

OPPORTUNITIES FOR SPECIALIZATION AND LEADERSHIP  
FACING U. OF B.C.

This topic can only be dealt with in general terms more or less obvious at this distance. This in some respects is advantageous, because the distant point of view must necessarily be founded on basic fundamental considerations.

Section 24.  
Laboratory  
Facilities

The Commercial Department at the U. of B.C. will have the advantage of what will prove to be one of the three best laboratories in the Dominion--Vancouver, Montreal and Toronto. Hence from the standpoint of laboratory resources B.C. needs to take second place to none. The leadership of the Department amongst the universities of Canada will be limited only by:

- (a) Lack of aggressiveness exploiting the resources available
- (b) The aggressiveness of two other institutions in exploiting their resources.

From this standpoint the U. of B.C. at this moment has a unique opportunity to grasp leadership and to establish a Dominion wide reputation because her possible rivals have failed as yet to show a realization of what business education involves.

Section 25.  
Community  
Influences

Inevitably the major industries of a community afford the best laboratory facilities. Hence I judge that when local teaching material has been collected it will colour the instruction with an emphasis on the problems of the following industries:-

Fishing  
Lumbering and Wood working  
Mining  
Canning  
Vegetables and Fruit  
( In Marketing)

In so far as the fields of wholesale and retail distribution are concerned the influences will not be distinctive and will follow along the usual lines.

Section 26.  
Outstanding  
Opportunities  
for U. of B.C.

For advanced work and for the development of the staff the wise course will be to drive directly along those lines mentioned above. Especially will this hold in the case of agricultural phases where exceptional advantages will be enjoyed because:-

- (a) Agricultural marketing is already scientifically advanced in B.C.
- (b) The possible cooperation of a School of Agriculture, ~~is~~  
~~being~~.