions.

The Placement Service of Texas Technological College is available to any student who needs to find part-time employment while he is in college.

Its services are available without cost.

Organizations of Particular Interest to Business Administration Students

In the College there are nearly 150 extra-curricular organizations in whose activities any qualified person may participate. Because of their academic character, however, some of the organizations are of particular interest to students in the School of Business Administration.

Accounting Society. The society was formed to bring together students of accounting in order that they might benefit professionally and socially. Professional benefits include periodic meetings and talks by leading men in the profession.

Alpha Delta Sigma. Male students who have an interest in advertising

are invited to contact any member of the Marketing Department faculty concerning membership in this professional advertising fraternity. The purposes of this national fraternity are to provide honorary recognition for professional work done in the field of advertising and to render all possible service toward the improvement of advertising. Professional membership in organizations affiliated with Alpha Delta Sigma is encouraged after graduation.

Beta Alpha Psi. Purpose is to encourage and foster the ideal of service as the basis of the accounting profession; to promote the study of accountancy and its highest ethical standards; to act as a medium between professional men, instructors, students, and others who are interested in the development of the study or profession of accountancy; to develop high moral, scholastic, and professional attainments in its members; and to encourage cordial intercourse among its members and the profession generally.

Beta Gamma Sigma. Membership in Beta Gamma Sigma is the highest scholarship honor that a student in business administration can earn. The society limits its membership to those who rank in the upper tenth of their graduating class and are of good moral character. Juniors among the highest four per cent of their class may be elected in the last term or semester of the year.

Delta Sigma Pi. This is a national professional business fraternity whose membership is open by invitation to men majoring in the School of Business Administration with a grade-point average of 1.25 or above. Among the purposes of this organization are to encourage scholarship and association of students in business, to promote closer affiliation between the commercial world and students of business, and to further a higher standard of commercial ethics.

Phi Gamma Nu. This is a national professional sorority for women in

schools of business. Its purpose is to provide a fraternal organization for college women with like professional ambitions and interests.

Pi Omega Pi. Pi Omega Pi is a national honorary business education fraternity with over one hundred chapters in the United States. The purpose of Pi Omega Pi is to encourage superior scholarship and develop competent business teachers.

Pre-Law Club. Membership is open to those students who plan to continue their education in schools of law. The club was organized to bring together undergraduate students with this mutual interest for their professional benefit.

Sigma Iota Epsilon. This honorary and professional management fraternity, Eta chapter, seeks to encourage the study and practice of scientific management by electing the most promising students to membership each year.

Fellowships and Scholarships

Following are fellowships and scholarships specifically identified for the School of Business Administration. The General Information Bulletin describes others which are available to students of any school on the campus. The graduate student should refer to the earlier section on Graduate Study for information on Graduate Teaching Fellowships.

The Brownfield State Bank and Trust Company has made available three scholarships in the amount of \$300 each to be awarded to outstanding junior or senior students majoring in banking who shall maintain a minimum grade-point average of 2.00. Preference will be given to students from Terry and Yoakum Counties. In the event no qualified applicants are available from these counties, other applicants may be considered. Application should be made to the Head of the Department of Economics and Finance.

Business and Professional Women's Club Scholarship. The sum of \$100 will be awarded annually to the outstanding junior woman majoring in business administration. Correspondence concerning this scholarship should be addressed to the Head of the Department of Business Education and Secretarial Administration.

The Caprock Chapter (Lubbock) of the National Secretaries Association Scholarship. The sum of \$50 will be awarded annually to the outstanding junior woman majoring in secretarial administration. Correspondence concerning this award should be addressed to the Head of the Department of Business Education and Secretarial Administration.

C. N. Hilton Scholarships. Mr. C. N. Hilton, President of Hilton Hotels, Inc., has made available to the students in business administration four scholarships of \$100 each, to be awarded annually to the applicants in that school who make the highest scholastic average for the two previous long semesters in the freshman, sophomore, junior, and senior years. A recipient of a Hilton Scholarship shall not be eligible for any other similar award. These scholarships are awarded upon application only, but in no case will an award be made to an applicant with less than a 2.00 grade average. Applications should be made to the Dean of Business Administration.

John A. and Paulina Hughes Scholarships. Mr. and Mrs. John A. Hughes of Lubbock have established five scholarships to be awarded to one student majoring in business administration from each of the following high schools: Monterey (Lubbock), Hale Center, Petersburg, Muleshoe, and Crosbyton. The stipend is \$250 per year and students may not receive any other awards or waiver of fees during the period covered. Selection will be made by a committee consisting of the Chairman of the Committee on Scholarships and Awards and designated bankers and school officials from the

districts involved. Applications should be forwarded to the Chairman of the Committee on Scholarships and Awards prior to July 1.

