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Rollins College MBA 1960-1961

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Master
of **B**usiness
Administration



Rollins College / Winter Park, Florida



Master of

Business

Administration

Program at

Rollins

The Rollins College program for the professional degree of M. B. A. is designed to prepare candidates for responsible supervisory and administrative positions in business. The courses offered aim to provide knowledge of pertinent economic and business facts; to improve the capacity for analyzing situations and problems; and to develop fundamental techniques of control and skills of leadership, based upon an understanding of the human factors involved in group endeavors and the relation of a business enterprise to the economy as a whole.

As the program develops, additional advanced specialized elective courses will be offered. The present offerings meet all of the most rigid requirements for the Master of Business Administration degree, fully accredited by state and regional accrediting authorities. All courses under the program are accepted for the training of veterans and by the Department of Education of the State of Florida.

REQUIR

Admission Requirements

All applicants must possess a Bachelor's degree from an accredited college, and must take and attain a satisfactory score on the Graduate Record Examination. If the applicant registers before he has had this examination, it must be taken at the earliest possible opportunity. Bulletins announcing the dates of the Graduate Record Examination are available at the Office of the Registrar.

In exceptional instances, mature persons not holding a Bachelor's degree may be permitted to audit courses, without academic credit.

Program Requirements

The program leading to the degree of Master of Business Administration is divided into two parts: the 500 level basic graduate courses, and the 600 level advanced courses. The 500 level courses constitute a core group, providing a training in the essential elements of business administration and management.

The 600 level courses constitute advanced training in the major operational areas of business management.

They permit concentration of studies to suit the candidate's individual aims, while insuring a balanced development of administrative knowledge and skills.

Study Program

Each candidate's study program will vary in accordance with the course he has completed for his Bachelor's degree, as well as his preference for specialization. To insure adequate coverage of all pertinent fields, each candidate's combined undergraduate and graduate program must have included courses equivalent to those designated in the 500 level. Any of these subjects not included in a candidate's undergraduate program must be included in his graduate program.

Graduate credits will be allowed for 500 level courses up to a maximum of 18 semester hours. At least 12 semester hours must be at the 600 level and must include course 612, Research Projects, except for those who elect a thesis under BA699. Candidates having a Bachelor's degree which includes none of the 500 level courses will therefore be required to take all eight subjects, but may apply only six of them toward credit for the degree.

EMENTS

Credit Requirements For M. B. A. Degree

The candidate must complete a minimum of 30 semester hours of graduate work for credit, with a combined average grade of "B" or better. If mutually agreed upon, this requirement may be met with 24 semester hours in courses taken for credit, and the completion of a satisfactory thesis for six semester hours of credit.

Transfer Credits

Not more than nine semester hours of graduate work obtained in a different but recognized institution may be transferred and credited to the work at Rollins for the Master's degree. Both undergraduate and graduate courses previously pursued in other institutions, if presented to meet any requirement, must be evaluated individually before an applicant is exempted from any required course at either the 500 or 600 level without examination.

The faculty reserves the right to request a candidate to pass a qualifying examination in any required subject for which credit, prior to registration at Rollins, is claimed.

Thesis

If a candidate elects to present a thesis, a faculty adviser is appointed to provide general guidance concerning the level of difficulty and form of preparation of the dissertation on the topic or problem chosen. All topics must be approved before the candidate undertakes thesis work. If accepted by a committee of at least three members of the faculty, the thesis is credited as six semester hours of 600 level studies. Preparation of a thesis during the final year of the candidate's program may be taken simultaneously with work in 600 level subjects, by special permission.

All candidates choosing to offer a thesis must make arrangements in the term preceding completion of their course program. If a thesis is not presented, and the student meets requirements through extended work in 600 level courses, then 612, Research Projects, must be taken.

Comprehensive Examination

After completion of the course program, candidates must pass a comprehensive examination which shall be either oral or written, depending upon the decision of the College Administration.

Schedule, 1960-61

The following courses in Business Administration are planned for the year 1960-61:

Fall Semester

- BA501 Principles of Economics—Monday
- BA503 Principles of Accounting—Tuesday
- BA604 Business Finance—Wednesday
- BA610 Wage and Salary Administration—Thursday
- BA612 Research Projects (by arrangement)
- BA699 Thesis (by arrangement)

Spring Semester

- BA504 Money and Banking
- BA506 Business Law
- BA603 Managerial Accounting
- BA611 General Management
- BA612 Research Projects (by arrangement)
- BA699 Thesis (by arrangement)

Registration

Students who register for BA699 in the Fall Semester are expected to re-register for the second semester in order to receive degrees as of June, 1961. Candidates for degrees to be received later than June, 1961, may register for BA699, provided prior permission is obtained.

