

Section 8.

OBJECTIVES OF COMMERCIAL DEPARTMENT

The objectives of the Commercial Department are more or less in order of importance as follows:-

1. To develop graduates who on the average will be:-
 - (a) Acceptable to business
 - (b) Successful in business
 - (c) Able to fit smoothly into business life at graduation and will not be handicapped by the early disabilities which traditionally have attached to the University man. This phase of the work is very important and can only be appreciated by those who realize how badly the average graduate does fit into business when he leaves college. The tradition is well founded.
2. To develop post-graduate specialists to a point where they will:-
 - (a) Enter business with special adaptability for definite fields of work *such as Accounting & Statistics.*
 - (b) Be useful for special services such as government service.
 - (c) Serve as teachers and research experts.

H.B. The field of commercial specialist, qualified under the regulations of the various Departments of Education, also should be catered to as facilities permit. Confidentially, it can be told that whereas the educational authorities of Ontario were once extremely sceptical of the University graduate of the Business Department at Western, they have now consented to accept Western standards and courses for every commercial specialist requirement. It is a valued recognition granted only to Western.

3. To gain distinction for the University in the fields of business wherein the Department is peculiarly fitted to give leadership and to develop the members of the staff so that they become recognized as dependable counsellors.
4. To do its share towards the development of a literature of Canadian business. This is a crying need in a field as yet completely untouched.

Section 9.

What is
Involved in
the Chief
Objective

The chief objective is to train a competent body of young men for business life. In this connection it is important to realize that it is entirely a work of training of the mind and of developing a point of view. Business cannot be taught in any institution. The actual teaching of business comes only