

August 1964

Rollins College MBA Catalog 1964-1965

Rollins College

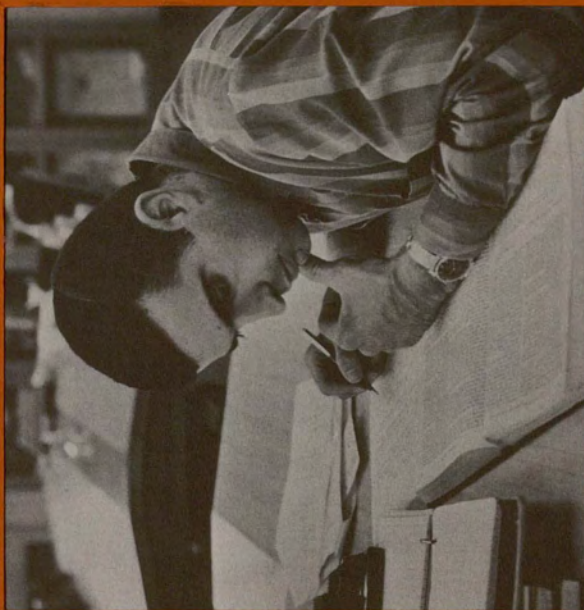
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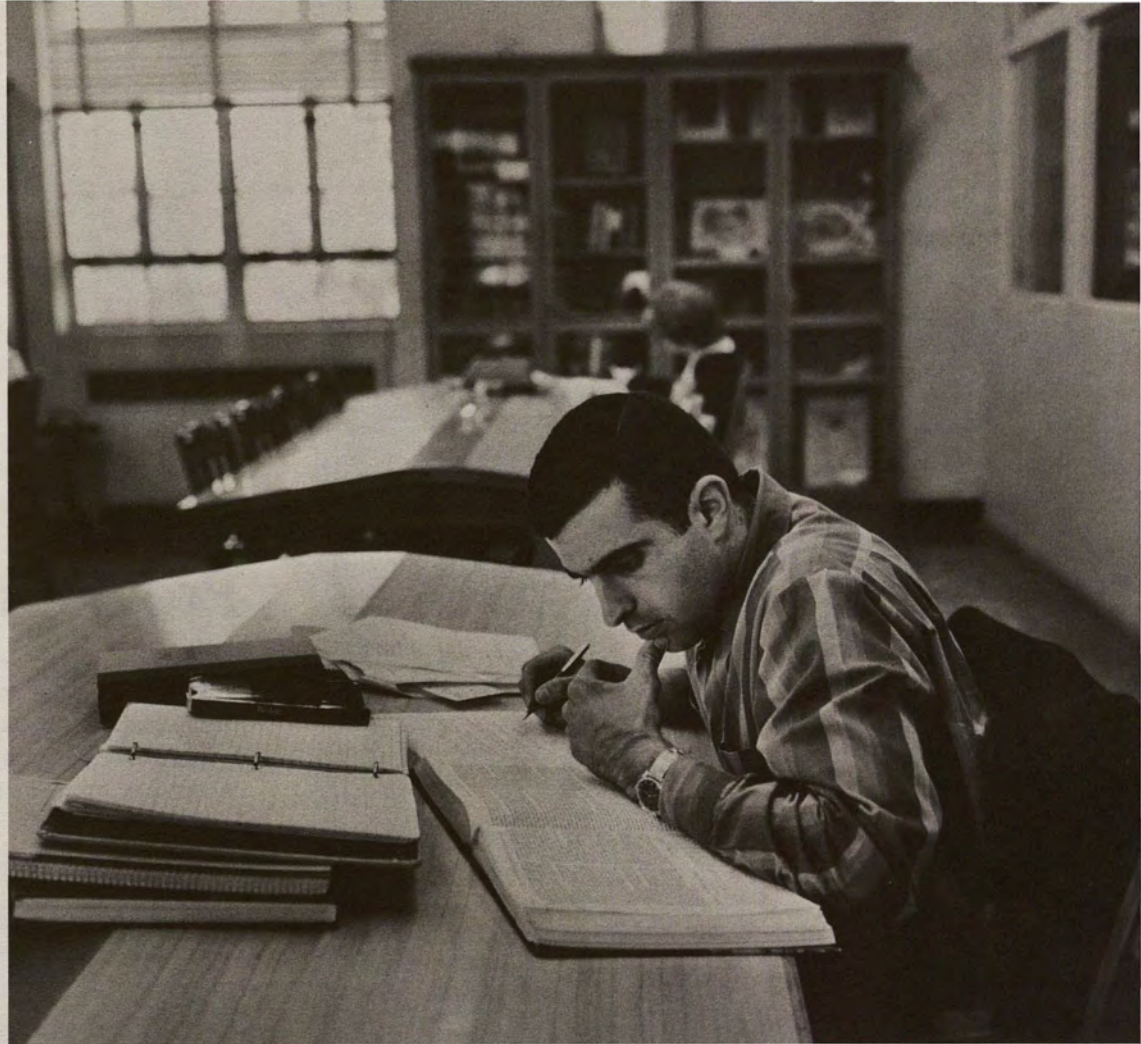
ROLLINS



