

Industrial Management

A case approach to the problems of business as they apply to production phases of manufacturing industries. Problems of location, construction, equipment, supplies and internal control, etc. are dealt with.

Text Book: Schell & Thurlby--Problems in Industrial Management.

Sales Management Problems - *Advanced Course*

An advanced case study of the problems of the sales management in controlling the distribution of the product. in surveying markets, in handling the sales personnel, etc.

Text Book: Tosdal--Problems in Sales Management.

Industrial Accounting Problems *Advanced Course*

Covers the ground of accounting in the factory for ascertaining costs of production, methods of assigning overhead costs, executive cost reports etc.

Text Book: Sanders' Problems in Industrial Accounting.

Business Policy

A case course in which is correlated the specialized work of the other courses. Written reports at frequent intervals form a major requirement of this course.

all cases submitted by our practicing executives
Text Book: *Harvard Business Reports.*

Advertising Problems - *Advanced Course* Only

A study of advertising in its relation to sales policies, methods and requirements. The functions of advertising, various methods and media etc. are examined and principles evolved by case study.

Text Book: Borden--Problems in Advertising.

Foreign Trade Problems

A case study of the principles, methods, and requirements of export and import trade. Selling, advertising, packing, invoicing etc. are all touched upon in this course.

Text Book: ? (Roorback--Problems in Foreign Trade)

Import and Export Mechanics

A study of the documentation of foreign trade, insurance, financing, credits etc.

Advanced Courses