

UNIVERSITY OF NORTH FLORIDA



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directions

VOLUME I, BUSINESS EDITION

JACKSONVILLE, FLORIDA

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Business Initiates Executive Seminars

A business seminar titled "Return on Investment—The Manager's Yardstick," will initiate a new program offered by the College of Business Administration through the Division of Continuing Education.

The seminar, to be the last week in March, is the first in a planned series for the Executive Development Institute.

Dr. William Arthur, chairman of the department of accounting and coordinator for the first seminar, explained the institute as a program offering non-credit courses and seminars.

Dr. Arthur said that "through the Executive Development Institute (EDI), programs and services aimed at providing opportunities for managers

at all levels in business will be offered in addition to the regular undergraduate and graduate curricula."

The Institute was conceived with the understanding that the educational needs of managers are progressive in nature starting with the young trainee's need for specific techniques and tools and continuing to the top manager's need for broad conceptual knowledge about the environment of business.

The faculty of the College of Business Administration will continually survey the needs of executives in the Southeast and, through EDI, offer the programs and services to meet them. This will be accomplished through 1) On-campus short courses and seminars, 2) In-company educational

programs, and 3) Special studies of particular problems by the faculty and student in the College.

The following general areas, with many sub-topics, will be available for study through EDI: Strategic Planning and Policy; Management Control Systems; Financial Institutions; Distribution; and General Management.

UNF to Offer MBA Program

Through the College of Business Administration's MBA program, students at the University of North Florida will be offered the opportunity to develop an understanding of the scientific method as applied to business.

The Master of Business Administration degree will be offered to business students when the University opens in the fall. It will emphasize policy formulation and the interrelationships of business subjects.

Dr. James M. Parrish, dean of the College of Business Administration said, "The MBA student will need an exposure to tool areas . . . intensive work in certain functional business areas and an introduction to the principles of decision-making."

The UNF MBA program will be divided into two parts. Part I will consist of subjects considered fundamental for further graduate study in

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Dr. William Arthur and Dr. Robert Mitchell, assistant dean for Continuing Education, discuss the first seminar in the Executive Development Institute.

Students to Venture in Arts and Sciences

Undergraduates at the University of North Florida will have an exciting opportunity to venture beyond their own fields of study through an unusual series of courses in the College of Arts and Sciences.

Dean Willard O. Ash said: "We are committed to the idea that the student must become both generalist and specialist to meet the unknowable future."

Thus, under Dr. Ash's guidance, the department chairmen of the college are developing a component called, appropriately, Leonardo da Vinci Venture Studies. Dr. Ash observed that Leonardo is perhaps the greatest

generalist-specialist of all time:

"His accomplishments defy swift description. He was an architect, city planner, painter, musician, geologist, engineer, inventor, physicist, writer and more."

Venture Studies will be advanced interdisciplinary courses with a contemporary focus. Suggested course titles in the UNF catalog include The Global Village; Jazz, Blues, Rock and Poetry; Jacksonville; Satire and Humor in the Arts; The Culture of Machine Living; Black Politics; Environment and Society.

Many courses will be experience rather than text oriented. Professors

will guide rather than lecture. Students may find themselves studying the inner city from the inside or writing, producing and acting as they study the dramatic arts.

Discussions, special lectures, reading, and television monitoring will be blended where these experiences are appropriate to a course, Dr. Ash said.

Thinking of the Arts and Sciences as a full circle, the quadrants of this circle consist of: 1) Visual and performing Arts; 2) Social Sciences; 3) Natural Sciences; and 4) Verbal and written Arts.

Venture Studies will comprise at least 35 of the 90 hours a student is required to complete for graduation in Arts and Sciences. The remaining 55 hours will consist of at least 35 hours in a major and 20 hours of contextual studies which will support the major.

Since one of the purposes of Venture Studies courses is to encourage students to foray beyond their majors, students will select Venture Studies courses from three other quadrants. Thus, a student majoring in one of the natural sciences, biology, chemistry or physics, will choose his Venture Studies courses in art, literature and political science. A music major might choose courses in economics, mathematics or journalism.

