

Section 21.
The Matter
of Degrees

The question of advanced studies brings up the matter of degrees. I feel that Western showed peculiar foresight in maintaining the B.A. for all undergraduates and in refusing to follow the popular trend of establishing a special Bachelor Degree in Commerce. It has meant certain important advantages, viz.,

1. The Western commercial graduate is stamped as an Arts graduate.
2. Western students will be exempt from the danger of being identified with a degree which may in a few years become unpopular amongst executives. Every institution in America almost is grinding out B.Coms. etc., and enough of them do not know what they are doing to constitute a real danger of bringing commercial degrees into disrepute.
3. Western is now free to establish a distinctive Master's Degree which will identify and reward her advanced students on the merits of her own work.

This feature means carrying into the university an important though simple principle of business, viz. "When you produce a product of distinctive quality, good business demands that it should carry a distinctive identifying mark."

In the case of the U. of B.C., I am convinced that a similar policy would be best. But the degree of B.Com. has been established and it may be inadvisable to discontinue it. It remains to make the best of the situation--with one great consolation. It is that by situation the U. of B.C. is herself a distinctive institution. She has the opportunity to make the B.Com highly reputable in B.C., whatever it may be elsewhere. This is a problem which can only be dealt with on the ground and in consultation with others.

Section 22.
Recommendations
for
Graduates

In any event, dependence on a degree alone as a means of promoting the reputation of the Department would be unwise. A system of personal recommendations can be worked out so that the University can safely guarantee them within reasonable limits.

A sample of the recommendations used by Western is attached. The truth is always told and after an experience of eight years nothing better has been discovered. These recommendations generate confidence in business circles. At Western the system has been expanded to other departments.

Section 23.
Keeping in
Touch with
Graduates

The Department of Commerce has an important administrative function in keeping touch with its graduates and in replacing them when necessary. As these men are the business leaders of the future, the importance of cultivating them after graduation is obvious.