



## College of Business Administration

# Progress Report

By Dean A. B. Adams

**S**INCE its organization the College of Business Administration has had a constant and substantial growth in student enrolment. Last year there were 999 students enrolled in it; on the basis of the first semester this fall there will be about 1,150 students in the college this year. Our greatest problem has been to provide suitable business courses and efficient teachers to train these young men and women seeking a business education. Last year the college turned out 132 graduates.

In business education today there are three outstanding trends. The first is the recognition of the importance of understanding the present economic problems of industrial society on the part of the average business man. The second is the growing demand for people trained in the field of accounting and other business record keeping. The third is the increasing demand for teachers in commercial and business subjects in high schools and junior colleges.

The College of Business Administration is making all effort possible to meet these three urgent demands in the field of business education. We have recently introduced a greater number of courses which deal with present national economic problems, such as labor relations, restraints of trade, business fluctuations, etc.

Our accounting department has grown to be one of the largest accounting departments in the whole western part of

the United States. At the present time, there are more than one hundred and seventy students who are majoring in accounting. For the past few years it has been impossible for us to fill the demand for the graduates trained in accounting.

In co-operation with the College of Business Administration, the College of Education this year will offer a complete curriculum for training commercial teachers for high schools and junior colleges. The College of Business Administration is, also, revamping its curriculum for training secretaries for the business world. It is hoped by these two changes in commercial training we shall be able to keep abreast of the times in demand for commercial teachers and students trained in secretarial work.

During the past year and a half the demand for our graduates in all fields of business has been greater than the supply of graduates. The fact is, we have been unable to supply new graduates for very many of the positions which have been available for them since last August.

Because of the higher salaries paid by other educational institutions and by the government, as well as in the field of private business, it has not been possible to retain some of our outstanding faculty members. Last spring and summer the following faculty members resigned their positions here to take positions at higher salaries elsewhere: Dr. John B. Ewing, Dr. Karl D. Reyer, Dr. Frederick L.

Ryan, Dr. Elgin Groseclose, and Professor Edward C. Petty. We feel, however, that we have been very fortunate in replacing each of these men with outstanding scholars and teachers. Following are our new faculty members: Dr. Gilbert Harold, Dr. John A. Griswold, Dr. C. F. Daily, Dr. Robert W. Field, Dr. George A. Hoke, Professor Benjamin F. Brooks, Professor E. E. Hatfield, and Instructor Quentin M. Spradling.

**S**ince moving into its new home the College of Business Administration has adequate physical facilities for carrying on its work, and it is the belief of the faculty and students that the standard of the work has been raised greatly as a result of these modern facilities. For the first time we have adequate laboratories for accounting, statistics, geography, and other business subjects, as well as convenient class rooms, study halls, and offices. But, because of the rapid growth of the college our library material is still inadequate. We confidentially hope, however, to remedy this shortage of library material as rapidly as possible. Most of those from other institutions who have visited our new home say it is the most complete business administration building they have yet seen.

The bulk of the graduates of the College of Business Administration appear to be making rapid progress in the business world. From time to time many of them write us of their advancement in salaries and positions. The college has now reached the age where many of its graduates are occupying important executive positions in various fields of business, including banks, oil companies, investment houses, mercantile establishments, etc. Just at the present time there is a rather brisk demand on the part of business firms for those who graduated two or more years ago. Frequently, we have the opportunity to put our "old grads" in touch with firms which are willing to pay them a good deal more than the salaries they were receiving.

I would like to urge that all graduates who read this article and who desire to improve their positions, write me a letter telling me something of the character of the jobs they now have and the salaries they are receiving and what kind of jobs they want. In this way we may be able to help a greater number than we are now helping to get better locations.

One of the needs of the College of Business Administration at the present time is for more teachers to handle the growing enrolment. A greater need, however, is for better salaries for our present teachers. It is quite difficult to keep an efficient teaching staff satisfied on the low salaries now being paid by the University of Oklahoma. If this situation is not remedied, we are sure to lose several of our best teachers.