COLLEGE



*“In The Service
Of The Business
And Industrial
Community Of
Central Florida”*



ROLLINS COLLEGE

Catalogue Number 1964-1965

WINTER PARK, FLORIDA



Master Of Business Administration Program

The Rollins program for the degree of Master of Business Administration, a division of the Rollins Institute for General Studies, is designed to prepare candidates for responsible supervisory and administrative positions in business. The courses provide knowledge of pertinent economic and business facts; seek to improve the student's capacity for analyzing situations and problems and to develop fundamental techniques of control and skills of leadership, based upon an understanding of the human and technical 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.

ADMISSION REQUIREMENTS

All applicants must hold a Bachelor's degree from an accredited college, and must take and attain a satisfactory score on the Graduate Record Examination in verbal and quantitative aptitudes. 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.

Although each application is evaluated individually, the requirements for admission include the following general standards:

1. A four-year average grade of "B" or better in undergraduate study.
2. A general average of "B" in the applicant's major field of undergraduate study. Consideration is given to trend of the applicant's scholastic record in undergraduate study, particularly in junior and senior years.

3. Recommendation from appropriate authorities in college which conferred applicant's baccalaureate degree.

4. A satisfactory score in the Aptitude Test of the Graduate Record Examination. No advanced section of the test is required.

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

PROGRAM REQUIREMENTS

The Rollins program leading to the degree of Master of Business Administration offers two areas of concentration: general management and engineering management. The candidate must complete a minimum of 30 semester hours of graduate work, with a combined average grade of "B" or better. Normally this requirement may be met by 24 semester hours of study in courses taken for credit, and the completion of a satisfactory thesis for 6 semester hours of credit.

TRANSFER CREDITS

Not more than 6 semester hours of graduate study obtained in a different but recognized institution may be transferred and credited toward the Master of Business Administration degree at Rollins. All courses completed in other institutions, whether presented to meet requirements or for transfer credit, must be evaluated individually before credit can be granted. In general, a grade record of "B" or better is required for acceptance of a course presented by the applicant for transfer credit or to meet a Rollins requirement.

The faculty reserves the right to request a candidate to pass a qualifying examination in any subject for which transfer credit is requested.



COURSE GROUPS

Courses offered in the M.B.A. program are classified in two groups. The 500-level courses are graduate surveys in basic areas of management for those candidates who have not had prior education in fundamental fields such as accounting, business law and similar disciplines.

The 600-level courses are advanced research courses, in which principles, cases, discussion, and specific projects provide advanced training in the major policy and operational areas of business management. These courses are designed to permit concentration of studies to suit the candidate's individual aims, while insuring a balanced development of administrative knowledge and skills.

STUDY PROGRAMS

Each candidate's study program will vary in accordance with the course he has completed for his Bachelor's degree, as well as with his preference for specialization. Model programs for general groups of students, with allowance for variation in exceptional instances, are intended to provide adequate coverage of all pertinent fields. These programs are typical rather than mandatory, and the sequence of course work is elective with the exception of subjects with particular prerequisites.

(a) All candidates for the M.B.A. degree must have taken, at undergraduate level or in graduate survey courses, or must take at the 500-level, work in the following fields:

- ✓ 1. Accounting equivalent to B.A. 503
- ✓ 2. Business Law equivalent to B.A. 506
3. Economics equivalent to B.A. 501
4. Marketing equivalent to B.A. 508
5. Statistics equivalent to B.A. 502



If any or all of the above requirements have been met by prior study, the candidate may elect additional 600-level courses in the total 30 semester hours of his program.

(b) Optional 500-level courses may be taken by candidates seeking to qualify for specialized research in the following fields:

1. Money and Banking—B.A. 504
2. Labor Economics and Industrial Relations—B.A. 505
3. Investments—B.A. 507

(c) All candidates meeting the requirements under (a) above at time of entrance may elect 24 semester hours of 600-level course work and thesis. Those candidates having no course grade less than "B" in their work at Rollins, may elect 27 semester hours of course work and a written project for 3 semester hours of credit pursued as B.A. 612. In all cases the candidate must have permission of his adviser to substitute a 600-level course and a 612-Research Project for 699-Thesis.

