

varied and change so rapidly with each succeeding step of advancement that it is impossible to detail them.

The ideal instructor would be the man who combines academic qualifications with teaching aptitude and business experience. Very occasionally this type of instructor might be available, but he cannot be counted upon as forming a source from which instructors can be drawn.

BASIC REQUIREMENTS OF THE COURSE

Section 17. Standards

The first requisite is a good selection of those who enter the course. Personality and native ability are the chief factors in a satisfactory graduate, and they should be sought for in the commercial freshman. Hence, satisfactory entry requirements form the first step. Dependent on conditions, the entry requirements will be based upon a standard attained in, say, the second year of the general arts course. The continuity of standards through succeeding years will be based on both arts and commercial courses.

Section 18. Fundamental Courses

On the whole, the chief requirement of training the business mind can be attained with few courses properly handled. For the general commercial student on a four year course, therefore, the following approximate maximum schedule should suffice:

1. Introductory Course to acquaint him in broad outline with the scope and inter-relationship of the specialized courses to follow.
2. One course in Fundamentals of Accounting.
3. One course in Marketing
4. One course in Industrial Management.
5. One course in Foreign Trade (For U.B.C.) - *possibly economics*
6. One course in Statistics - *Economics*
7. One course in Business Finance
8. One course in Contract Law and Documentation. - *To warn of part falls the need for other legal advice.*
9. One course to correlate the specialized subjects in a related whole.
10. A major report before graduation involving individual work in the solution of an actual business problem.

Backing these fundamental courses, however, are selected courses in Economics.

Allowing for two complete years of general arts subjects, the program outlined involves heavy work for the student, but that is a necessary part of his training.

Granted a schedule approximately as outlined, it means that the student gets an all around course covering the major phases of business activity. It also provides ample scope for individual effort and initiative.