Archive 15e

LAKEHEAD UNIVERSITY

SCHOOL OF BUSINESS ADMINISTRATION

SUBMISSION

TO THE COMMITTEE ON UNIVERSITY AFFAIRS
PROVINCE OF ONTARIO
SEPTEMBER 30, 1963

Summary of programs and objectives 1968-1975
with supporting documentary

CONTENTS

	Page
Historical Development - School of Business Administration	1 - 3
Current Programs of Business Studies	3 - 4
Objectives	
Pedagogy	4 - 6
Research	6 - 7
Physical Facilities	7

ATTACHMENTS

Exhibit #I
Enrolment - Historical and Forcast

Exhibit #II
Additional Courses and Faculty Requirements

Exhibit #III
Lecture Hours per Program of Study

Exhibit #IV
Graduate Diploma in Business Administration

Exhibit #V
Honors Bachelor of Commerce Degree

Exhibit #VI
Diploma in Business Administration

Exhibit #VII
Diploma in Business Computer Systems

LAKEHEAD UNIVERSITY

SCHOOL OF BUSINESS ADMINISTRATION

Historical Development

The School of Business Administration was founded in 1964, at which time a three year program of study leading to a diploma in Business Administration was offered to students who had successfully completed requirements for the Ontario Secondary School Graduation Diploma granted upon completion of the fourth year of any one of the five year courses of this recognized program. Admission on an individual basis was granted to students having graduated with high standing in the four year Ontario Secondary School program.

Basically, the Diploma in Business Administration was patterned on the Ryerson concept of business education, which at that time placed heavy emphasis upon the quantitative disciplines of accounting, mathematics, economics and statistics. In 1967, Lakehead University's Business Diploma program of studies was broadened by encorporating courses in business policy, human relations, personnel, sales management and industrial relations. At this time the "case method of study" was adopted to develope problem-solving abilities in the student within the context of a changing social, economic and political environment.

The School of Business Administration expanded to four full-time faculty members and four sessional lecturers in the 1966-67 academic year. With this growth in faculty resources it was possible to offer the first two years of an Honors Bachelor of Commerce program to students who, having successfully completed their work at Lakehead University transferred to the University of Western Ontario for the final two years of the four year program. The difficulty encountered in attracting students to the partial

program of business studies, together with the conviction that enrolment in a four year Bachelor of Commerce program would support the costs involved, resulted in the decision to offer the complete Honors Bachelor of Commerce Degree (4 yrs.) commencing September 1968.

Analysis of the demand for and supply of trained computer programmers and systems analysts prompted the Business School to make available in the fall of 1968 a three year course of study leading to the Diploma in Business Computer Systems. Admission to this program is limited to applicants who have successfully fulfilled the requirements for the Ontario Secondary School Graduation Diploma granted upon completion of the fourth year of any of the five-year courses of this recognized program. Additionally applicants must obtain a satisfactory score on a test designed to measure the individual's aptitude for computer work.

The Computer Systems program of study seeks to provide the student with a sound grasp of the principles of accounting, mathematics and systems analysis. These principles are developed within a business context and applied through the utilization of the computer. The student acquires familiarity with the capabilities and limitations of all currently available computers and upon graduation is able to assist in the administration of management's decisions as they pertain to computerized information systems.

The most recent development in the brief history of School of Business Administration is the introduction of a Graduate Diploma in Business Administration which will be offered for the first time in the fall of 1968. This program is designed to meet the needs of university graduates whose careers will lead them into the fields of business or public administration, but whose undergraduate courses have not included basic studies in business administration. The Graduate Diploma program

in one year introduces the student to the basic functions and purposes of the business enterprise, and is comparable to the first year of study undertaken in many of the Masters degrees in Business Administration (M.B.A.) offered in this country. The exceptionally rapid growth of graduate business education witnessed in Canada in the recent past and forcast for the immediate future, which to date has exceeded the capacity of both Ontario and Canadian Graduate Schools of Business to provide graduate education supports the development of the Graduate Diploma program of business study at Lakehead University.

In summary the School of Business Administration have evolved over the past four years a sound teaching competence, to meet both local and provincial needs for business education at three distinct and seperate post-secondary school levels, the applied technological, the undergraduate and post-graduate. The Business School additionally serve the needs of the Registered Industrial Accounts, the Institute of Chartered Accountants and the Institute of Canadian Bankers in providing specialized courses within each organization's curriculae. Business School faculty also provide instruction in courses sponsored by local business orgnaizations as for example the Lakehead Chamber of Commerce.

Current Programs

A summary of the four programs currently offered by the School of Business Administration is attached (Exhibits #IV, #V, #VI, #VII) These summaries list program objectives, admission requirements, course outlines and standards required by the School of Business Administration for graduation.

School of Business Administration
Objectives 1963-1975

The objectives of the School of Business Administration will be presented under two separate headings, pedagogy and research.

Pedagogy

Current faculty strength reflects both capabilities and teaching loads designed to meet existing enrolment and present course offerings. The decisions to grant the Diploma in Business Computer Systems and the Honors Bachelor of Commerce degree made in 1967 and 1968 respectively, by the Senate, were enacted on the assumption that new faculty would be acquired through 1969-1971. It was recognized also that student-faculty ratios would be lower in the terminal years of these two programs, allowing both for attrition as well as the optional features in the fourth year of the Commerce program. These assumptions have been built into the 1971-75 faculty requirements outlined in Exhibit #II.

Two new programs of study are planned through the 1968-1975 period.

I) Masters Degree in Business Administration (M.B.A.)