MODEL PROGRAMS

(a) General distribution of courses for the typical candidate holding a Bachelor's degree, but with no prior study in business administration:

500-level courses	15 semester hours
600-level courses	9-12 semester hours
Thesis or Research Project	3-6 hours

(b) General distribution of courses for the typical candidate holding a Bachelor's degree in business administration, commerce, industrial management, or industrial engineering:

500-level courses	0-12 semester hours
600-level courses	12-27 semester hours
Thesis or Research Project	3-6 semester hours

THESIS

When a candidate begins his thesis or final research project 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 or research work. Topics selected by candidates for the degree with concentration in General Management or Engineering Management must pertain in each case to the field of concentration. 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 program. 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 in advance of registration for the semester or semesters involved.

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 faculty. Special examinations may be required of any candidate, if, in the judgement of the faculty, the candidate's record of work in the program does not meet the normal standard for a particular field.



SCHEDULE 1964-1965

The following courses are planned in the Graduate Program in Business Administration for the year 1964-1965:

FALL SEMESTER

- B.A. 501 ECONOMIC PROBLEMS AND POLICIES
- B.A. 503 PRINCIPLES OF ACCOUNTING
- B.A. 506 BUSINESS LAW
- B.A. 508 PRINCIPLES OF MARKETING
- B.A. 602 ECONOMICS OF BUSINESS DECISIONS
- B.A. 604 BUSINESS FINANCE
- B.A. 609 MANAGEMENT-LABOR RELATIONS
- B.A. 611 GENERAL MANAGEMENT
- B.A. 612 RESEARCH PROJECTS
- B.A. 616 QUALITY CONTROL, METHODS AND RESEARCH
- B.A. 619 RELIABILITY: MANAGEMENT, METHODS AND MATHEMATICS
- B.A. 699 THESIS

SPRING SEMESTER

- B.A. 507 INVESTMENT
 - B.A. 602 ECONOMICS OF BUSINESS DECISIONS
 - B.A. 603 MANAGERIAL ACCOUNTING
 - B.A. 607 INTERNATIONAL TRADE
 - B.A. 611 GENERAL MANAGEMENT
 - B.A. 612 RESEARCH PROJECTS
 - B.A. 614 BUSINESS COMMUNICATION
 - B.A. 615 MANAGEMENT PLANNING SYSTEMS
 - B.A. 620 DATA PROCESSING FOR MANAGEMENT
 - B.A. 699 THESIS
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While no course work is offered in the summer, a student in good standing, pursuing research or thesis, may arrange to take not more than six semester hours of work during the period June 15-September 15, if graduate program faculty members are available. Special permission is required.

The administration reserves the right to make necessary changes in schedules, class assignments, or other arrangements, to cancel any course listed, and to add to offerings as circumstances require at the registration period for each semester. Information concerning the time and place of meeting of each class will be available from the Registrar's office during registration periods. Class schedules will be issued in the announcement of courses preceding the registration period.

REGISTRATION

Final Registration for the Fall Semester will be held on September 29 and 30, from 5 to 8:30 p.m. in the Park Avenue Building in Winter Park. Class meetings will begin on October 5. Registration dates for the Spring Semester will be February 9 and 10, 1965, from 5 to 8:30 p.m. in the Park Avenue 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, as announced by the Registrar. 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, during January, as announced by the Registrar.

If possible, Advance Registration forms for the Spring Semester will be mailed to students who were previously registered in Fall, 1964. New students entering in the Spring Semester must complete Registration by February 10.

Students who register for B.A. 699 in the Fall Semester are expected to register for the second semester to receive degrees as of June, 1965. Candidates for degrees to be received later than June, 1965, may register for B.A. 699, 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 reassigned 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 to drop a course no later than the third class meeting and will receive a refund of two-thirds of the prepaid tuition, not including the \$10.00 application fee. If a student drops out for other reasons, there will be no refund.



Course Description

The 500-level courses cover more comprehensively the material included in similar undergraduate courses. Those phases representing introductory graduate study in each of the major areas of business management are also included.

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 of wages, rent, interest, profits, and taxation. Factors and policies in public finance, monetary controls, and international economics. 3 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. 3 credits.

503. PRINCIPLES OF ACCOUNTING

The basic concepts of accounting. The measurement of income, valuation of assets, analyzing transactions. Financial statements, adjustment 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. 3 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. 3 credits.

505. LABOR ECONOMICS AND INDUSTRIAL RELATIONS

Composition of 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. 3 credits.

506. BUSINESS LAW

Legal aspects of business administration. Pertinent legal environment of business operations. Examination of business case material focusing on the background of law. Legal procedures in 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. 3 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. 3 credits.

508. PRINCIPLES OF MARKETING

The structure of markets and market processes. Marketing institutions. Methods and channels of distribution. Marketing strategies, policies and costs. The creation and maintenance of demand. Wholesaling and retailing. Regulation of marketing by various government agencies. 3 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. 3 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, public policy. The economic theory of policy decisions. 3 credits.

603. MANAGERIAL ACCOUNTING

Functions and uses 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. 3 credits.

