

APPENDIX B

Brief Description of Content of some of the Commerce Courses.

Introductory Course in Business Organization

This course covers in an elementary manner the various activities of a business from the management point of view. The intention is to make the student realize that finance, sales, production and other phases are closely correlated in the operation of a single business.

This course also is useful as a means of introducing the student to habits of research and self work. A report is assigned to him which he compiles largely on his own initiative.

Cases supplemented with "Introduction to Business" by Gilbert & Gragg constitute the material used.

Fundamentals of Accounting

Covers the fundamentals of the accounting field, basic books, preparation and analysis of financial statements, application of principles to problems of capital, revenue, maintenance, cost etc. - *Actual bookkeeping is kept to the minimum.*

Text Book: Fundamentals of Accounting--Cole.
Supplemented with Problems.

Marketing Problems

A case approach to the principles and methods of distributing merchandise in the industrial and consumer fields. Channels of distribution, consumer buying habits, advertising and sales management problems are all covered in this course. Frequent reports on assigned problems are required.

Text Books: Copeland--Problems in Marketing. - *Full Canadian cases are available*

Business Finance Problems

Case study of the day to day financing problems of the individual business as regards investment, promotion, budget, credit etc. This course applies in concrete form the theory of finance as studied in the Department of Economics. Written reports on assigned problems are required.

Text Book: C. E. Fraser--Problems in Finance. - *Full Canadian cases are available*