By 1974 the School of Business Administration will have, through the acquisition of new faculty and continuing academic development of existing staff, evolved the competence necessary to offer a two year course of study leading to an M.B.A. At this time the one year Graduate Diploma in Business Administration will be discontinued. Enrolment figures for the second year of the M.B.A. program are shown therefore in the 1974-75 academic year projections. (Exhibit #I)

II) Non-Credit Management Courses

To meet the regional needs for management development the School of Business Administration will offer both basic introductory courses within the functional areas of business as well as specialized courses designed to maintain and

up-date the professional businessman's knowledge of and application to his particular field of endeavour. A policy will be adopted whereby Business School faculty will provide instruction in these evening courses, together with lectures to be given by outstanding academic and business personalities contracted for the most part from outside the Northwestern business community, commencing in the fall of 1970. Emphasis will be placed on such themes as Computer concepts of management, transportation, business law, production and marketing research to name only a few of the subjects pertinent to the needs of businessmen in the Northwestern Ontario community.

A projection of enrolment in part time Business courses will be seen in Exhibit #I. Approximately 20% of total Lakehead University Business School enrolment will consist of part time students by 1975 reflecting the trends toward adult education evidenced in recently published D.B.S. statistics.

Teaching loads averaging 10 hours per week per faculty member in the 1968-69 academic year are characteristic of the unique position which Lakehead University School of Business Administration has developed. Each faculty member lecture in business diploma as well as degree programs. Classroom teaching receives more emphasis in the Business Administration and Computer Systems diploma programs than in the Commerce and Graduate programs. With the offering of the third and fourth years of the Commerce program in 1969 and 1970, together with the extention of the Graduate Diploma program to a two year M.B.A. in 1974, specialization of faculty will be necessary. Course loads for those teaching in the degree and graduate programs will be in the order of 9 hours per man week. The course loals for those teaching in the diploma Computer Systems and Business Administration programs are estimated at 14 hours per man week. It should be noted that while projected faculty requirements have as thier basis the 9 and 14 hour load factors, the School of Business will continue to diversify its faculty resources to provide instruction in any of the programs of study.

Research

The rapid growth of enrolment and the broadening of programs of study that has transpired within the brief history of the School of Business Administration, has resulted in the development of a strong teaching competence. Opportunities to integrate with the local business community, to investigate and help resolve regional enterprenourial problems, have to date been beyond the scope of the School of Business Administration.

The validity of Lakehead University as an institution, dedicated to the advancement of knowledge and to the interpretation of that knowledge within a regional, provincial and national context has as one of its founding principles, the development of a sound business research capability. Furthermore it is contended that the search for solutions to the cultural, political, socio-economic problems of northern regions of Canada can be best undertaken by those academically trained and practically familiar with the complex challenges of the northern environment.

It is toward the advancement of current knowledge and the application of that knowledge within the Northwestern Ontario business sphere that the School of Business Administration plan to undertake research studies commencing in the Spring of 1971. These studies will initially be directed toward a survey of regional business practices, which will serve as a basis for subsequent in-depth research in indicated areas.

The addition of full-time researchers to the Business School faculty are planned in 1971 and 1974 (Exhibit #II). The successful implementation of business research projects at Lakehead University will be contingent upon access to grants from industry, from the Province and

from the Federal Government. Success in research will depend also upon the acquisition of academically competent and genuinely dedicated men and women.

Physical Facilities

The broadening of programs of study together with growing Business School enrolment will mean that some 18 to 35 classrooms will be utilized through the years 1968-69 to 1974-75 respectively. Over one-half of these classrooms must be designed for seminar and case discussion teaching methodology. It is believed that optimum effectiveness in teaching and efficient utilization of physical resources can best be served through the central location of a Business School complex.

Douglas H. Alexander
Chairman
School of Business Administration

EXHIBIT #I

SCHOOL OF BUSINESS ADMINISTRATION

ENROLMENT (1964-1968 ACTUAL, 1968-1975 FORCAST)

		1964 1965	1965 1966	1966 1967	1967 1968	1968 1969	1969 1970	1970 1971	1971 1972	1972 1973	1973 1974	1974 1975
BUSINESS ADMINISTRATION DIPLOMA	YEAR I	45	68	84	79	80	85	90	100	110	120	125
	YEAR II		23	29	44	50	50	55	60	70	80	90
	YEAR III			18	24	28	35	35	40	45	50	55
	TOTAL	45	91	131	147	158	170	180	200	225	250	270
BUSINESS COMPUTER SYSTEMS DIPLOMA	YEAR I				29	40	50	60	70	80	90	100
	YEAR II					20	30	38	50	60	70	80
	YEAR III						15	25	35	40	50	55
	TOTAL				29	60	95	123	155	180	210	235
TOTAL DIPLOMA PROGRAM		45	91	131	176	218	265	303	355	405	460	505
HONORS BACHELOR OF COMMERCE	YEAR I		6	13	26	40	50	50	55	60	65	70
	YEAR II					18	30	37	38	40	45	50
	YEAR III						15	25	30	35	35	40
	YEAR IV							13	22	25	30	35
	TOTAL		6	13	26	58	95	125	145	160	175	195
GRADUATE DIPLOMA						30	35	40	45	50	55	
*MASTERS DEGREE IN BUSINESS ADMINISTRATION	YEAR I											60
	YEAR II											25
TOTAL DEGREE STUDENTS (COMMERCE & GRADUATE)			6	13	26	88	130	165	190	210	230	280
*PART TIME MANAGEMENT STUDENTS								50	75	90	130	160
TOTAL BUSINESS SCHOOL ENROLMENT		45	97	144	202	306	395	518	620	705	820	945

*DENOTES NEW PROGRAMS OF STUDY

EXHIBIT #II

SCHOOL OF BUSINESS ADMINISTRATION

ADDITIONAL COURSES AND FACULTY REQUIRED FOR THE ACADEMIC YEARS 1968-69 TO 1974-75

PROGRAMS (a) ALREADY ESTABLISHED: GRADUATE DIPLOMA, BACHELOR OF COMMERCE, BUSINESS COMPUTER SYSTEMS, BUSINESS ADMINISTRATION DIPLOMA
(b) MASTERS DEGREE IN BUSINESS ADMINISTRATION (M.B.A.), NON-CREDIT MANAGEMENT COURSES

