

University News Beat

by Department of Information and Publications

Emergency Services
Centre — 3333

Small Business Assistance Program

Helping Canadian Enterprise Grow

The Ontario Government awarded several large grants to ten universities in Ontario this year in order to set up Small Business Assistance Programs. York has received \$39,500.00 to continue the program for the third year in a row.

The objectives of the Program are to provide low cost business consulting assistance in Metro and areas north, to combine the experience and talent of owners/managers, to help the provincial government and universities to solve small business problems and to provide opportunities for students to learn about small business.

Under the direction of Professor Rein Peterson, Administrative Studies, the Assistance Program has promised to deliver 60 consulting assignments, including work with

the Tourist industry. "Basically we are to take on assignments we can handle and not put any business into bankruptcy," said Peterson.

According to follow up reports of the previous years' activities, Peterson and his team of student consultants have handled their clients with expertise. No client has showed disappointment in work done.

In Peterson's view - small business is Canadian business, yet it seems to be an area that government lacks vital information on. Robin Macrae, a student involved in the program explained, "Small business has only been very visible of late. Where they are going to next is really not clear. The effect of small business on the economy of Canada is something we know very little about, there is very little reading material or discussion

on the problem".

It would appear that the Provincial Government has found a means, through the universities, to maintain a direct contact with small businessmen. "It started off as student employment but it was soon discovered that they (students) had some skills and we are now moving more into the consulting field" Prof. Peterson noted.

One of the major problems that face the student consultant tends to be in the area of management though it is not surprising to Peterson. "Generally we lack management talent all over our country in large and small business and industrial areas. It is only recently that this country believed you could train managers. Our Business schools are only ten years old".

Though selection of prospective clients is critical in accordance to what the students should and should not do, the area of consulting is not confined by any means. "We do the gambit but make sure we deal with problems in which we can have and impact" assured Prof. Peterson.

While tax, legal and personal problems are touched upon the consultants prefer to act as referral

agents in these cases. Tact is a necessary part of the consulting work. Alternatives are supplied, from there it is up to the businessman to decide. "Any areas where there is a great deal of judgement, for example, should he proceed with some expansion program, then there is a great deal of discretion in not saying - go ahead in doing this" added Mr. Macrae.

The students work in teams of two with a nominal fee of \$15.00 per person per day charged. The fee is imposed to deter those looking for cheap labor as well giving credibility and professionalism to the program.

Harry Ounapuu, manager of the 1975 program and Robin Macrae have retained their positions in the program for a second year. "It's a tremendous opportunity for any consultant in the program," explained Mr. Ounapuu, "You have the ability to go out from the academic realm and test out what you've been learning".

Since problem solving and decision making are a large part of the responsibility as a consultant, applicants to the program must have some experience in the consulting field or an area that has provided ex-

posure to small business. There are ten positions open to Honour Graduates and students in Master degree programs in Business, though exception is being made to students outside these programs who show exceptional ability. "Aside from experience, we are looking for a genuine interest towards helping small business and a certain level of academic achievement" Mr. Ounapuu added.

The position offers a salary of \$145.00 per week for undergraduates and \$165.00 per week for MBA's.

Another off shoot of the program that Peterson feels can be beneficial to any student is the information the consultants have and will be compiling. "Students should seriously consider the possibility of breaking into small business upon graduation instead of being plugged into an existing system".

Small business can provide a healthy alternative for students. And while the problems are being ironed out by the government through such programs as the Small Business Assistance, the industry is certainly booming.

Registration 75-76

Each year the Faculty of Arts arranges a Spring registration for students who will continue their degree studies in the Fall. This spring it will be held on April 8, 9, and 10. In order that First Year students, who will register on the 10th, may be well informed about the major programmes available to them many departments and special programmes hold open meetings to describe their programmes, discuss their course offerings and answer your questions. Do take advantage of this opportunity to talk to the representatives of the various departments and programmes, particularly if you are undecided about your choice of major for next year:

