

Any business trained instructor should be competent to conduct most of these fundamental courses.

A tentative outline based on the 1930-31 calendar is shown in Appendix A accompanying this report.

Section 19.
An Important
Change

While the Introductory Course in Business Organization could be dispensed with it has great value in acquainting the student with the field of work to follow and makes him realize that specialized subjects to come are integral parts of one whole. This is most advantageous where undergraduates are concerned.

Applying
Specifically
to the
case of
U.B.C.

But this course should be set in the second year and therefore makes it necessary for students to be sure at that stage that they are headed for commerce. It destroys the complete arts aspect of the second year. The situation would be simplified if equivalent standing to a pass course in Arts were conceded to this course. Then, students who fail to pass into the third year commerce would receive credit on a pass course, provided their standing met with the requirements.

Section 20.
Advanced
Work

Beyond the scope of the all around course covered by the fundamental subjects above listed lies an unlimited field of advance specialization to be taken advantage of by the student who extends his studies beyond the four years.

Advanced studies in the form of a series of specialized courses can be carried on in each of the fields of Statistics, Sales, Finance, Production and Accounting. It is impossible to say what should or should not be done in this regard because it all depends on local facilities and conditions. All the subjects are important but can all be developed only in a graduate school of large proportions.

When the course at Western was first laid down it was decided that specialization could only be undertaken in one field for several years. The field of sales was chosen because it was felt that the future scientific emphasis of business would be cast in this field. The wisdom of that decision is now borne out by the actual developments and Western appears to be on the right track in slowly developing specialized advanced studies in marketing and its allied subjects.

That situation still holds and, I believe, should govern the growth of the development of the department at the U. of B.C. This is a question of principle. The details of the development of course will vary with the peculiar opportunities of your own situation.