

The Financial Pest

Fredericton, N.B., January 14, 1965

BUS. ADDERS. CHOOSE QUEEN

BUSINESS PROSPECTS FOR 1965

General Predictions:

- 1) Prof. Maher will keep his wire-rimmed glasses.
- 2) Prof. Sharp will keep his prestigious upper level office.
- 3) Prof. Reddin will address his class as "LADIES AND gentlemen."
- 4) Prof. Sharp will not sit on the window-sill.
- 5) Honorary lectures will again be given by high level government officials.
- 6) Prof. Reddin will wear long-sleeve shirts.
- 8) Prof. Jain will compliment his class on how well prepared it is for class.
- 9) Prof. Reddin will have his students investigate the inner secrets of the other members of the staff.

3rd Year Notes:

- 1) Colin Westman will stop asking questions in class.
 - 2) Aubrey Beers will flunk an exam.
 - 3) Fred Ward will appear without his blue jeans.
 - 4) The Walkers will continue to arrive at class early.
- #### 4th Year Notes:
- 1) The Bill Jarvis - Miss Bird affair will come into the open.
 - 2) Leo Beausoleil will stop copying Goodfellow's assignments.
 - 3) Bill Fenton will attend two classes in a row.
 - 4) Ron Searles will take post-graduate accounting.
 - 5) Doug Sanders will beat Prof. Sears by one stroke in golf and fail Business Law.



CLAIRE GRAY WINS FAVOUR

Business Administration Queen for 1965 is Miss Claire Gray, a pretty Jamaican second year science student. Claire was elected by the Bus. Ad. faculty from a group of four young ladies. The nominees were Elaine Fowler, Faith Grey, Ann Cofwell, and of course, Claire.

NEW CANADIAN AUTOMOBILE ANNOUNCED

Carsler Corp. of Canada Ltd. and Furd of Canada have announced that they are co-operating in production of a new all-Canadian automobile. It is a cross between Valiant and Comet, and will be called the "VOMET". It will come in only one body style to begin with, a convertible with an automatic throw-up top. The upholstery will be a beautiful puce green. The one drawback to this new car is that, unlike Valiant and Comet, it will have sickening gas mileage.

Claire has been very active in sports since she came to U. N. B., taking part in field

hockey, badminton and intramural sports. Students will

remember Claire as the star female dancer in the calypso dancing in this year's Red 'n'

Black Revue. Claire has also been very active in the WUSC program on campus.

Claire will be crowned queen of the Faculty at the Business Administration year-

ly Dinner and Dance on Friday, January 15th, and we're

sure she will go on to win the title of Miss Winter Carnival '65.

THE FUTURE OF BUSINESS EDUCATION

by Edward D. Maher

One out of five men enrolled in college in the United States is now majoring in business. As the number has grown there has been increasing concern about the quality of the business programmes and the precise function of the Universities in this area. In 1959 two reports on the business schools were published in the United States as a result of studies initiated by the Carnegie Corporation and the Ford Foundation. Both studies found much wrong with business education; low quality of

students, an excessive number of vocational courses, and inadequate attention to some of the fundamental areas such as mathematics and the social sciences.

The Committee for Economic Development — a highly respected group of leading businessmen and educators in the United States — has just published a new study of business education called "Educating Tomorrow's Managers". How does business education look six years after the Carnegie and Ford Studies? The

CED Study concludes that substantial improvements have taken place. More stress is being put on a liberal education for business, vocationalism has been reduced, and mathematics, quantitative analysis for business problems, and the application of the social sciences to business are being stressed. Many schools are seeking to give greater attention to the broad social, political, and economic environment in which business is conducted. The quality of students has been improved through raising academic requirements. Faculties are being upgraded.

The CED concludes that "... there is no reason to believe that the business schools are letting in too many people or are producing masses of candidates for business careers for whom no demand exists. The demand for white-collar personnel is growing faster than for other types of labor. The business schools... have been hard-pressed in recent years to satisfy the demand of business for managerial, professional, and technical personnel... and the demand for salaried managers and independent businessmen will probably increase faster than the national average for all occupational groups."

One of the most interesting points is the apparent change in attitude toward the undergraduate business programmes.

Both the Ford and Carnegie studies argued that business education should really only be undertaken at the graduate level although undergraduate programmes were rather grudgingly accepted as possibly a necessary evil. But the CED Report states, "Since it is clear that many business studies, such as accounting, economics, statistics, etc. can appropriately be taught at the undergraduate level, surely it is no disadvantage in the American setting (and may often be a considerable advantage, for reasons of student motivation and career orientation) to have these business studies grouped and coordinated in undergraduate business schools or programs in business." They go on to state that "the business studies must be truly college level courses stressing analysis and basic principle...". Although they emphasize the need for a liberal education for future businessmen they point out that a liberal education is not a static concept. "As the social, economic and technological conditions of a free society change, so must the content of a liberal education. One cannot be considered a liberally educated person in our society without a knowledge of the nature and role of business institutions. Nor is there any necessary conflict between a liberal and a professional education; on the con-

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