YEAR	NUMBER OF COURSES OFFERED			NUMBER OF COURSE-SECTIONS			FULL-TIME FACULTY			ESTIMATED STUDENT ENROLMENT	STUDENT/FACULTY RATIO
	PREVIOUS YEAR	NEW COURSES	THIS YEAR	PREVIOUS YEAR	ADDITIONAL COURSE-SECTIONS	THIS YEAR	PREVIOUS YEAR	NEW FACULTY	THIS YEAR	THIS YEAR	
1968-69	20	11½	31½	21	16½	37½	4	5	9	306	34:1
1969-70	31½	3	34½	37½	3	40½	9	2	11	395	35:1
1970-71	34½	10	44½	40½	13	53½	11	6	17	518	30:1
1971-72	49½	5	49½	53½	12	65½	17	4	21	620	30:1
1972-73	49½	3½	53	65½	4	69½	21	1	22	705	33:1
1973-74	53	5	58	69½	6½	76	22	4	26	820	33:1
1974-75	58	9	67	76	2	78	26	1	27	945	36:1

N.B. BUSINESS RESEARCH FACULTY (ONE REQUIRED 1971, 1972, 1973, TWO REQUIRED 1974) ARE NOT INCLUDED IN THE ABOVE TEACHING REQUIREMENTS

THE EQUIVALENT OF TWO FULL TIME FACULTY MEMBERS WILL BE REQUIRED AS SESSIONAL LECTURERS THROUGH THE PERIOD 1968-75, TO SERVICE SPECIALIZED DISCIPLINE (e.g. BUSINESS LAW).

EXHIBIT #III

SCHOOL OF BUSINESS ADMINISTRATION

LECTURE HOURS PER PROGRAM OF STUDY 1968-69 ACADEMIC YEAR

1) DIPLOMA IN BUSINESS ADMINISTRATION

FIRST YEAR:

Course Number	Subject	Fall Term Lec.	Fall Term Lab.	Spring Term Lec.	Spring Term Lab.
Business T1a	Accounting	3	2	3	2
Business T1b	Business Law	3	0	3	0
Business T1c	Business Organization	4	0	4	0
Economics T1a	Introductory	3	0	3	0
English T1a	Introduction to Contemporary Literature	3	0	3	0
Geography T1a	Political & Economic	3	0	3	0
Mathematics T1c	Business Mathematics	4	0	4	0
	Total	23	2	23	2

SECOND YEAR:

Course Number	Subject,				
Business T2a	Accounting	4	0	4	0
Business T2b	Marketing	3	0	3	0
Business T2c	Finance	3	0	3	0
Business T2d	Human Relations	3	0	3	0
Business T2e	Production	3	0	3	0
Business 200	Managerial Statistics	3	1	3	1
Economics T2a	North American Economic Development	3	0	3	0
English T2a	Report Writing	1	0	1	0
English T2b	Introduction to Types of Literature	3	0	3	0
	Total	26	1	26	1

THIRD YEAR:
Compulsory:

Course Number	Subject				
Business T3c	Management	4	0	4	0
Business T3d	Systems and Procedures	3	0	3	0
Economics T3a	Money, Credit, & Banking	3	0	3	0
Political Science T3a	Principles of Government	3	0	3	0
One Arts Course at the 1a6 level		3	0	3	0

The student must select, as his major option, either A or B.

If Option A is selected the student must take:
(1) The compulsory courses listed
(2) Business T3a, Accounting
(3) Any two of: Business T3b, Cost Accounting
Business T3e, Auditing
Business T3f, Operations Research
(4) Any two of: The courses listed in Option B.

If Option B is selected the student must take:
(1) The compulsory courses listed
(2) Either: Business T3a, Accounting
Or two of: Business T3b, Cost Accounting
Business T3e, Auditing
Business T3f, Operations Research
(3) Any four of the courses listed in Option B.

OPTION A:

Course Number	Subject	Fall Lec.	Term Lab.	Spring Lec.	Term Lab.
Business T3a	Accounting	3	0	3	0
Business T3b	Cost Accounting	3	0	0	0
Business T3c	Auditing	0	0	3	0
Business T3f	Operations Research	3	0	0	0

OPTION B:

Course Number	Subject				
Business T3g	Advertising	3	0	0	0
Business T3h	Industrial Relations	0	0	3	0
Business T3i	Personnel	3	0	0	0
Business T3j	Purchasing	0	0	3	0
Business T3k	Retailing	3	0	0	0
Business T3L	Sales Management	0	0	3	0

TOTAL....25 hours

2) DIPLOMA IN BUSINESS COMPUTER SYSTEMS

FIRST YEAR:

Course Number	Subject	Fall Lec.	Term Lab.	Spring Lec.	Term Lab.
Business T1a	Accounting	3	2	3	2
Business T1c	Business Organization	4	0	4	0
Computer T1a	Unit Record	3	1	3	1
Economics T1a	Introductory	3	0	3	0
English T1a	Introduction to Contemporary Literature	3	0	3	0
Mathematics T1c	Business Mathematics	4	0	4	0
Mathematics T1d	Computer	0	0	2	0
	Total	20	3	22	3

SECOND YEAR:

Course Number	Subject	Fall Lec.	Term Lab.	Spring Lec.	Term Lab.
Business T2a	Accounting	4	0	4	0
Business 200	Managerial Statistics	3	1	3	1
Computer T2a	Digital Computers	3	0	3	0
Computer T2b	Programming	4	4	4	4
English T2a	Report Writing	1	0	1	0
English T2b	Introduction to Types of Literature	3	0	3	0
	Total	18	5	18	5

THIRD YEAR:

Course Number	Subject	Fall Lec.	Term Lab.	Spring Lec.	Term Lab.
Business T2d	Human Relations	3	0	3	0
Business T3b	Cost Accounting	3	0	0	0
Computer T3a	Field Work	0	6	0	6
Computer T3b	Programming	4	4	4	4
Computer	Management	3	0	3	0
Computer T3d	Systems	4	0	4	0
	Total	17	10	14	10

3) HONORS BACHELOR OF COMMERCE DEGREE

FIRST YEAR:

Course Number	Subject	Fall Term Lec.	Fall Term Lab.	Spring Term Lec.	Spring Term Lab.
Business 100	Organization	3	0	3	0
Economics 1a6	Introductory	3	0	3	0
English 1a6	Survey of English Literature	3	0	3	0
Psychology 1a6	Introductory	3	0	3	0
*Two full courses in Arts or Science		3	0	3	0
		3	0	3	0
	Total	18	0	18	0

SECOND YEAR:

Course Number	Subject	Fall Term Lec.	Fall Term Lab.	Spring Term Lec.	Spring Term Lab.
Business 200	Managerial Statistics	3	0	3	0
Business 201	Accounting	3	0	3	0
One Advanced Course in Economics		3	0	3	0
*Three full courses in Arts and Science		3	0	3	0
		3	0	3	0
		3	0	3	0
	Total	18	0	18	0

*Estimated average lecture and laboratory hours.

