

The School of Business prepares students for professional careers in the business world and for teaching in secondary schools and junior colleges. The program is designed to provide a knowledge of the principles, procedures and art of business management; an understanding of the role and responsibility of business in present day society; a foundation of basic background materials for participation in the American enterprise system; and such proficiency in technical skills and information as the job market demands.

The school offers bachelor of science degree programs in the four specialized business areas of accounting, business administration, marketing, and office administration, and in agribusiness. A minor and special courses are offered to supplement work in other fields.

Opportunity is afforded students through classes and student organizations to become acquainted with business and industrial organizations in California and the San Joaquin Valley. Effort is made to adapt the program to meet the particular needs of the San Joaquin Valley. Business and industrial concerns in Fresno and vicinity cooperate to make possible practical application of the theory studied in the classroom through field trips and guest lecturers in classes. A special course, business lectures, brings to the campus each week a business executive who discusses some topic of current business and economic interest. The Beta Gamma Sigma Colloquium brings to the campus well-known top management men for discussions with selected senior and graduate students. The school sponsors professional organizations for both men and women. A convocation of all business students is held once each semester, bringing to the campus a well-known leader to discuss some scholarly aspect of business. This blending of the practical and theoretical is designed to insure vitality of instruction and breadth of vision.

The master of business administration and master of science degrees are offered. The master of business administration degree is designed to prepare students for careers in management of business enterprises and other organizations, including public corporations, educational systems, and nonprofit institutions. The master of science degree provides specialized advanced work in business as distinguished from the broader program of management. Either degree may be used to deepen the competence of teachers of business subjects in secondary schools and junior colleges.

The school offers appropriate programs for students planning to work toward a teaching credential with a major in business. Such students should consult the appropriate advisers in the Schools of Business and Education as early in their programs as possible. Students wishing to combine the credential with a master's degree should also consult the graduate coordinator in the School of Business and the Dean of the School of Graduate Studies.

The School of Business is a member of the American Association of Collegiate Schools of Business.

#### **BUREAU OF BUSINESS RESEARCH AND SERVICE**

The Bureau of Business Research and Service is organized within the School of Business to meet the research and service needs of the students and faculty of the School of Business and of the San Joaquin Valley business community. The Bureau compiles, interprets, and publishes statistics and studies on the local and regional economy, including *Fresno Facts and Trends*, which is published monthly during the regular academic year in cooperation with the Fresno County and City Chamber of Commerce. It facilitates research in appropriate areas by the students and faculty; seeks cooperative arrangements with outside organizations for con-