Registration for the Fall Semester will be held on October 11 and 12 and from 5 to 8:30 p.m. in the Administration Building. Class meetings will begin on October 17. Registration dates for the second semester will be February 7 and 8.

Expenses

Application fee	\$10.00
(Payable once only by all students at first registration.)	
Tuition fee per semester course	\$75.00
Thesis fee per semester course	\$75.00
All fees are to be paid at the Cashier's Office.	

Refunds

If a student drops a course because of illness, or is drafted into the Armed Forces, or is transferred, or re-assigned by employer, three-fourths of the prorated fee will be refunded. If the student elects to continue the program the following year, the retained one-fourth of his fee will be applied to his tuition. If a student drops out for other reasons, there will be no refund.

Calendar, 1960-61

October 11 and 12	Registration
October 17	Fall semester classes begin
November 23	Thanksgiving holiday begins
November 28	Classes resume
December 20	Christmas vacation begins
January 4	Classes resume
January 31	First semester ends
February 7 and 8 ...	Registration for spring semester
May 15	Last day for filing of Master's thesis
May 26	Second semester ends

COURSE DESCRIPTION

The 500 level courses cover more comprehensively the material included in similar undergraduate fields, plus those phases representing introductory graduate study in each of the major areas of business management.

501—Principles of Economics

Background history of economic thought. Principles and applications of demand, supply, price. Determinants of equilibrium. Micro- and macro-economics, and applications to current problems in economic development. Interaction between wages, rent, interest, profits and taxation. Factors and policies in public finance, monetary controls and international economics. Three credits.

502—Statistical Methods

Statistical inference. Sources and types of statistical data. The frequency distribution. Averages and measures of dispersion; skewness and curve-fitting. Index numbers and time-series analysis. Linear, multiple, and partial correlation. Sampling techniques. Methods of presenting statistical data and reports. Three credits.

503—Principles of Accounting

The basic concepts of accounting. The measurement of income, valuation of assets, analyzing transactions. Financial statements, adjustments and interpretation of balance sheets, income reports, and accounting summaries. Accounting as a tool of management. Selection of accounting problems from point of view of management and investor. Three credits.

504—Money and Banking

Study of money and monetary policy. Types of currency, plus modern banking operations. Nature and

uses of credit. Monetary and financial theory applied to business and government. Major current problems in monetary management. Three credits.

505—Labor Economics and Industrial Relations

The labor force; trends in employment, occupational distribution, and mobility of labor. Problems of unemployment, wages and hours. Theories of wages, productivity and incentives. Labor unions and background of labor organizations. Types of labor disputes. Basic trends in labor-management relations. Three credits.

506—Business Law

Basic principles of law relating to contracts, agency, bankruptcy and business organization. Negotiable instruments; personal and real property. Security for credit transactions. Trade regulations. Legal problems of management. Three credits.

507—Investments

The analysis and management of securities. Development of investment portfolio. Evaluation of forecasting methods. Classes of securities. Regulations affecting investment. Investment policies of various types of investors. Three credits.

508—Principles of Marketing

The structure of markets and market processes. Marketing institutions; methods and channels of distribution. Marketing strategy, policies and costs. The creation and maintenance of demand. Wholesaling and retailing. Regulation of marketing by various government agencies. Three credits.

601—Business Statistics

The sources, compilation, usage, and analytical interpretation of statistical data by management; the design and application of statistical control and systems to production, marketing, and financial functions of enterprise; uses of governmental, international and industrial statistical measures in forecasting; and sampling techniques used by industry. Development of statistical organizations and standards. Three credits.

602—Economics of Business Decisions

Appraisal of major economic forces such as cyclical fluctuations, trends in production, labor force, wages, prices, technological developments, productivity, federal and local taxes, competitive behavior and public policy. Three credits.

603—Managerial Accounting

Function and use of accounting in modern business, analysis and interpretation of financial statements of various types of business, cost accounting as a managerial tool of control, with special attention to working capital, flexible budgets, profit-to-volume analysis. Three credits.

604—Business Finance

Sources and application of funds, uses of financial instruments, problems of short-term and long-term financing, methods of security distribution, planning in relation to reserves, surplus, divided distribution and government taxation. Three credits.