LAKEHEAD UNIVERSITY



School of Business Administration

GRADUATE DIPLOMA IN BUSINESS ADMINISTRATION

GRADUATE DIPLOMA IN BUSINESS ADMINISTRATION

Objectives:

The graduate diploma program in Business Administration is designed to meet the needs of university graduates whose careers will lead them into the fields of business or public administration, but whose undergraduate courses have not included basic studies in business administration. Company executives throughout the Canadian business community continue to confirm that the formal education provided by such a course of study is more meaningful to the student than the on-the-job training acquired by a graduate of other than business disciplines in his first year of employment.

This program, designed to cover one academic year, provides the student with an introduction to the basic functions and purposes of the business enterprise.

Admission Requirements:

To be admitted to the program leading to the Graduate Diploma in Business Administration a candidate must hold a recognized undergraduate degree from an accredited university. Formal admission to the program will be granted upon approval of the candidate's application by the School of Business Administration.

Program Outline:

The program of studies leading to the Diploma consists of seven courses listed below. Completion of the program requires (a) a minimum period of study of one full academic year, or (b) if taken on a part-time basis, upon completion of the full course program. Classes will be given during the regular winter session of the University. To qualify for the Diploma, a student must obtain a minimum average of 66% and at least 60% in every course. Supplemental examinations normally will not be granted.

The case method is the principal method of instruction used by the School. Text books and other reading materials are used to supplement the cases.

Business 501 - Finance:

A study of the role of the financial manager and his responsibilities. Planning for funds, capital budgeting, management of short, intermediate and long-term funds.

3 hours

Business 502 - Administrative Practices:

This course is designed to increase the student's awareness of, and skill in acting toward, the many varied and complicated problems that arise in business organizations, as a result of the relationships people have with one another. Available knowledge in the field of organizational behaviour and training in administrative action are covered in the course.

3 hours

Business 503 - Law (half course):

A study of commercial law to assist the administrator in understanding the legal framework in which he must make his decisions.

3 hours, one term

Business 504 - Marketing:

An introductory course in which marketing is studied primarily from the consumer's point of view. An intensive examination is made of the more important marketing functions.

3 hours

Business 505 - Production (half course):

A course which emphasizes the management of manufacturing activities; use of concepts and techniques to solve problems ranging from job design through to the planning and operation of production systems within the company organization.

3 hours, one term

Business 550 - Managerial Accounting:

In the first part of the course the student is exposed to basic accounting concepts and techniques. The major part of the course is then devoted to management uses of accounting information. Planning and control aspects of information systems are emphasized.

3 hours

Business 551 - Quantitative Methods:

The collection, analysis and presentation of business data with emphasis on modern quantitative techniques.

3 hours

Applications:

Application for admission to the program, together with supporting documents, should be submitted to the Registrar, Lakehead University, before September 1st. Application forms and additional information may be secured from the office of the Registrar.

LAKEHEAD UNIVERSITY



School of Business Administration

HONORS BACHELOR OF COMMERCE DEGREE

HONORS BACHELOR OF COMMERCE

Objectives:

The program leading to the degree, Bachelor of Commerce (B. Comm.) is designed to provide the student with an understanding of his environment in order that he can successfully challenge business problems. In line with this objective, the School of Business Administration recognizes that it is essential for the student to have a good background in the arts and sciences and accordingly the first two years of the program have been arranged to provide for such a background. The last two years of the program allow the student to concentrate his studies in business. Emphasis is on the development of approaches to and techniques for the solving of business problems within a decision-making framework.

Admission Requirements:

A student may be admitted to the Honors Bachelor of Commerce program in either Year I or Year II.

Program for students entering in Year I:

Academic requirements for students enrolling in Year I directly from Grade 13 consist of the following:

Ontario Secondary School Honor Graduation Diploma (Senior Matriculation) or its equivalent, showing an overall average of 60% in the following:

Mathematics A
English or a language
At least two other subjects, comprising three credits.

The program is as follows:

Year I

Business 100, Organization
Economics 1a6
English 1a6
Psychology 1a6
Two full courses in Arts and Science selected after consultation with the Chairman of the School of Business Administration.

Year II

Business 200, Managerial Statistics
Business 201, Accounting
An advanced course in Economics
Three full courses in Arts and Science selected after consultation with the Chairman of the School of Business Administration.

Year III

Business 300, Control
Business 301, Finance
Business 302, Administrative Practices
Business 303, Law (½)
Business 304, Marketing
Business 305, Production (½)

Year IV

Business 400, Operations Research - Theory and Computer Applications
Business 401, Policy
Business 402, Systems and Procedures (½)
The equivalent of two and one-half full courses from among the following optional half-year courses offered by the School of Business Administration.

Business 403, Advanced Accounting (full course)
Business 404, Advanced Financial Management (½)
Business 405, Personnel (½)
Business 406, Industrial Relations (½)
Business 407, Purchasing (½)
Business 408, Advertising (½)
Business 409, Sales Management (½)
Business 410, Retailing (½)
Business 411, Cost Accounting (½)
Business 412, Auditing (½)
Business 413, Transportation (½)
Business 414, International Marketing (½)
Business 415, Insurance (½)
Business 416, Financial Institutions (½)
Business 417, Marketing Research (½)

One elective in Arts and Science selected after consultation with the Chairman of the School of Business Administration.

