

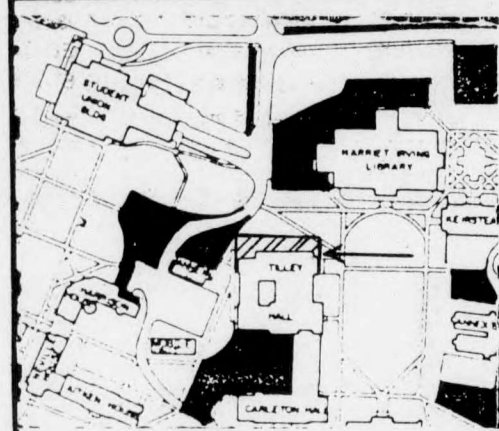
## FACULTY OF ADMINISTRATION

### IN EXISTENCE FOR 35 YEARS WITH A FOCUS TOWARDS THE FUTURE

Department of Business Administration was established in the Faculty of Arts in 1951 in response to the growing demand for trained personnel in the Canadian business community. Classes in Business Administration commenced in the Fall of 1952 with the first 3 graduates receiving their BBA degrees at the 1954 Encaenia. Growth of the Business program was slow at first with only a single faculty member during the period 1954 - 57 and only two members from 1957 - 60.

The latter half of the sixties and through the seventies saw a phenomenal growth in Business and Commerce programs across North America. The UNB Dept. of Administration was included in that period of rapid growth as demonstrated by a comparison of enrollment and graduation statistics. In 1955 the department had an enrollment of 65 and a graduating class of 4 students, in 1974 enrollment was 500 with a graduating class of 130 a marked contrast with the present enrollment of 1100 students with an expectant graduating class numbering almost 300.

In 1975 the Department was elevated to the status of a School within the Faculty of Arts and finally gained faculty status in 1980. The Faculty of Administration has contributed to society in a number of ways the most significant of these being its graduates who total about 2500.



*Proposed  
Expansion  
to Tilley Hall*

The Faculty and staff complement has increased substantially from the single Faculty member of 1952 to accommodate the growth of the Faculty of Administration. The Department is manned by 36 Faculty members including two Assistant Deans; one responsible for the undergraduate programs and the other for graduate and external programs. Support staff consists of six secretaries and one technical staff specializing in computer applications. To complement this organizational structure are a number of committees representing each of the academic areas: Accounting; Finance; Industrial Relations including Personnel; Management including Organizational Behavior, Policy, Business and Society, and Business Law; Marketing; and Quantitative Methods. To further complement the structure is a Faculty Council chaired by the Dean with all Faculty members and elected students taking an active part.

In 1984 the Interface Conference was organized to bring Business, Government, and the Faculty of Administration closer together to improve the interaction among the sectors. One result of this conference was concept of an advisory board, involving all sectors, being established to aid in determining the direction the Faculty for the future. In the fall of 1985 the Advisory Council for the Faculty of Administration met for the first time its membership including representatives from Business, Government, Faculty and two students as observers.

# BUSINESS SOCIETY NEWS

## THE FUTURE

The Faculty of Administration has already begun to meet its commitment to the needs of the future. The BBA program has been reviewed recently resulting in some major changes in the curriculum. Previously required 138 credit hours to be successfully completed has now been revised to 120 with required courses such as Business Law, Management Information Systems, and a second Marketing course being added to a well rounded program. The new program will require students to face a higher admission requirement, maintain a higher Grade Point Average, and meet the challenge of increased computer utilization in various courses. Also there is the addition of new elective courses in areas like Direct Marketing and Computer Applications in Accounting.

The program when completely implemented is expected to turn out very competent and well trained graduates who will be well received by the employers and will have the potential to stay competitive and effective for a longer life span of a career. There are currently about 1100 full time and 50 part time students in this program amounting to about 18% of total undergraduate enrollment at UNB.

The MPA program which has been offered since 1981 on a part time basis has been expanded to include a full time Master's Public Administration and Master's Business Administration commencing September 1986. These programs will help meet the needs of the region and certainly produce a beneficial effect on the quality of the BBA degree, faculty research, and professional activities.

Also in the plans for the future is increased interaction with the community. Interaction with business, industry, government, and the community has several benefits such as access to real world data for teaching and research; opportunities for summer jobs for students, and developing new programs. With this in mind the Faculty of Administration is exploring the idea of establishing a Small Business Development Center that could offer a full range of advisory and educational services to the business community.

Also in the plans for the future is a proposed new facility to house the Faculty of Administration. Included in this proposal are expanded facilities for microcomputer lab, library and student lounge.

In a report to the Advisory Council, Dean Nair outlined the goals of the Faculty: "Commitment to excellence in all our activities and programs, gathering and retention of high calibre well trained and motivated faculty, enrolling intelligent and motivated students, competent and cooperative staff, appropriately equipped physical facility, good management and creation and maintenance of an environment appropriate for learning and conquering the boundaries of knowledge - these we aim for and work with our utmost enthusiasm and dedication."

The Faculty of Administration at the University of New Brunswick has a bright and promising future.

A Business Society Newsletter will be published on a regular basis to increase awareness of Business Society projects. The newsletter will contain articles of interest to Business students, faculty, alumni and the business community. Also there will be information regarding Society programs and a guide to upcoming events.

