

## BUSINESS DIVISION

Professors: Fisk (Head), Jepsen, Mudge, Pierson, H. Rohrer, Storli  
Associate Professors: Austin, Halper, Mullennix, Tidyman, Wayne  
Assistant Professors: R. Allen, W. Brooks, R. Carr, I. Davis, Elias, Emerson, H.  
ton, McCullough, W. Parker, Reighard, Sherman

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 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 discussion with selected senior and graduate students. This blending of the practical and theoretical is designed to insure vitality of instruction and breadth of vision.

### BUREAU OF BUSINESS RESEARCH AND SERVICE

The Bureau of Business Research and Service is organized within the Business Division to meet the research and service needs of the students and faculty of the San Joaquin Valley. The Bureau compiles, interprets, and publishes statistics and studies on the local and regional economy, including *Fresno Facts and Trends*; facilitates research in appropriate areas by the students and faculty; seeks cooperative arrangements with outside organizations for conducting specific research and service projects; and arranges and conducts executive development and other programs as the need arises.

### INSTITUTE OF INDUSTRIAL RELATIONS

In cooperation with labor and management groups in the San Joaquin Valley the Institute of Industrial Relations offers work both on campus and off campus. It also provides opportunities for students to participate in labor relations programs and to engage in research in the field.

### BACHELOR OF ARTS DEGREE MAJORS

Majors are offered in the following fields for the bachelor of arts degree: Business Education, major requirements, see page 131; for special and general secondary credentials, see page 133; for general degree requirements, see page 72.

The Business Education major in combination with other requirements for special secondary, junior high, or the general secondary credential (see page 133) prepares students to teach business subjects in secondary schools, including junior colleges.

The General Business major is for students who desire a general preparation in business, and for those with objectives such as agribusiness, prelaw and for trade.

The Secretarial Administration major prepares for responsible positions as personal and executive secretaries, administrative assistants, and supervisory positions in offices.

### BACHELOR OF SCIENCE DEGREE MAJORS

Majors are offered in the following fields for the bachelor of science degree: Accounting, major requirements, see page 131; for general degree requirements, see page 72.

The Accounting major prepares for the California examination for Certified Public Accountant and for positions in governmental, public, internal, and general accounting.

The Agribusiness major prepares students for positions in businesses allied with agriculture. These include farm credit and finance, agricultural purchasing, processing, and marketing, as well as management and office positions in agricultural industry. The degree requires 128 units including course work in both business and agriculture.

The Business Administration major prepares for positions in the fields of banking and finance, business and industrial management, small business operation, and personnel administration.

The Marketing major prepares for positions in retailing and merchandising; in advertising; and in other types of general and specialized marketing work such as specialty selling, sales management, agricultural marketing, and market research.

### MAJOR REQUIREMENTS

Each student desiring to major in a business field must select one of the majors listed below. The general and specific requirements for a bachelor's degree in these fields are as follows:

1. The general regulations (page 68) and the general education requirements (page 70) must be completed. Econ. 1a-b is required of all majors in the division; Math. 2 is required for accounting majors; Ind. Arts 26 is required for marketing (advertising) majors. Recommended additional courses are: Geog. 3, Econ. 110, Sociol. 1a, Psych. 145; Home Ec. 43, for secretarial administration majors.
2. Required of all majors in the division:  
Satisfactory skill in the use of the typewriter as indicated by a proficiency examination or by credit in a college typing course.

	Units
Acctg. 1a-b	6
Bus. Ad. 102, 110, 118a-b, 151	15
Bus. Ad. 133 (except Bus. Ed. and Sec. Ad. majors)	3
Mktg. 100 (or Mktg. 10 for Mktg. and Bus. Ed. majors)	3
	27

3. Specific lower and upper division major requirements as follows:

### Bachelor of Arts Degree Majors

(For additional major requirements see items 1-2 above)

Business Education	
Bus. Ad. 100 or equivalent	3
Bus. Ad. 4	2
Bus. Ed. 154	2
Elect from: Bus. Ed. 180, 181, 182, 183, 186	3
Elect from one field (u.d.) Acctg., Bus. Ad., Mktg., Sec. Ad.	6
	16
General Business	
Elect from one field (u.d.): Acctg., Bus. Ad., Mktg.	6
Minor in Economics required, see page 290.)	
Secretarial Administration	
Bus. Ad. 4, 14, 15, 16	6
Bus. Ad. 23, 112	8
Bus. Ad. 114	2
Bus. Ad. 122a-b	6
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May be adjusted for students with high school shorthand.