Completion of a variable number of Venture Studies courses is to be required for graduation in some programs in the College of Business Administration. Students in the College of Education also will be permitted to take Venture Studies where appropriate to their professional goals.

Catalog Ready

Now that it is the "Year of the Opening", the University of North Florida's most important academic publication is in preparation. Part I of the first University of North Florida catalog will be available after March 1. Copies may be obtained by writing to the Registrar's Office, University of North Florida, Box 17074, Jacksonville, Florida, 32216.



The University of North Florida building complex is progressing faster than expected. Wesley of Florida is ahead of their construction schedule which will put the UNF administration and staff into the administration and library buildings by July. The classroom and laboratory buildings will be ready for occupancy by Sept.

Recruitment Film Released

What do a junior college sophomore, a dock foreman, a housewife, an auto mechanic, a political activist and a would-be fashion merchandiser have in common?

They all need direction for their

lives to take full advantage of their individual talents and skills. The University of North Florida is where they find this direction in an unusual film recently released by the UNF.

The promotional film, produced by Communications 21, a Jacksonville firm, is a combination of movie film and still photo montages. It depicts the six prospective students making use of the UNF's counseling, co-op work program and career-oriented course studies to find their own direction.

The film will be shown to prospective students for the UNF at junior colleges, community organizations and civic groups in the area.

"directions"
is published periodically
for the University of
North Florida by the
Division of Public Relations

Editor: Jacqueline K. Briggs

Program Seeks To End Maze

In keeping with its commitment to community service, the University of North Florida is participating in a project which will hopefully eliminate the confusion faced by young people applying to institutions of higher education.

Called the Systematic Approach to Maze Elimination (SAME), the program was established under the Title I part of the Higher Education Act of 1965.

Project director for the SAME program is University of North Florida's Dr. Robert L. Mitchell, assistant dean of faculties for continuing education. Dr. Mitchell will coordinate and act as a catalyst for the planning, implementation and evaluation of the project.

The \$27,700 program links the UNF and Florida Junior College at Jacksonville and St. Johns River Junior College; the public school systems of Clay, Nassau, Duval, and St. Johns Counties; Jacksonville University; and Edward Waters College. SAME will provide encouragement, assistance, and guidance to minority and disadvantaged students who would normally not avail themselves of post-secondary education opportunities.

The "maze" refers to the confusing mass of misinformation combined with a general lack of knowledge about the necessary qualifications.

Other aspects of higher education unknown to the disadvantaged student are how to obtain applications, how and where to get financial aid, how to choose a career and formulate courses of study appropriate to that choice.

The project group will include coordinators from each participating county and admissions counselors from the cooperating institutions. Specialists in appropriate fields will be assigned to the project by the UNF and the other institutions.

The University of North Florida will serve as the contracting and directing institution, providing a director, admissions counsel, and supporting personnel.



Going over applications for admission are l. to r., Betty Crippen, University Registrar; James Weese, admissions officer; Marcus Casbeer, director of records and registration; and Ben F. Campbell, director of admissions.

Admissions Nearing Goal

Enrollment in the University of North Florida for the fall term is rapidly nearing the projected 1,500 students. Marcus L. Casbeer, UNF director of records and registration, reports a total of 774 applications processed as of Feb. 15. Due to the large volume of applications being received, those wishing to enter the UNF in the fall should send in their applications as soon as possible.

The breakdown into the three col-

leges is as follows:

College of Arts and Sciences	237
College of Business Administration	184
College of Education	222

The UNF graduate programs have had 131 applicants. There have been 73 applicants for admission to the Business Administration graduate programs and the Education graduate programs have 58 applicants to date.

FOUNDATION BOARD FORMED

While the UNF shares a governing board with other state universities, it also has its own exclusive 'advocates' through the newly organized University of North Florida Foundation, Inc.