## NEW EXECUTIVE FOR BUSINESS SOCIETY

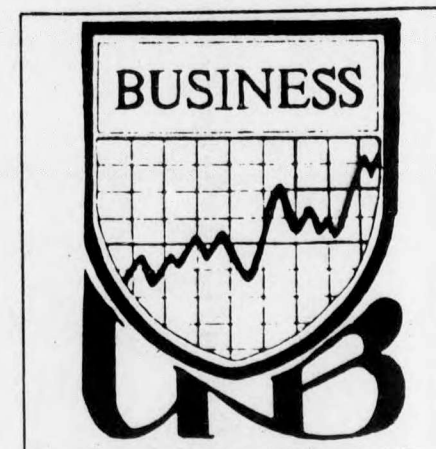
The new executive take office on March 5th and a general meeting of the Business Administration Society will be called before the end of March for final reports of 1985-1986 executive.



*Back row Left to Right Gerald Regan, Ana Sainz, Rob Blankney, Eric Semple. Front Row: Shirley McGrath, Jeff McCain, John Landrey, Pat Green.*

The Business Society will continue to offer a wide range of activities in the upcoming year. Some objectives of the Society will include improving communication with its membership and to increase participation within the Society. In order to achieve these objectives, a number of new programs will be established.

## Business Administration Society



## Business Society Supports PALE

Peer Alcohol Education (PALE) is a student helping student approach to alcohol abuse designed around the concept of responsible and sensible use. This fall the Business Society has selected PALE as their designated charity. The commitment not only includes financial support but aid in developing a new program. Involved in the process are three Administration students: Esther Clark, Ling Siew - Yieng, and Eric Semple. There will also be various fund raising events during the year on behalf of PALE.



## BUSINESS ADMINISTRATION SOCIETY

The 1985-1986 academic year has seen the Business Society grow to the largest single student organization with a wide range of programs. Examples of successful Business Society programs are a student newsletter, a winning marketing team, career development programs, Alcohol Awareness Program and social events such as the frequented GROG.

## ORIGINS

The Business Administration Society was formed in 1952 under its original name Business Administration Club to help bridge the gap between the textbook and actual business situations. The original purpose of the club was described in its first constitution as follows:

"to provide for a common meeting place for all students interested in Business Administration and to provide an opportunity for students to gain additional information on practical business affairs through the use of speakers, films, and excursions to places of business."

The Business Administration Society still continues to function today with little change to the original concept as seen by viewing its present structure. The present day Society operates according to an updated version of the original constitution written in 1952.

Membership to the Business Society is open to all full time students enrolled in Faculty of Administration. Also provisions are made for associate or social memberships for Faculty and students of other disciplines these are considered nonvoting members. The membership elects a slate of eight executive officers including: president, vice-president, treasurer, administrative coordinator, advertising director, public relations director, special events coordinator and career development officer, along with class representatives from each year.

All of these elected officers are responsible for certain duties as outlined in the constitution and may hold office for a term of one year and are then eligible for reelection.

The duties of the officers are aimed at achieving the purpose of the Society which is as follows:

1. To promote unity among Faculty of Administration students of the University of New Brunswick.
2. To work with the Faculty on behalf of its members for improvement of the Faculty of Administration.
3. To carry out programs to broaden the overall educational background of its members.
4. To enhance the social environment of its members.

The Business Society operates on funding through various sources such as student fees allocated by the UNB Student Union and merchandising activities. Examples of events or activities sponsored by the Society include, guest speakers, golf tournaments, marketing teams for competition, career development programs, and the ever popular Business Society GROG.

## Outstanding Business Student Award

Each year the Business Society and Faculty of Administration recognizes a Business student for their accomplishments and contributions to the university and community. The award is presented to graduating Administration students who demonstrate qualities that enhance the image of the school. The "Outstanding Business Student Award", which is presented in the spring is listed with the Graduation Awards and includes an inscribed plaque and prize. The award is chosen by a joint committee of Business Society and Faculty.

The 1984-85 Outstanding Business Student Award was given to Les Chipperfield a mature student serving with the Royal Canadian Mounted Police. Les was active within the faculty and various service organizations in the community while maintaining an exceptional G.P.A.

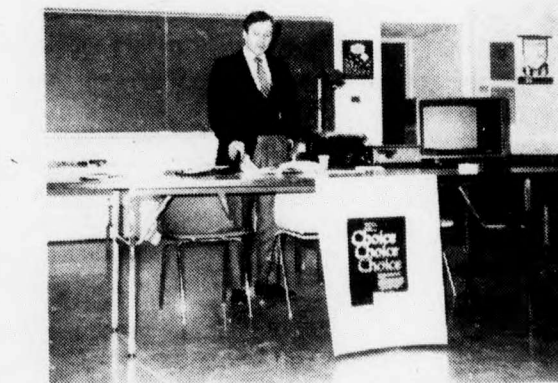
Applicants must be Business Administration students who will graduate this year and have a cumulative G.P.A. of greater than or equal to 2.7 in their third year. Nomination forms can be picked up at the Business Society Office in Tilley 304 until March 10.



*Les Chipperfield*

*1984-85  
Outstanding Business  
Student*

## CAREER DEVELOPMENT PROGRAM



*John Robertson, CGA President (NB Assoc) addresses students.*

A new program has been developed to serve Business students at UNB by providing information and aid in making career choices. The program will aid first year students in making career choices and graduating students get a specific job. This will all be made possible through a series of speakers, resume writing clinics, and continuous information exchange regarding career choices.

Also included in the program will be a series of business and industrial tours in the local area to orientate students with the work place. Information sessions will be held with various companies and professional organizations such as Proctor and Gamble and the Certified Chartered Accountants.