604. BUSINESS FINANCE

Sources and applications of funds. Uses of financial instruments. Problems of short-term financing. Methods of security distribution. Planning in relation to reserves, surplus, dividend distribution, and government taxation. Prerequisite: B.A. 503 or equivalent, or consent of instructor. 3 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. Prerequisite: B.A. 508 or equivalent, or consent of instructor. 3 credits.

606. RETAIL STORE OPERATION

General principles of retail operation. Merchandise selection, pricing, buying, inventories, markup, turnover, sales promotions, layouts, role of salespeople, evaluations of sales operations. 3 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. 3 credits.

608. PRODUCTION MANAGEMENT

Relation of production to other functions such as finance and marketing. Cost aspects of production proc-

esses, including alternative technological innovations, procurement and inventory control, plant layout, flow of work, work standards and incentives, and quality control. Organizational problems arising from need to specialize and delegate responsibility. 3 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. 3 credits.

610. WAGE AND SALARY ADMINISTRATION

Various methods of evaluating jobs. Techniques of job description. Wage and salary incentives, including fringe benefits, wage surveys and use of governmental data. Problems of wage and salary administration. 3 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, and 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. 3 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. The written findings must reveal analytical ability and facility in written presentation. 3 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. 3 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. 3 credits.

615. MANAGEMENT PLANNING SYSTEMS

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 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. 3 credits.

616. QUALITY CONTROL, METHODS AND RESEARCH

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. Prerequisite: B.A. 502 or equivalent, or consent of instructor. 3 credits.

617. INDUSTRIAL PSYCHOLOGY

Application of psychology and other behavioral science 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. 3 credits.

618. OPERATIONS RESEARCH

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. Prerequisite: statistics, calculus, or consent of instructor. 3 credits.

619. RELIABILITY: MANAGEMENT, METHODS, AND MATHEMATICS

Reliability engineering management. History and growth of performance requirements of automatic components and systems. Types and modes of failure. Use of mathematics in reliability apportionment and prediction. Reporting systems, confidence limits, and tolerance regions. Reliability engineering in industry, including objectives, management, and organization problems. Reliability as a problem of design and optimum systems engineering. Prerequisite: statistics, calculus, or consent of instructor. 3 credits.

620. DATA PROCESSING FOR MANAGEMENT

How management may adapt data processing techniques to the solution of basic management problems. Evaluation of feasibility of use of data processing systems. How both large and small companies may establish integrated data processing. Experience reports. Executive use of data processing for efficient operations. Selected problems and applications. 3 credits.

621. GROUP DYNAMICS: BEHAVIOR IN ORGANIZATIONS

The structure and functioning of groups in organizational settings. The nature of communication and interaction. Leadership, morale, motivation, interpersonal relations. Effective skills and attitudes. Decision making. Group patterns in decision. 3 credits.

622. OFFICE SYSTEMS AND PROCEDURES

Development of administrative systems and procedures. Definition and differentiation of policy, systems, procedures, and methods. Essential elements of procedures improvement programs. Organization for systems study, analysis, recommendation and implementation. Various techniques used to improve office operations are explored, such as forms control, records management, work simplification and work measurement. 3 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. 6 credits.

PERIOD OF STUDY

Although arrangements are subject to change at the discretion of the Administration, 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 prior work in undergraduate business or economics fields taking two courses per semester, will complete the program, normally, in two and one-half academic years. If permission is granted on the basis of the candidate's graduate record to pursue the thesis or final project 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, 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 research, laboratory, or field work is necessary.

Additional information may be obtained from:

REGISTRAR

Graduate Program in
Business Administration

ROLLINS COLLEGE

Winter Park, Florida

CALENDAR 1964-1965

September 29 and 30 Registration for Fall Semester
October 5 Fall Semester classes meet
November 26 Thanksgiving Holiday
November 27 Classes resume
December 21 Christmas vacation begins*
January 4, 1965 Classes resume
January 30 Fall Semester ends
February 9 and 10 Registration for Spring Semester
February 15 Spring Semester classes meet
May 15 Last day for filing of Master's Thesis
June 2 Spring Semester ends
June 4 Commencement

*Instructors desiring to hold special classes in period December 21 through December 23 will inform their students.

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, *Dean of the Graduate Programs*

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

Leo C. Muller, *Vice President for Institutional
Planning*

Ph.B., Loyola University; M.Ed., Louisiana State
University; Ed.D., Indiana University

Edwin Sharp Burdell, *Dean of the College*

M.A., Ohio State University; Ph.D., LL.D., Ohio
State 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.

Donald W. Hill, *Associate Professor of Economics*

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

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
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Point; M.B.A., Rollins

Wallace M. Nelson, *Assistant Professor of
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M. Eng. A., George Washington University; Ph.D.,
University of Florida

Charles August Welsh, *Professor of Business
Administration*

Ph.D., New York University