In each year the student must maintain an average of at least 66% in the business courses with an overall average of 60% or greater.

Program for students entering in Year II

To be admitted to the Honors Commerce program in Year II the student must have passed the first year of an Arts or Science program with an overall average of at least 60%.

The program is as follows:

Year II

Business 100, Organization
Business 200, Managerial Statistics
Business 201, Accounting
Economics 1a6 (or an elective if taken in Year I of an Arts or Science program).

Year II (cont'd)

Two full courses in Arts and Science selected after consultation with the Chairman of the School of Business Administration. (Note that English 1a6 and Psychology 1a6 must be included in either Year I or Year II of the student's program.)

The program for third and fourth years is identical to that previously described. It should be noted that prior to graduation at least one course in Economics at an advanced level must be taken.

Courses Offered by the School of Business Administration for the Honors Bachelor of Commerce Degree

Business 100 - Organization

This is an introductory course to business and deals with the forms of ownership and the organizational structure of the business firm.
Lectures - 3 hours.

Business 200 - Managerial Statistics

Methods of obtaining, classifying and analysing business data.
Lectures - 3 hours.

Business 201 - Accounting

This course is concerned with the principles of accounting and some of their applications in modern business. Sole proprietorships, partnerships and limited companies are discussed in some detail; consideration is given to the managerial aspects of accounting with emphasis upon departmental accounting, budgets and various specialized or supplementary statements.
Lectures - 4 hours.
Laboratory - 1 hour.

Business 300 - Control

This course emphasizes the preparation and use of figure data in making business decisions and in appraising the results of business operations.
Lectures - 3 hours.

Business 301 - Finance

A study of the role of the financial manager and his responsibilities; planning for funds, capital budgeting, management of short, intermediate and long-term funds.
Lectures - 3 hours.

Business 302 - Administrative Practices

This course is designed to increase the student's awareness of and skill in acting toward the many varied and complicated problems that arise in business organizations as a result of the relationships people have with one another. Available knowledge in the field of organizational behaviour and training in administrative action are covered in the course.
Lectures - 3 hours.

Business 303 - Law (half course)

A study of commercial law to assist the administrator in understanding the legal framework in which he must make his decisions.
Lectures - 3 hours, one term only.

Business 304 - Marketing

An introductory course in which marketing is studied primarily from the consumer's point of view. An intensive examination is made of the more important marketing functions.
Lectures - 3 hours.

Business 305 - Production (half course)

A course which emphasizes the management of manufacturing activities; the use of concepts and techniques to solve problems ranging from job design through to the planning and operation of production systems within the company organization.
Lectures - 3 hours, one term only.

Business 400 - Operations Research - Theory and Computer Applications

The methods and uses of operations research in business using the computer as a practical tool.
Lectures - 3 hours.

Business 401 - Policy

The principles and practices of business management in their application to the organization and operation of enterprises; the management of the three major functions of business - production, finance, and marketing.
Lectures - 3 hours.

Business 402 - Systems and Procedures (half course)

Business systems as applied to computers including flow-chart analysis of problems, programming and coding using various computer languages.
Lectures - 3 hours, one term only.

Business 403 - Advanced Accounting

The course is concerned with communication of financial facts to outsiders. Considerable attention is therefore devoted to company annual reports and to the bulletins and regulations of the professional accounting bodies, the securities exchanges and various government agencies.

Business 404 - Advanced Financial Management (half course)

The course is concerned primarily with the financial implications of the various kinds of business decisions.
Lectures - 3 hours, one term only.

Business 405 - Personnel (half course)

This course is designed to help the student acquire an understanding of the techniques, principles and procedures involved in personnel administration.
Lectures - 3 hours, one term only.

Business 406 - Industrial Relations (half course)

This course deals with the administration and negotiation of labour management contracts.
Lectures - 3 hours, one term only.

Business 407 - Purchasing (half course)

The organization, methods and policies of the purchasing department and its relationship with other departments of the business.
Lectures - 3 hours, one term only.

Business 408 - Advertising (half course)

A study of advertising within the framework of marketing. Advertising principles and techniques are illustrated by the discussion of specific cases in advertisements.
Lectures - 3 hours, one term only.

Business 409 - Sales Management (half course)

The purpose of the course is to develop ability in dealing with problems involved in the management of outside salesmen.
Lectures - 3 hours, one term only.

Business 410 - Retailing (half course)

A study of retailing in the Canadian economy, its structure, origin and development.
Lectures - 3 hours, one term only.

Business 411 - Cost Accounting (half course)

A study of cost accounting as a tool in analysing, planning and controlling operations.
Lectures - 3 hours, one term only.

Business 412 - Auditing (half course)

This course will emphasize internal control, particularly over assets with some consideration given to liabilities and shareholders' equity. Some consideration will also be given to the role of external auditor.
Lectures - 3 hours, one term only.

Business 413 - Transportation (half course)

The economics of major transport methods with special reference to Northwestern Ontario's requirements.
Lectures - 3 hours, one term only.

Business 414 - International Marketing (half course)

A study of the problems faced by the marketing manager in selling his products abroad.
Lectures - 3 hours, one term only.

Business 415 - Insurance (half course)

A study of the principles of insurance including the historical development; types of policies and coverage available are discussed at some length.
Lectures - 3 hours, one term only.

Business 416 - Financial Institutions (half course)

A study of the objectives of various financial institutions and the demand for funds by the business community, the requirements of supervisory authorities and the public interest.
Lectures - 3 hours, one term only.

Business 417 - Marketing Research (half course)

The tools available to the marketing manager to provide him with the facts he needs in making his decisions. Besides becoming acquainted with the tools, the student is given practice in the handling and interpretation of the research results.
Lectures - 3 hours, one term only.

Applications

Application for admission to the course, together with supporting documents, should be submitted to the Registrar, Lakehead University, before September 1st. Application forms and additional information may be secured from the office of the Registrar.