The Foundation was incorporated in December, 1971 with Dr. Thad M. Moseley elected president of the board of trustees. The Board is comprised of 14 prominent northeast Floridians.

The purpose of the foundation is two-fold. UNF President, Dr. Thomas G. Carpenter said: "It should serve to enlist advice and support for the UNF among the community and it will be a legal vehicle to encourage private gift support."

The Board members are Dr. Moseley, Dr. Carpenter, J. J. Daniel, president of Stockton, Whatley, Davin and Company and chairman of the Board of Regents; Homer H. Humphries, Jr., partner in the law firm of Grissett and Humphries and past president of the Jacksonville City

Council; and Wesley C. Paxson, president of Paxson Electric Co.

Roland Kennedy, executive vice president, Barnett Bank of Jacksonville; Walter A. Ketcham, general manager, Southern Bell Telephone Co.; William D. Lovett, vice president, Suwannee Steamship Co.; Ray W. Markham, certified public accountant with Smoak, Davis, and Nixon; Rev. Rudolph W. McKissick, Bethel Baptist Institutional Church.

Dr. Jack E. Snider, dentist; Circuit Judge Thomas J. Shave of the Fourth Judicial Circuit; John Walters, executive editor, Florida Times-Union and Jacksonville Journal; and Judson Whorton, treasurer, American Heritage Life Insurance Co.

Ex-officio members of the board are Dr. Roy L. Lassiter, UNF vice president and dean of faculties; Jim Hayward, dean of Administrative Affairs, and Dr. George W. Corrick, dean of University Relations and Development.

MBA Preparation Begun

by Dr. James Parrish

Almost from the day of the announcement that there would be a UNF and a College of Business Administration therein, there was considerable interest for the MBA. It was evident that a large backed-up demand was present in the area and that many of the potential students were graduates of engineering, liberal arts, sciences and other undergraduate majors with little or no background in economics and business.

With excellent cooperation from our associates at the University of Florida, a program was instituted which provides an effective mechanism for these types of prospective students to make progress toward the MBA during the year 1971-1972. The six background courses (30 quarter hours) required in Part I of our MBA are quite similar in form and substance to those necessary for the same purpose at the University of Florida. Arrangements were made and the project is now fully operative for all of these courses to be taught in Jacksonville at the University Continuing Education Center by the Continuing Education Division of the University of Florida. Faculty being used, however, is comprised of the dean and the department chairmen of the College of Business Administration of the University of North Florida.

In the fall quarter, Accounting and

Quantitative methods were given. Currently in progress are Economics and Marketing; and scheduled for the spring quarter, we have Business Law and Management. Any or all of these may be available in the summer quarter of 1972, depending upon demonstrated demand.

Central to any college is the faculty; and the search for an appropriate, high-quality one for the College of Business Administration continues apace. The present nucleus, made up of Dean Parrish, Drs. Arthur, Kip, McLaughlin, Perry, and Rose, has screened approximately 200 potential candidates.

Master's Program from pg. 1

business such as the principles of accounting and economics; law and legal enforcement; management of production, marketing, and logistics; behavior and administration organization; and quantitative methods. These will total 30 credit hours.

Dr. Parrish points out that students whose background or business experience indicates satisfactory exposure to the principles in one or more of subject matter areas may not have to take the foundation course(s).

Part II is a 60 quarter hour section, comprised of a set group of courses with ten hours of electives permitted the student. Some of these required courses are: Advanced Management Control-Financial Accounting, Busi-



Dr. James M. Parrish

ness Communications and Information, and Marketing Management and Institutions.

Admission policies for the MBA program have been established by the Florida Board of Regents. Graduate students are expected to have an average of 3.0 ("B") or higher in the final two years of the baccalaureate program or a composite score of 1000 on the aptitude portion of the Graduate Record Examination.

Because resources are limited, having minimum requirements is not a guarantee of admission. Other factors, such as professional advancement will be considered when your application is reviewed by the selection committee.

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