

Sooner Scene

THERE is a changing emphasis today in education for business. The faculty of the College of Business Administration at the University of Oklahoma is engaged in a continuous study to determine what should be included in the training of young men and women for positions of business leadership. As business changes, business education changes, not only to keep step, but to boldly set the pace where possible. As these changes are translated into college terms, they influence the curriculum, the faculty, the amount and type of research that is done, and finally, changes dictate certain requirements in building space and equipment.

Recognizing and planning for these dynamic changes is a responsibility that is being met by the University through the faculty of the College of Business Administration under the able leadership of Dean Horace Brown and Professor Don Childress, the associate dean.

Here are some examples of how the University of Oklahoma is maintaining a position of leadership in business education.

A new curriculum was adopted this year leading to the degree, Master of Business Administration. The program is different from the old in that it emphasizes "the general management point of view and gives less time to specific functions."

Professor Childress explains, "Although the study of finance, marketing, manufacturing and employee relations is considered basic and important, students now devote more time than in the past to economic

analysis, quantitative applications to business problems, and to the management of human effort."

"Perhaps as important as any element in the new Master of Business Administration program is the required course in business policy formulation and administration. This course draws upon all the knowledge, skills and attitudes acquired in the fundamental courses and requires the student to apply them to problems involving decisions which effect an entire business."

The College of Business Administration has responded to the needs of business by offering, in cooperation with the Extension Division, opportunities for continuing education in business and economics.

In July of 1961 a program of evening studies, leading to the degree of Master of Business Administration, was initiated. This is a three-year program for fully-employed individuals. It is available not only to those with degrees in Business Administration, but also to people with undergraduate training in Engineering, Law, Geology and other non-business areas. Even though the program is still in its first year, more than 100 students are enrolled. Plans are being made to take care of four to five hundred graduate students in this program by 1964.

Another important program for adults is the Executive Development program. This is a course of study designed to supplement company training for middle and upper management personnel who are capable of assuming greater administrative re-

sponsibilities. Several hundred rising executives have taken this short course training.

It is a well-known fact that college teachers are retiring at a rate faster than doctoral candidates are being graduated to fill their places. This, together with more opportunities in business for men trained on the doctoral level, plus the demand for more teachers as college enrolments increase, places serious obligation on universities to expand graduate programs. This applies to the field of business the same as it does to any other.

For ten years the University of Oklahoma has offered through the College of Business Administration a Ph.D. in Economics. But the growing demand for competent scholars in business subjects, capable of teaching or doing research, led to the adoption of new programs two years ago. One is the Ph.D. in Business Administration and the other the Doctor of Business Administration degree.

Another area of growing importance in business today is research. As greater emphasis is placed on research in business management, not only will new knowledge be created in the field, but it will also lead to a better understanding of the function of research as a management tool.

These are some of the highlights of what the University of Oklahoma is doing in the field of business education. The top graduates of this program compare favorably with graduates of the finest business schools in America. In increasing numbers they are attaining positions of importance in business, and they are contributing in significant ways to the economic development of Oklahoma.

—R. BOYD GUNNING

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