LAKEHEAD UNIVERSITY



School of Business Administration

DIPLOMA IN BUSINESS ADMINISTRATION

DIPLOMA IN BUSINESS ADMINISTRATION

Objectives:

The diploma program in Business Administration at the undergraduate level is designed to expose the student to a broad cross-section of business studies from which he can make an intelligent choice of the particular field of specialization in which he is most interested and for which he has the greatest aptitude.

The School of Business Administration recognizes that it is essential for the student intending to make a career in business to have a good background in the arts and sciences. Consequently, the undergraduate student in Business Administration at Lakehead University is required to study a number of arts and science courses to develop this background.

Graduates enter a wide variety of firms and occupations. Some are placed immediately in training programs to give them, as quickly as possible, experience in different departments; others go directly to a specific department; still others register with professional societies. With experience, they will occupy responsible positions in sales, marketing, accounting, statistics, purchasing, credit, production, personnel, advertising and office management.

Admission Requirements:

Applicants must have completed successfully the requirements for the Ontario Secondary School Graduation Diploma granted upon the completion of the fourth year of any one of the five-year courses of the reorganized program. Applicants must have passed English and Mathematics in Grades 11 and 12 and two of History, Geography or Economics in Grade 12 and one other appropriate subject, with an overall average of at least 60%.

Students who have obtained the Ontario Secondary School Graduation Diploma with high standing in the four-year program may be considered for admission on an individual basis.

Program Outline:

FIRST YEAR:	FALL TERM		SPRING TERM	
	Lecture	Lab	Lecture	Lab
Business Tla, Accounting	3	2	3	2
Business Tlb, Business Law	3	0	3	0
Business Tlc, Business Organization	4	0	4	0
Economics Tla, Introductory	3	0	3	0
English Tla, Introduction to Comtemporary Literature	3	0	3	0
Geography Tla, Political & Economic	3	0	3	0
Mathematics Tlc, Business Mathematics	4	0	4	0
	23	2	23	2

SECOND YEAR:	FALL TERM Lecture	FALL TERM Lab	SPRING TERM Lecture	SPRING TERM Lab
Business T2a, Accounting	4	0	4	0
Business T2b, Marketing	3	0	3	0
Business T2c, Finance	3	0	3	0
Business T2d, Human Relations	3	0	3	0
Business T2e, Production	3	0	3	0
Business 200, Managerial Statistics	3	1	3	1
Economics T2a, North American Economic Development	3	0	3	0
English T2a, Report Writing	1	0	1	0
English T2b, Introduction to Types of Literature	3	0	3	0
	26	1	26	1

THIRD YEAR:

Compulsory:

Business T3c, Management	4	0	4	0
Business T3d, Systems and Procedures	3	0	3	0
Economics T3a, Money, Credit and Banking	3	0	3	0
Political Science T3a, Principles of Government	3	0	3	0
One Arts Course at the 1a6 level	3	0	3	0

The student must select, as his major option, either A or B.
If option A is selected the student must take:

(1) the compulsory courses listed
(2) Business T3a, Accounting
(3) Any two of: Business T3b, Cost Accounting
Business T3e, Auditing
Business T3f, Operations Research
(4) Any two of: The courses listed in Option B.

If option B is selected the student must take:

(1) The compulsory courses listed
(2) Either: Business T3a, Accounting
Or two of: Business T3b, Cost Accounting
Business T3e, Auditing
Business T3f, Operations Research
(3) Any four of the courses listed in option B.

Option A:

Business T3a, Accounting	3	0	3	0
Business T3b, Cost Accounting	3	0	0	0
Business T3e, Auditing	0	0	3	0
Business T3f, Operations Research	3	0	0	0

Option B:

Business T3g, Advertising	3	0	0	0
Business T3h, Industrial Relations	0	0	3	0
Business T3i, Personnel	3	0	0	0
Business T3j, Purchasing	0	0	3	0
Business T3k, Retailing	3	0	0	0
Business T3l, Sales Management	0	0	3	0
			Total	25 hours.

In each year a student must pass all of the courses in that year, the pass mark being 50%.

Exceptional students with high standing in the program may be considered for admission to the Honors Bachelor of Commerce program or the general arts program with advance credits. Further particulars in this regard may be obtained from the Chairman of the School of Business Administration.

COURSE DESCRIPTIONS

Business T1a - Accounting:

The accounting cycle for both service and merchandising enterprises including adjustments for deferred and accrued items; use of special journals and subsidiary ledgers; valuation of accounts receivable, merchandise inventory and fixed assets; payroll accounting; introduction to internal control procedures with special emphasis on the control of cash; accounting concepts and principles.

Business T1b - Business Law:

A summary of our laws of contract, employment, agency, sale of goods, insurance, bailments, inheritance, real estate, negotiable instruments, partnerships, corporations, bankruptcy, trade marks, business crimes and torts.

Business T1c - Business Organization:

Forms of ownership; the organizational structure of a business firm; manufacturing, wholesaling, retailing, public utilities and co-operatives; the scope of the office, office organization, procedures and equipment; location and layout of a business enterprise; personnel and labor problems; consumer and business finance; financial institutions; business risks and insurance.

Economics T1a - Introductory:

This course deals with such aspects of the country's economic affairs as business organization, decision making in the individual firm, supply and demand, money and banking, national income and gross national product.

English T1a - Introduction to Contemporary Literature:

Training to write more correctly and more forcefully, and to read with appreciation and discernment in contemporary literature.

Geography T1a - Political and Economic:

This course aims at understanding the political and economic state of present-day Europe by studying the interplay of the various geographical factors involved. Its content includes: geographic regions; the location, size and shape of states; population dynamics and the changing balance of power; resources and industry, transportation and trade: Europe as an agricultural continent; colonialism past and present; the post-war division of Europe; development of supra-national organizations.