Lubbock Mortgage Bankers Association. The Lubbock Mortgage Bankers Association has created a scholarship fund to encourage the study of financing in general and mortgage financing in particular. The current stipend is \$50 per year and is limited to junior and senior students majoring in finance. For further information, contact the Head of the Department of Economics and Finance.

Lubbock Real Estate Board Scholarship. The Lubbock Real Estate Board makes available the sum of \$250 each year for a scholarship to be awarded to a junior student who has expressed an interest in the real estate business. The recipient preferably shall be a resident of Lubbock County and preferably a graduate of a high school in Lubbock County. The recipient is selected in the spring and the award is announced at the Real Estate Board's annual banquet. Applications should be made to the Dean of Business Administration.

Lubbock Traffic Club Scholarship. The Lubbock Traffic Club has made available an annual scholarship in the amount of \$150 for a student majoring in traffic management. The scholarship is awarded on the bases of scholastic achievement, character, need, and interest in traffic management. Applications should be addressed to the Head of the Department of Management.

Purchasing Agents Association of Texas Panhandle Scholarship in Business Administration. The Purchasing Agents Association of the Texas Panhandle has made available \$150 per year for a scholarship in business administration. To be eligible for consideration, a student must be a junior or senior majoring in industrial or office management with preference to a student preparing to enter the field of purchasing, and

a minimum grade average of 2.00 must have been maintained during the preceding academic year. Additional qualities of leadership, character, citizenship shall be considered. Applications should be addressed to the Head of the Department of Management.

The Rowan Company Scholarships. The Rowan Drilling Company, Inc., has established two scholarships in the amount of \$250 each to be awarded to male students majoring in business administration, mechanical, electrical, or petroleum engineering. An entering freshman must have graduated in the upper quartile of his high school class. Sophomores, juniors, or seniors must have maintained a 2.00 grade average. Applicants must demonstrate academic qualifications, leadership, citizenship, and need. Recipients are to apply for renewal provided high-level performance is maintained. Applications should be addressed to the Chairman of the Committee on Scholarships and Awards before July 1 of each year.

Awards

The Delta Sigma Pi Scholarship Key is awarded annually by the faculty to the senior male student who upon graduation ranks highest in scholarship for the entire course in Business Administration.

The Phi Gamma Nu Scholarship Key is awarded annually by the faculty to the senior woman student who upon graduation ranks highest in scholarship for the entire course in Business Administration.

The Reed and Hefner Scholarship Plaque is awarded each semester to the pledge of Beta Upsilon Chapter of the International Fraternity of Delta Sigma Pi having the highest scholastic standing during the semester of pledgship.

Loan Funds

The College has a number of funds from which loans may be made to assist worthy students in paying their

college expenses. Those generally available to students in the School of Business Administration are available upon application through the Office of the Dean of Student Life.

TEXAS TECHNOLOGICAL COLLEGE

BOARD OF DIRECTORS

WINFIELD D. WATKINS, Chairman, Abilene. Term expires Feb. 19, 1959
 JAMES L. LINDSEY, Vice Chairman, Midland. Term expires Feb. 19, 1959
 PARHAM C. CALLOWAY, Corpus Christi. Term expires Feb. 19, 1959
 J. EVETTS HALEY, Canyon. Term expires Feb. 19, 1961
 HAROLD HINN, Plainview. Term expires Feb. 19, 1963
 TOM LINEBERRY, Kermit. Term expires Feb. 19, 1961
 DOUGLAS ORME, Big Spring. Term expires Feb. 19, 1961
 C. I. WALL, Amarillo. Term expires Feb. 19, 1963
 FLOYD A. WOOLDRIDGE, Dallas. Term expires Feb. 19, 1963

OFFICERS OF ADMINISTRATION

EDWARD NEWLON JONES, B.S., Ph.D., LL.D., President
 121 Administration Building
 GUSTAV ERNST GIESECKE, A.B., M.A., Ph.D., Vice President
 121 Administration Building

SCHOOL OF BUSINESS ADMINISTRATION

Administrative Organization

GEORGE GAIL HEATHER, B.S., M.A., Ph.D., Dean, School of Business Administration
 FREEDIS LLOYD MIZE, B.S., M.Ed., Ed.D., Head, Department of Management
 WILLIAM ROBERT PASEWARK, B.S., M.A., Ph.D., Head, Department of Business Education
 and Secretarial Administration
 ROBERT LYLE ROUSE, B.A., M.A., Ph.D., Head, Department of Economics and Finance
 REGINALD RUSHING, B.A., M.B.A., Ph.D., C. P. A., Head, Department of Accounting
 JOHN ALLEN RYAN, B.S., M.B.A., Ph.D., Head, Department of Marketing
 VERNON THOMAS CLOVER, B.S., M.S., Ph.D., Administrative Chairman, Business Administration
 Committee on Graduate Study
 JOHN ELZIE HARDING, B.A., B.F.A., M.A., Assistant to the Dean, Freshman Adviser
 JOHN HAYES REESE, B.B.A., LL.B., Assistant to the Dean
 DOLORES ANN DORSETT, Secretary
 JANE KARR KOONSMAN, Secretary
 BETTE ANNE LAMBERT, Secretary

