

August 1963

Rollins College MBA Catalog 1963-1964

Rollins College

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Recommended Citation

Rollins College, "Rollins College MBA Catalog 1963-1964" (1963). *Crummer Graduate School of Business Catalogs*. 24.
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EVANS

Rollins College

Master Of Business Administration

Bulletin for 1963-64

Rollins Institute For General Studies



Master of

Business

Administration

Program at

Rollins

The Rollins program for the professional degree of M.B.A., a division of the Rollins Institute for General Studies, 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.

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

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 of course work must be taken at the 600 level. Except for those students who are permitted to substitute 612, Research Projects, all students must take thesis work as described below. 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 M. B. A. degree.

Beginning with the Spring Semester, 1962-1963, a limited number of qualified students will be permitted to pursue an engineering management option for the completion of the M. B. A. requirements. The program in this option will include some of the basic courses, together with specialized courses to be added as enrollment and facilities permit. Courses included in the engineering management option will be open to qualified students with permission of the instructor. All courses carrying credit toward the M. B. A. with concentration in Engineering Management are indicated by the symbol (EM).

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. Normally this requirement may be met with 24 semester hours in courses taken for credit and the completion of a satisfactory thesis for 6 semester hours of credit.

Transfer Credits

Not more than 9 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

At the time at which a candidate begins his thesis work, a faculty adviser is appointed to provide general guidance concerning the level of difficulty and the 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 appointed by the faculty of the Graduate Program in Business Administration, the thesis is credited as 6 semester hours of 600-level studies.

Preparation of a thesis during the final year of a candidate's program may be taken simultaneously with work in other required subjects, by special permission.

Thesis work must be completed in two consecutive semesters. In exceptional cases, application may be made through the candidate's adviser for an extension of the time allotted for the completion of the thesis.

All candidates preparing a thesis must make necessary arrangements in the term preceding completion of their course programs. If a thesis is not presented and the student meets requirements through extended work in 600-level courses, the course in 612 (Research Projects) must be taken. Permission to substitute additional 600-level courses and a research project must be obtained by the candidate through his adviser.

Comprehensive Examination

After completion of the course program, candidates may be required to take a comprehensive examination which shall be either oral or written, depending upon the decision of the College Administration. Special examinations may be required of any candidate if, in the judgment of the faculty, the candidate's record of work in the program is below normal standard for a particular field.

Schedule 1963-1964

The following courses are planned in the Graduate Program in Business Administration for the year 1963-1964:

Fall Semester

- BA503 Principles of Accounting—Tuesday
- BA506 Business Law—Friday
- BA508 Principles of Marketing—Thursday
- BA604 Business Finance—Wednesday
- BA607 International Trade—Monday
- BA616 Quality Control Methods—Monday
- BA612 Research Projects (by arrangement)
- BA699 Thesis (by arrangement)

Spring Semester

- BA505 Labor Economics and Industrial Relations—Monday
- BA507 Investments—Wednesday
- BA603 Managerial Accounting—Tuesday
- BA605 Marketing Management—Thursday
- BA611 General Management—Monday
- BA612 Research Projects (by arrangement)
- BA614 Business Communication—Tuesday
- BA615 Management Planning Systems—Wednesday
- BA699 Thesis (by arrangement)

No course work is offered in the summer. However, if a member of the faculty in the graduate program is available during summer months, a student in good standing, pursuing research or thesis, may arrange to take not more than three semester hours of work during the period June 10-September 30. Special permission is required.

Registration

Final Registration for the Fall Semester will be held on September 17 and 18, from 5 to 8:30 p.m. in the Park Avenue Building. Class meetings will begin on September 30. Registration dates for the Spring Semester will be February 4 and 5, 1964, from 5 to 8:30 p.m. in the Administration Building.

Advance Registration for the Fall Semester may be completed in the Registrar's Office, between the hours of 9 a.m. and 5 p.m. weekdays, from September 3 through September 16. Advance Registration for the Spring Semester may be completed in the Registrar's Office, between the hours of 9 a.m. and 5 p.m. weekdays, from January 6 through January 30. If possible, Advance Registration forms for the Spring Semester will be mailed to students who have previously registered in Fall, 1963. New students entering in the Spring Semester must complete Registration by February 6.

Students who register for BA699 in the Fall Semester are expected to reregister for the second semester in order to receive degrees as of June, 1964. Candidates for degrees to be received later than June, 1964, may register for BA699, provided prior permission is obtained.

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. A student may elect no later than the third class meeting to drop a course and receive a refund of two-thirds of the pre-paid tuition, not including the \$10.00 application fee. If a student drops out for other reasons, there will be no refund.

COURSE DESCRIPTION

in lieu of 602

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—Economic Problems and Policies

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

at least 2 exams. due to math background

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

FALL

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. Commercial and central banking. 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

Legal aspects of Business Administration. Pertinent legal environment of business administration. Examination of business case material focusing on the background of law: legal procedures, organizing a business, operating a business, and terminating a business. Negotiable instruments. Personal and real property. Security for credit transactions. Trade regulations. Legal problems of management. Three credits.

* 507—Investment

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. 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

Functions 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 applications of funds. Uses of financial instruments. Problems of short-term and long-term financing. Methods of security distribution. Planning in relation to reserves, surplus, dividend distribution, and government taxation. Three credits.

605—Marketing Management

The integrated marketing management concept and its relationship to existing and changing institutions and functions of marketing. Trade channel selection, sales forecasting, product and package development, pricing, sales organization and controls, customer buying behavior. Evaluation of sales and advertising operations. Interdependence 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 on international balance of payments. World trade channels, foreign-aid policies, trade blocs, capital movements. Three credits.