Mathematics T1c - Business Mathematics:

A review of arithmetic and short methods applicable in business; a review and extension of algebra; linear mathematics and programming; logarithms; simple interest and discount with reference to partial payments, invoices, accounts, installment plans and personal loans; calculations required for inventories, insurance, business finance, partnerships and taxation; compound interest; annuities; sinking funds.

Business T2a - Accounting:

Partnerships and limited companies; departmental and branch accounting; budgeting, funds statements, statement analysis, special analyses and internal reports, introduction to cost accounting.

Business T2b - Marketing:

An introductory course in which marketing is studied primarily from the consumer's point of view. An intensive examination is made of the more important marketing functions - selecting channels of distribution, packaging, branding, product planning, marketing research, and analysis of the Canadian market in general.

Business T2c - Finance:

A study of the role of the financial manager and his responsibilities; planning for funds, capital budgeting, management of short, intermediate and long-term funds.

Business T2d - Human Relations:

A study of people at work and how they may be motivated to work together in greater harmony. Focus is upon the manager and his operating relationships with people in the organization.

Business T2e - Production:

A course which emphasizes the management of manufacturing activities; use of concepts and techniques to solve problems ranging from job design through to the planning and operation of production systems within the company organization.

Business 200 - Managerial Statistics:

Methods of obtaining, classifying and analysing business data.

Economics T2a - North American Economic Development:

This course traces the economic growth of Canada from the colonial period to the present.

English T2a - Report Writing:

A study of the different aspects of report writing and business correspondence. This study will include effective expression of ideas, the psychological implications of business correspondence, and the planning and writing of letters and reports.

English T2b - Introduction to Types of Literature:

A study of drama, poetry, and the novel for the purpose of increasing the student's appreciation of the different types of literature.

Business T3a - Accounting:

A study at an advanced level of the valuation of assets and financial statement disclosure; liabilities and shareholders' equity; statements from incomplete records; reorganizations, income taxes.

Business T3b - Cost Accounting (half course):

The elements of cost, material, labor, and overhead; the application of cost to work done under job cost and process cost systems; standard costs, including the analysis and accounting treatment of variances; cost and profit analysis for decision-making, including gross profit analysis, break-even analysis; profit-volume analysis and differential cost analysis; budgetary control and the flexible budget.

Business T3c - Management:

The principles and practices of business management and their application to the organization and operation of enterprises; the management of the three major functions of business - production, finance and marketing. Emphasis is placed on the philosophy and general approach rather than on details of techniques and procedures, with the aim of developing through classroom participation and written assignments on practical business situations the ability to recognize problems, assemble facts, make decisions, and present recommendations convincingly and concisely.

Business T3d - Systems and Procedures:

Uses and limitations of digital computers for business applications; flow chart analysis of problems, programming and coding using Fortran and SPS languages, discussion of business language Cobol; data processing equipment and techniques; business systems as applied to computers; management decision techniques using computers. Students will write several programs which will be run on a computer.

Business T3e - Auditing (half course):

This course is studied from the management control point of view. Internal control and audit will be emphasized, particularly control over assets with some consideration given to liabilities and shareholders' equity. Case studies will be used to complement the development of methods which aid the control and planning functions. Some consideration will be given to the role of the external auditor. The primary emphasis will be on the various services available from a public accounting firm, and the development of relations with external auditors.

Business T3f - Operations Research (half course):

The method and uses of operations research in business, including inventory control, linear programming, simulation, queuing and games and strategies.

Business T3g - Advertising (half course):

A study of advertising within the framework of marketing. Advertising principles and techniques are illustrated by the discussion of specific cases and advertisements.

Business T3h - Industrial Relations (half course):

The course deals with the administration and negotiation of labor-management contracts. Part of the material is centered around the problem of the administration of industrial relations after the contract has been written, while part of the material deals with the task of negotiating contracts.

Business T3i - Personnel (half course):

This course is designed to help the student acquire an understanding of the techniques, principles and procedures involved in personnel administration both as a specialized function of the organization and as a co-ordinating function in general administration. Case materials are used to deal with such areas as company organization, personnel policies, selection and placement, training and executive development, appraisal, wage and salary administration, motivation, communication, safety and health, union and non-union relations, employee services, personnel research and public relations.

Business T3j - Purchasing (half course):

The organization, methods and policies of the procurement function; ordering, clerical procedures, receiving and warehousing; the relationship between the department and the other departments of a business.

Business T3k - Retailing (half course):

Importance of retailing in our economy; structure of retailing in Canada; origin and development of retailing; direct retailing and consumer co-operatives; large and small-scale retailing; store locations, layout and equipment; organization of retail stores; retail advertising and sales promotion, window and interior display; store service; essentials of retail mathematics. Students will be given practical assignments that relate retailing principles to actual situations.

Business T31 - Sales Management (half course):

The purpose of this course is to develop ability in dealing with the problems involved in the management of outside salesmen. Thus, the "case" is used in involved situations which confront sales executives of manufacturing and distributing enterprises in their day-to-day operations.

Economics T3a - Money, Credit and Banking:

This course deals with such aspects as functions and supply of money; credit and its uses; the banking system and aims of monetary policy.

Political Science T3a - Principles of Government:

A study of the basic principles of government, with reference to the governments of selected countries.

Applications

Application for admission to the course, together with supporting documents, should be submitted to the Registrar, Lakehead University, before September 1st. Application forms and further information may be secured from the office of the Registrar.

LAKEHEAD UNIVERSITY



School of Business Administration

DIPLOMA IN BUSINESS COMPUTER SYSTEMS

DIPLOMA IN BUSINESS COMPUTER SYSTEMS

Objectives:

For a number of years now there has been an acute shortage of computer programmers and systems analysts. The industry is experiencing a growth rate of 20% per annum and the demand for specialists in this field continually exceeds the supply.

While manufacturers' training courses provide a good grounding in programming and systems work, the School of Business Administration recognizes the need for graduates with a broad background in business subjects which will enable them to understand the business enterprise in its entirety and to eventually assume managerial responsibilities in the computer department.