FACULTY 1958-1959

First date indicates year of original appointment; second date, when given, year of appointment to present rank.

Full-Time

BURL MONROE ABEL, Associate Professor of Finance, 1955
 B.S., M.B.A., Oklahoma
 HUGH ALLEN ANDERSON, Associate Professor of Economics, 1939, 1947
 B.A., M.A., Hardin-Simmons
 LOTUS BERRY BLACKWELL, Instructor in Marketing, 1948*
 B.A., M.A., Hardin-Simmons
 WILLIAM GASTON CAIN, JR., Associate Professor of Management, 1955
 B.S.C., M.A., Ph.D., Iowa
 SAMUEL WHITTEN CHISHOLM, Associate Professor of Accounting, 1957
 B.B.A., M.B.A., Texas Tech; C.F.A.

* On leave 1958-59

60 SCHOOL OF BUSINESS ADMINISTRATION

- VERNON THOMAS CLOVER, Professor of Economics, 1947, 1953
B.S., M.S., Ft. Hays Kansas State; Ph.D., Colorado
- GILFORD WILLIAM COX, Assistant Professor of Accounting and Finance, 1955, 1956
B.B.A., Texas Tech; M.S., Texas A. & M.; C.P.A.
- CHARLES EDWIN DALE, Assistant Professor of Finance, 1956
B.A., Texas Tech; LL.B., Baylor
- LUTA PELHAM EAVES, Assistant Professor of Accounting, 1942
B.B.A., M.B.A., Texas Tech
- CHARLOTTE KEITH EWING, Instructor in Business Education and Secretarial Administration, 1954
B.A., M.A., T. S. C. W.
- HOWARD ELDON GOLDEN, Associate Professor of Marketing, 1946
B.S., West Texas State; Ph.D., Missouri
- RAYMOND ACKERLY GREEN, Instructor in Accounting, 1956
B.S., A. C. C.; M.A., Hardin-Simmons
- JOHN ELZIE HARDING, Assistant Professor of Management and Economics, 1937, 1941
B.A., B.F.A., Howard Payne; M.A., Texas Tech
- GEORGE GAIL HEATHER, Professor of Economics, 1950
B.S., Southwest Missouri; M.A., Ph.D., Iowa
- ERVAN JOHN HOLTSMANN, Instructor in Business Education and Secretarial Administration, 1956
B.S., M.S., Oklahoma State
- CHESTER BURL HUBBARD, Assistant Professor of Management, 1947, 1952
B.S., Texas Tech
- LESTER SAMUEL LEVY, Assistant Professor of Economics, 1955
B.A., Rutgers; M.A., Ph.D., Cornell
- LAURA LOUISE LUCHSINGER, Instructor in Marketing, 1954, 1956
B.S., B.A., Arkansas; M.B.A., Texas Tech
- ROBERT VALLIANT MILLER, JR., Instructor in Marketing, 1959
B.B.A., M.B.A., Texas Tech
- FREEDIS LLOYD MIZE, Professor of Management, 1946, 1950
B.S., Sul Ross; M.Ed., Oklahoma
- FRED WAYLAND NORWOOD, Professor of Accounting, 1950, 1955
B.B.A., M.B.A., Mississippi; Ph.D., Texas; C.P.A.
- WILLIAM ROBERT PASEWARK, Professor of Business Education and Secretarial Administration, 1956, 1957
B.S., M.A., Ph.D., New York University
- CEDRIC JACK POUNDERS, Instructor in Economics, 1957
B.S., M.B.A., Oklahoma; M.A., Baylor
- JOHN HAYES REESE, Instructor in Finance, 1957
B.B.A., LL.B., S. M. U.
- ARTHUR THEOPHILE ROBERTS, Associate Professor of Accounting, 1955, 1957
B.S. in B.A., Boston College; M.B.A., Boston University; Ph.D., L. S. U.; C.P.A.
- ROBERT LYLE ROUSE, Professor of Economics and Finance, 1950, 1957
B.A., Coe; M.A., Ph.D., Iowa
- REGINALD RUSHING, Professor of Accounting, 1939, 1948
B.A., Southwestern; M.B.A., Ph.D., Texas; C.P.A.
- JOHN ALLEN RYAN, Professor of Marketing, 1957
B.S., U. S. C.; M.B.A., Ph.D., Texas
- ROY JOHNSON SAMPSON, Assistant Professor of Economics, 1955
B.S., Tenn. Polytechnic Institute; M.B.A., Ph.D., California
- HASKELL GRANT TAYLOR, Professor of Accounting, 1937, 1948
B.B.A., M.A., Texas Tech; C.P.A.
- CHARLES LEON TREKELL, Instructor in Business Education and Secretarial Administration, 1958
B.S. in B.Ed., M.S. in B.Ed., Oklahoma
- HARRY STUART WALKER, Assistant Professor of Economics, 1953
B.A., M.B.A., Denver
- THOMAS FERDINAND WIESEN, Professor of Economics, 1940, 1958
B.S., Texas A. & M.; M.B.A., Pennsylvania
- JARVIS WITT, Instructor in Economics, 1953, 1958
B.A., M.A., Texas Tech