Anthropology	March 19, 3-4 p.m.	Curtis B
	March 26, 3-4 p.m.	Curtis B
Canadian Studies	March 26, 2 p.m.	137 Winters
	April 1, 10 a.m.	118 Winters
Computer Science	March 26, 2:30 p.m.	S783 Ross
Economics	March 24, 1 p.m.	S915 Ross
English	March 20, 1:45-3 p.m.	S869 Ross
Foreign Literature:		
German & Russian	March 26, 4 p.m.	S427 Ross
Italian & Spanish	March 27, 4 p.m.	S427 Ross
Geography	March 26, 12 noon	N306 Ross
	April 1, 1 p.m.	N306 Ross
Individualized Studies	April 1, 4 p.m.	Calumet living room
Linguistics	March 24, 3 p.m.	S562 Ross
Mathematics	March 26, 3:30 p.m.	N524 Ross
Philosophy	April 3, 4-5:30 p.m.	S869 Ross
Political Science	March 26, 1 p.m.	S615 Ross
Psychology	March 25, 2-3 p.m.	Curtis B
Sociology	March 31, 3-4:30 p.m.	S872 Ross
	April 3, 3-4:30 p.m.	107 Steadman

East Asian Studies, Latin American & Caribbean Studies, Law & Society, Religious Studies, Social and Political Thought, & Urban Studies

April 1, 2:30 p.m. S783 Ross



Children of Deer Park Elementary School are given cards depicting streetscapes with which they will create their ideal environment. Discussion of the Child's View of Urban Landscape is one of the topics stated for the Urban Studies Symposium being held at York from March 13-15.

Promotions Announced For Registrar's Office

Two appointments were recently announced at York. Mr. George Fontaine, former Director of Student Awards was promoted to Associate Registrar while Miss Kay MacDonald, previously a financial officer at York stepped into the position vacated by Mr. Fontaine.

Both Miss MacDonald and Mr.

Fontaine regard the positions as challenging and are looking forward to continuing and maintaining the required duties of these positions.

As Associate Registrar, Mr. Fontaine will be concerned with the upkeep of student records, undergraduate transcripts and registration. Seeing himself as an "implementor of decisions", Mr. Fontaine is looking in future to incorporate his ability to assess and then act on decision.

To make the office more visible in the eyes of the community and increase awareness of what the office does are two of the goals Kay MacDonald has set for herself as Director of Student Awards. She defines her job as being instrumental in the financial servicing of students and in the equitable distribution of funds. "We have to let the students know that we are employees of the University and that we work for them", she says.

Urban Studies Symposium March 13-15

"Reading the Urban Landscape", theme of this year's Urban Studies Symposium, promises to take you beyond the lecture hall for a first hand look at some of the realities of Urban Planning.

The three day symposium, being held March 13, 14 and 15, is sponsored by the Urban Studies Program and partially subsidized by the International Studies Program.

Geared toward the York student body, the planners under the direction of assistant professor John Punter, strove for diversity in the program with parallel discussion sessions, multi-media presentations, lectures and field trips to take place at various times during the Symposium.

On Thursday and Friday such people as Grady Clay will be on hand to speak on his book "Close Up: How to Read the American City", Barton Myers and James Lorimer on "Our Cityscape" and Eric Winter and John Hart on "The Child's View of Urban Landscape".

Saturday has been set aside for working sessions on the topics covered in the lectures. High school teachers from the Metro area have been invited to chair these sessions.

A streetcar tour of Central Toronto and a bus tour of Suburbia will take place Saturday afternoon and will give one a chance to look at old familiar from a different perspective.

There is no admission charge for any of the events scheduled for the Symposium. Registration hours are: Thursday March 13, 1:00 - 2:00 p.m. and 4:00 - 8:00 p.m.; Friday March 14 from 9:00 - 9:30 a.m. and 12:00 noon to 3:00 p.m.

Programs are available or consult the Bulletin for times and places of the events.

President Initiates Task Force

A Task Force on Urban Studies was recently initiated by President Macdonald - its purpose to review the University's involvement in urban and regional studies and to examine areas for future initiatives.

Representatives from the Faculties of Arts, Environmental Studies and Administrative Studies will be focusing their attention on the "research component" and the

potential of strengthening York's efforts in this area. The committee will also be considering the possibility of program innovation in teaching and community relations.

In order to identify alternatives as soon as possible the Task Force will be meeting regularly over the next several weeks. It is expected that special meetings will be arranged to include members of the York community, the President

and appropriate external officials.

In the interim the Committee is interested in receiving opinions from the faculty and students of York on present and future involvement in the area of urban and regional studies, both instructional and research.

Interested persons are invited to write and contact the Secretary of the Task Force c/o the Office of the President.