Lakehead University's IBM 360 Model 40 Computer will be used extensively by students during the three-year program. It is hoped that in the summer months between the second and third years of the program students will be able to supplement classroom and laboratory work with employment in computer departments of industrial and commercial concerns.

Admission Requirements:

(1) Applicants must have completed successfully the requirements for the Ontario Secondary School Graduation Diploma granted upon the completion of the fourth year of any of the five-year courses of the reorganized program. Applicants must have passed English and Mathematics in Grades 11 and 12 and any two of History, Geography or Economics in Grade 12 and one other appropriate subject, with an overall average of at least 60%.

(2) In addition, the applicant must obtain a satisfactory score on a test designed to evaluate an individual's aptitude for computer work.

Program Outline:

FIRST YEAR:	FALL TERM		SPRING TERM	
	Lecture	Lab	Lecture	Lab
Business Tla, Accounting	3	2	3	2
Business Tlc, Business Organization	4.	0	4	0
Computer Tla, Unit Record	3	1	3	1
Economics Tla, Introductory	3	0	3	0
English Tla, Introduction to Contemporary Literature	3	0	3	0
Mathematics Tlc, Business Mathematics	4	0	4	0
Mathematics Tld, Computer	0	0	2	0
	20	3	22	3

SECOND YEAR:	FALL TERM Lecture	FALL TERM Lab	SPRING TERM Lecture	SPRING TERM Lab
Business T2a, Accounting	4	0	4	0
Business 200, Managerial Statistics	3	1	3	1
Computer T2a, Digital Computers	3	0	3	0
Computer T2b, Programming	4	4	4	4
English T2a, Report Writing	1	0	1	0
English T2b, Introduction to Types of Literature	3	0	3	0
	18	5	18	5

THIRD YEAR:				
Business T3b, Cost Accounting	3	0	0	0
Business T2d, Human Relations	3	0	3	0
Computer T3a, Field Work	0	6	0	6
Computer T3b, Programming	4	4	4	4
Computer T3c, Management	3	0	3	0
Computer T3d, Systems	4	0	4	0
	17	10	14	10

In each year a student must pass all of the courses in that year, the pass mark being 50%.

COURSE DESCRIPTIONS

Business T1a - Accounting:

The accounting cycle for both service and merchandising enterprises including adjustments for deferred and accrued items; use of special journals and subsidiary ledgers; valuation of accounts receivable, merchandise inventory and fixed assets; payroll accounting; introduction to internal control procedures with special emphasis on the control of cash; accounting concepts and principles.

Business T1c - Business Organization:

Forms of ownership; the organizational structure of a business firm; manufacturing, wholesaling, retailing, public utilities and co-operatives; the scope of the office - office organization, procedures and equipment; location and layout of a business enterprise; personnel and labor problems; consumer and business finance; financial institutions; business risks and insurance.

Computer T1a - Unit Record:

Card format, elementary unit record programming, key punch and verifier, card sorter, collator, interpreter, reproducer, accounting machine, calculator; basic computer concepts.

Economics T1a - Introductory:

This course deals with such aspects of the country's economic affairs as business organization, decision-making in the individual firm, supply and demand, money and banking, national income and gross national product.

English T1a - Introduction to Contemporary Literature:

Training to write more correctly and more forcefully, and to read with appreciation and discernment in contemporary literature.

Mathematics T1c - Business Mathematics:

A review of arithmetic and short methods applicable in business; a review and extension of algebra; linear mathematics and programming; logarithms; simple interest and discount with reference to partial payments, invoices, accounts, installment plans and personal loans; calculations required for inventories, insurance, business finance, partnerships, and taxation; compound interest; annuities; sinking funds.

Mathematics T1d - Computer:

Topics in mathematics concerning use and operations of computers including introduction to numbers, decimal and binary, converting from one base to another, use of complements in numbers, computer addressing principle, fixed and floating point arithmetic, logical operations.

Business T2a - Accounting:

Partnerships and limited companies; departmental and branch accounting; budgeting, funds statements, statement analysis, special analyses and internal reports, introduction to cost accounting.

Business 200 - Managerial Statistics:

Methods of obtaining, classifying and analysing business data.

Computer T2a - Digital Computers:

The use of digital computers; programming and basic circuitry; organization and operation of complete digital machines.

Computer T2b - Programming:

Elementary and intermediate programming using IBM PL/I language. Emphasis will be given to the commercial aspects of this language. The student will write programs in PL/I and run them on the IBM 360 computer.

English T2a - Report Writing:

A study of the different aspects of report writing and business correspondence. This study will include effective expression of ideas, the psychological implication of business correspondence, and the planning and writing of letters and reports.

English T2b - Introduction to Types of Literature:

The study of drama, poetry, and the novel for the purpose of increasing the student's appreciation of the different types of literature.

Business T3b - Cost Accounting (half course):

The elements of cost-material, labor and overhead; the application of cost to work done under job cost and process cost systems; standard costs, including the analysis and accounting treatment of variances; cost and profit analysis for decision making gross profit analysis, break-even analysis, profit-volume analysis and differential cost analysis; budgetary control and the flexible budget.

Business T2d - Human Relations:

A study of people at work and how they may be motivated to work together in greater harmony. Focus is upon the manager and his operating relationships with people in the organization.

Computer T3a - Field Work:

Practical experience in a commercial or industrial concern.

Computer T3b - Programming:

Advanced concepts of computer programming are considered with emphasis on the language PL/I. Application on the computer of these concepts is done in laboratory sessions.

Computer T3c - Management:

The principles and practices of business management and their application to the organization and operation of enterprises are discussed with emphasis placed on the philosophy and general approach rather than on details of technique and procedures.

Computer T3d - Systems:

Systems analysis with special emphasis on EDP systems; systems functions, survey techniques, charting, layout, installation procedures, forms design, work measurement, records management, office equipment, information retrieval, EDP feasibility studies, equipment selection, file layout, controls.

Applications

Application for admission to the program, together with supporting documents, should be submitted to the Registrar, Lakehead University, before September 1st. Application forms and further information may be secured from the office of the Registrar.