608—Production Management

Relation of production to other functions such as finance and marketing. Cost 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 national public debt. Public budgets and revenues, tax principles and problems. Income and other taxes. Taxation of business. Current economic and social trends in public finance and expenditures. Three credits.

614—Business Communication

Communication problems and flow within the business organization. Aspects of organization, composition, and delivery for extemporaneous and manuscript speeches, for written reports, for radio and television speaking by the business executive. Conference and discussion methods at the management level. Psychology of effective communication. Parliamentary procedure—group dynamics, problem solving through communication management. Three credits.

615—Management Planning Systems (EM)

Principles, methods, and procedures related to the efficient planning, administration and utilization of resources and personnel in engineering projects, research and development programs, and the integration of engineering procedures into the general management function. Development of necessary standards and techniques covering all phases of the management of engineering policies and programs. Attention will be paid to the analysis of selected problems applying modern management science and systems to operations. Case studies will be included. Registration in this course is limited. Three credits.

616—Quality Control, Methods and Research (EM)

This course develops the necessary techniques for quality control, standards, procedures, audits, and forms. Attention will be paid to the design of methods, tools, and devices to improve quality inspection, test operations, and standards. As necessary, problems in particular phases of the subject and illustrative cases will be considered. Registration in this course is limited. Three credits.

617—Industrial Psychology (EM)

This course is intended for those candidates pursuing the concentration in Engineering Management, but is open with permission of the instructor to other graduate students.

Application of psychology and other behavioral sciences to the structure and functioning of groups. Communication, motivation, and interaction in industrial management. Human behavior in organizations; job analysis, effects of conditions and methods of work in productivity. Material in advanced engineering psychology, problem-solving, management cases, and techniques. Three credits.

618—Operations Research (EM)

This course is intended for those candidates pursuing the concentration in Engineering Management, but is open with permission of the instructor to other graduate students.

An advanced course in the principles and theory of Operations Research and Management Science. Model-building, programming, game theory, inventory problems. Decision rules, systems models, simulation, and analysis. Formal concepts of optimization and strategy in management applications. 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 15 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. If enrollment is adequate, at least two 500-level and two 600-level courses will be offered each semester.

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; L. H. D., Stetson University

Alfred Jackson Hanna, *First Vice President*

A. B., Rollins College; L. H. D.

John Meyer Tiedtke, *Second Vice President*

and Dean of Graduate Program

A. B., Dartmouth College; M. C. S., Amos Tuck
School of Business Administration

Schiller Scroggs, *Dean of the College*

A. B., Southeastern State College; M. A., Columbia
University; Ph. D., Yale University

Charles August Welsh, *Director, Graduate Program
in Business Administration*

B. S., M. A., Ph. D., New York University

Faculty

Patricia A. Drabik, *Assistant Professor of Speech*

A. B., Louisiana State University; M. A., Bradley
University; Ph. D., University of Illinois

A. Ross Evans, *Associate Professor of*

Business Administration

B. A. E., University of Florida; M. S., Columbia
University; C. P. A.

Loren B. Hillsinger, *Lecturer, Graduate Program in*

Business Administration

B. S., United States Military Academy at West
Point; LL. B., University of Florida

O'Neill Kane, *Instructor, Graduate Program in*

Business Administration

B. S., United States Military Academy at West
Point; M. B. A., Rollins

Wallace M. Nelson, *Assistant Professor of*

Business Administration

B. S., United States Naval Academy at Annapolis;
M. Eng. A., George Washington University; Ph. D.,
University of Florida

Donald W. Hill, *Associate Professor of Economics*

B. S. (C. & F.), Bucknell University; M. S. (I. L.
R.), Cornell University

Charles August Welsh, *Professor of Business*

Administration

Ph. D., New York University

Additional information may be obtained from:

DIRECTOR OR REGISTRAR

**GRADUATE PROGRAM IN
BUSINESS ADMINISTRATION**

ROLLINS COLLEGE

WINTER PARK, FLORIDA

Calendar 1963-1964

September 17 and 18 ----- Registration
September 30 ----- Fall Semester begins
November 27 ----- Thanksgiving holiday begins
December 2 ----- Classes resume
December 17 ----- Christmas vacation begins
January 6 ----- Classes resume
January 31 ----- Fall Semester ends
February 4 and 5 -- Registration for Spring Semester
February 10 ----- Spring Semester begins
May 15 ----- Last day for filing of Master's Thesis
June 3 ----- Spring Semester ends
June 5 ----- Commencement



ROLLINS COLLEGE
Winter Park
Florida

APPLICATION FOR ADMISSION TO GRADUATE PROGRAM
IN BUSINESS ADMINISTRATION

NAME (Print) _____
(Last) (First) (Middle)

PERMANENT ADDRESS _____
(No., Street) (City) (State)

PRESENT MAILING ADDRESS _____ PHONE NO. _____

AGE _____ DATE OF BIRTH _____ PLACE OF BIRTH _____

PRESENT EMPLOYMENT _____

Are you a veteran? _____ Are you eligible for VA educational benefits? _____

Dates of previous enrollment at Rollins College _____

High Schools or Preparatory Schools Attended			Date of
Name of School	Location	Dates Attended	Graduation

Colleges or Universities Attended			Date of
Name of School	Location	Dates Attended	Graduation

Was major in Business Administration? _____ If not, name major _____

Academic average of college work: Over-all _____ Senior Year _____

Graduate Schools Attended _____

Number of hours of graduate work completed _____

Graduate degrees, if any _____

Have you taken the Graduate Record Examination _____ Date _____

REFERENCES

_____ (Name) (Address)

_____ (Name) (Address)

Date _____ Signature of Applicant _____