605—Marketing Management

Trade-channel selection, sales forecasting, product and package development, pricing, sales organization and controls, customer buying behavior, evaluation of sales and advertising operations, inter-dependence and regulation of markets. Three credits.

606—Retail Store Operation

General principles of retail operation, merchandise selection, pricing, buying, inventories, markup, turnover, sales promotions, layout, role of salespeople, evaluation of sales operations. Three credits.

607—International Trade

The composition, direction, and amounts of foreign trade examined both descriptively and analytically; private and governmental methods of trading; financing trade through banks, brokers, foreign exchange markets and credit; the influence of government fiscal and monetary policies, embargoes, tariffs, quotas, exchange controls, foreign aid, barter deals, capital movements. Three credits.

608—Production Management

Relation of production to other functions such as finance and marketing, costs aspects of production processes, including alternative technological innovations, procurement and inventory control, plant layout, flow of work, work standards and incentives, quality control, organizational problems arising from need to specialize and delegate responsibility. Three credits.

609—Management-Labor Relations

Current developments in management-labor relations, legal aspects of collective bargaining, methods of handling grievances and dealing with shop stewards, maintaining discipline, techniques in negotiating the labor contract. Three credits.

610—Wage and Salary Administration

Various methods for evaluating jobs, techniques or job descriptions; wage and salary incentives, including fringe benefits, wage surveys and use of governmental data, problems of wage and salary administration. Three credits.

611—General Management

Policy formation and development in a business enterprise viewed as an integrated unit by top management. Problems of defining criteria of organizational effectiveness, administrative structure necessary to meet these criteria; information required for decisions concerning short and long-range planning; techniques for coordination of operating activities; the business enterprise in relation to the community, the national economy, and public economic regulation. Three credits.

612—Research Projects

Independent studies and written reports on projects or problems in the student's major interest. The source material may be based on field or library research, depending upon the nature of the project, but the written findings must reveal analytical ability and facility in written presentation. Three credits.

613—Public Finance

The principles, techniques and problems of government finance. Economic and political setting, fiscal and borrowing policy, federal, state and local expenditures. The public debt. Public revenues, tax principles and problems. Income and other taxes. Taxation of business. Current economic and social trends in public finance. Three credits.

699—Thesis

The thesis for the M. B. A. degree will be prepared in a seminar extending over at least two semesters. The candidate must enroll not later than one semester prior to that in which he is expected to complete all requirements for the degree.

The thesis must embody the results of an independent study of some important problem approved by the adviser in the candidate's major field of interest. It must be prepared with full attention to scholarly

requirements of form and content, and represent an extensive inquiry into the subject chosen.

Three typewritten copies of the thesis must be filed with the adviser not later than May 15th of the academic year in which the degree is to be awarded. Six credits.

Period of Study

Although arrangements are subject to change at the discretion of the Administration of the College, all courses listed are offered on the basis of two semesters per year. Two 500 level and two 600 level courses will be offered each semester, assuming adequate enrollment.

Candidates may register for either one or two courses per semester. A candidate with no prior study in business or economics, taking two courses per semester, can complete the program in three academic years.

A candidate having an undergraduate major in business or economics, taking two courses per semester, will normally complete the program in two and one-half academic years.

If permission is granted on the basis of the candidate's graduate record to pursue the thesis concurrently with course work, the time required may be reduced by one semester.

Time of Course Meetings

Each three semester-hour course meets once per week for 16 weeks, usually from 6:30 to 9:30 p.m. on the dates specified in the annual announcement of offerings. In some courses, special arrangement of hours to meet the minimum requirement may be made by the instructor if additional laboratory or field work is necessary.

GRADUATE PROGRAM IN BUSINESS ADMINISTRATION

Administration

Hugh Ferguson McKean, *President*
A. B., Rollins College; A. M., Williams College;
diplome L'Ecole des Beaux-Arts Americaine, Fontainebleau

Alfred Jackson Hanna, *First Vice President*
A. B., Rollins College; L. H. D.

John Meyer Tiedtke, *Second Vice President*
and Acting Dean of Graduate Program
A. B., Dartmouth College; M. C. S., Amos Tuck
School of Business Administration

Schiller Scroggs, *Dean of the College*
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University; Ph. D., Yale University

Charles August Welsh, *Director, Graduate Program*
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B. S., M. A., Ph. D., New York University

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For Additional Information Contact:

DIRECTOR

**GRADUATE PROGRAM IN
BUSINESS ADMINISTRATION**

ROLLINS COLLEGE

WINTER PARK, FLORIDA