Part-Time Instructors

- GEORGE WILLIAM BERRY, Finance, 1958*
B.B.A., M.B.A., Texas
- RUTH ISABELLE BRANUM, Business Education and Secretarial Administration, 1954, 1958
B.B.A., M.B.A., Texas Tech
- WILLIAM LOUIS BYRD, Marketing, 1958*
B.A., Baylor
- THOMAS JEFFERSON EDWARDS, Accounting, 1951
B.B.A., Texas Tech; M.B.A., Texas; C.P.A.
- EDNA MAYNARD GOTT, Economics, 1954*
B.A., Texas; M.A., Texas Tech
- AMOS H. HOWARD, JR., Finance, 1950
B.A., Texas Tech; LL.B., Texas
- RUSSELL BRIGGS IRVIN, Finance, 1951, 1952
A.B., Simmons; M.A., LL.B., Texas
- ROBERT BALDRIDGE REEDY, Management, 1954
B.A., Illinois
- A. B. SEGARS, Accounting, 1953*
B.B.A., M.B.A., Texas; C.P.A.
- LEONARD CLIFTON WALKER, Marketing, 1956*
B.A., Texas Tech
- REX WEBSTER, Marketing, 1953, 1958
B.A., M.A., Texas Tech
- JAMES HOWARD WELBORN, Marketing, 1959**
B.A., Texas Tech

Graduate Teaching Fellows

- WILLIAM GAY ARMSTRONG, Finance, 1956
B.B.A., Texas Tech
- JIM TOM ASIMOS, Economics, 1957
B.A., E. N. M. U.
- WANDA MILLS BEHRENDT, Marketing, 1959***
B.B.A., Texas Tech
- JOHN RUSSELL CREWS, Accounting, 1959**
B.B.A., Texas Tech
- DALE GIBBS, Accounting, 1958*
B.S., Arkansas State College
- GORDON ALOYSIUS GOLDER, Economics, 1958
B.S. in B.A., Gannon College
- MARK HAGSTROM, Accounting, 1958
B.B.A., M.B.A., Swedish School of Economics
- EVERETT BALDWIN HEINS, Accounting, 1958
B.B.A., Texas Western
- IRWIN MELVIN JARETT, Accounting, 1958
B.B.A., Texas Tech
- ERNESTINE DOLORES KILCHENSTEIN, Secretarial Administration, 1957, 1959
B.B.A., M.B.A., Texas Tech
- JAMES WILSON PATTILLO, Accounting, 1958
B.S.C., St. Edwards University
- HOMER LADON SHEATS, Management, 1957*
B.B.A., Texas Tech
- LARRY EDWARD SHORT, Management, 1958
B.B.A., Texas Tech
- RICHARD LYNDELL SPEARS, Accounting, 1958*
B.B.A., Texas Tech
- PAUL SPITZ, Accounting, 1959****
B.B.A., New Mexico Western
- JAMES ORWIN TINSLEY, Business Research Bureau and Economics, 1958*****
B.B.A., Texas Tech
- MARLYN RAE WISWALL, Business Education and Secretarial Administration, 1958
B.A., Idaho State
- ROBERT JAMES WOOD, Finance, 1959**
B.B.A., Texas Tech
- JOHN TALMADGE WRIGHT, Economics, 1958
B.S., Texas Tech

* Fall semester 1958 only
 ** Spring semester 1959 only
 *** Spring semester 1959 only. Resigned March 25.
 **** Spring semester 1959 only. Resigned April 6.
 ***** Business Research Bureau, Fall semester 1958; Economics, Spring 1959.