JANUARY 24, 1978

MBA PROGRAM CATERS TO PART-TIME STUDENTS

With the trend in higher education clearly toward part-time students, especially at the graduate level, the new Master of Business Administration (MBA) program at SVSC has been designed to fit schedules of students taking only one or two classes per semester.

Dean of Business and Management Dr. George M. Harmon had expected that part-time students would take an average of 1½ graduate classes per semester until they picked up experience in graduate level competition. However, for fall semester he found that students attempted almost 1½ classes each, even though 90% of the 150 participants are part-time students, most of whom hold part- or full-time jobs off campus. "This shows their enthusiasm for the program, though we would expect a normal enrollment of about 1.3 classes over time," Harmon noted.

The new program began fall semester and currently has more than 150 students actively enrolled this semester. Taking fall and winter registration together, slightly over 200 students have been admitted to the program so far. "Even taking into account attrition resulting from high standards as well as transfer, shift changes, etc., these numbers have exceeded the expectations we had for the program during its first year," said Harmon.

When fully implemented, the MBA program at SVSC will offer concentrations in accounting, economics, general business, law and finance, management or marketing.

There are presently approximately 25 business faculty members in the school, including 17 full-time and 8 full-time equivalent adjunct faculty members.

Taking into account expected doctoral completions this academic year, Harmon has increased the percentage of terminally-qualified faculty members almost three-fold in the past two years. "The majority of our instructional staff hold terminal degrees, with expertise distributed across all six of our functional areas. We have been fortunate to attract additional high caliber faculty members with extensive teaching and business experience who complement our existing fine faculty well," he said.

The MBA program is accredited by the North Central Association, along with all other fields of study at SVSC. In addition, Harmon has undertaken the rigorous task of seeking accreditation by the American Assembly of Collegiate Schools of Business (AACSB). Currently, the University of Michigan-Ann Arbor and Michigan State University are the only two public institutions in the state which have achieved AACSB accreditation for their graduate business programs.

"A very high level of quality is required for professional accreditation. Thus our standards are more difficult to meet than at some other schools across the state which have had graduate business programs for a number of years but not received AACSB graduate accreditation. Our program is set up so that all students take graduate level courses in which only graduate students are enrolled. We do not permit students admitted in our grad program to take undergraduate courses to fulfill their graduate foundation course requirements.

"We've been pleased by the high number of women enrolled in our program. Overall in our School of Business & Management, one-third of our students are
women compared with only about one-fifth in most schools of business. One-fourth of our MBA students are females.

"Women are now estimated to make up nearly 40% of the work force but account for less than 5% of middle management and under 2% of top-level business executives. This year almost half of all American college students are women, compared with 40% a decade ago and 29% just 30 years ago. The difference is that they are no longer just going into teaching but are seeing that outstanding career possibilities are now open to them in business," Harmon concluded.

SERIES TO DISCUSS CURRENT SVSC RESEARCH

Holograms, computer graphics, naturally occurring pigments, genetics and the human ecology system will all be discussed in a bi-weekly science colloquium series this winter semester at SVSC. Consisting of five lectures by SVSC scientists, the colloquium sessions are planned for Fridays, February 3 & 17, March 17 & 31, and April 14. Each session begins at 1:30 P.M. in 217 Wickes Hall and is open to the general public. Refreshments will be served from 1:00 to 1:30 P.M.

On Friday, February 3, Dr. Frank Chen, Associate Professor of Physics, will discuss his research on "White Light Holography". He recently published an article on "A One-Step Rainbow Hologram" in the Journal of the American Optical Society as a result of his research. Members of the Mathematics Department will explain the topic "Computer Graphics" at the February 17 session.

On March 17, Dr. Arthur Andrewes, Asst. Professor of Chemistry, will lecture on "Some Naturally Occurring Pigments and Their Functions in the Biological World". Dr. Charles Pelzer, Associate Professor of Biology, will speak March 31 on "Genetics of Serum Alpha 1 Antitrypsin".

Final lecturer in the series will be Dr. Richard Mock, Professor of Environmental Studies, who will present a talk on "Coefficient of Crowding in Human Ecology System" at the April 14 session.

INNER CITY SOCIAL WORKER TO HEAD SVSC WORKSHOP

Aaron (Ike) Krasner, Associate Professor of Social Work with Wayne State University in Detroit, will lead social work seminars at SVSC on February 21 & 22. Professor Krasner, who has been with WSU for 21 years, has long been a leader and innovator in social work education and training.

Social work field instructors from the tri-counties have been invited to the day-long February 21 workshop in SVSC's Doan Center. The program is designed for employees of agencies where college social work students are assigned for practical field experiences. Normally the students spent about 15 hours per week in a social agency placement setting, where the field instructors coordinate on-site experiences and instruction.

At SVSC, the field instructors will assess student learning needs to assist planning for future social work instruction. The group will then design field work experiences to address those needs and will also discuss other issues related to field work education. On Feb. 22, Krasner will lead a similar session for SVSC social work majors.

Krasner has been a faculty member for the group social work and community social work sequences at WSU. He has specialized in community organization and is presently chairman of the National Committee on Use of Media in Social Work Education for the U. S. Commission on Education's Council on Social Work Education. He has worked on special projects dealing with street gangs, treatment groups in public schools, human relations summer workshops and has been a trainer for in-service programs for Flint Public Schools and a consultant for use of media in staff training. He also has extensive experience working with student organizations,
locally, regionally and on a national basis, and served on the student-faculty council and the student activities budget committee at Wayne State. He earned his B. S. and Master of Social Work degrees from Washington University, St. Louis, Missouri.

Social work field instructors with questions about the workshop should contact Professor Norman Woronoff, Department of Social Work, by telephoning Ext. 263.

AMBASSADOR SHEN DUE HERE
THURSDAY AFTERNOON

James C. H. Shen, Ambassador of the Republic of China to the United States, will be arriving on campus this Thursday, January 26, for a 1:30 P.M. press conference in Wickes Annex. At 2:30 P.M. he will address Fellows of the Academy of Applied Philosophy.

All members of the SVSC community including students, faculty and staff persons are requested to attend a reception in the Ambassador's honor between 7 & 7:45 P.M. Thursday evening in Doan Center.

All are also invited to Ambassador Shen's speech, entitled "Free China's Strategy for Economic Prosperity and Social Progress," to be delivered at 8:00 P.M. Thursday night in the College Theatre.

GOVERNOR PROPOSES 8.5% BUDGET INCREASE

Word received Tuesday morning from the Governor's Office in Lansing is that Gov. Milliken will recommend an 8.5% budget increase for SVSC for the 1978-79 fiscal year. This would raise the school's state allocation on the state fiscal year from $5,299,500 for the current year to $5,752,173 for 1978-79.

The range for state colleges and universities varied from 6% for Northern Michigan University to 13% for Central Michigan University, with a system average of 9.3%.

Vice President for Administrative Affairs Dr. Emerson D. Gilbert emphasized that the Governor's recommendation must be compared with the legislature's still-to-be-announced appropriation request before a compromise figure can be reached by the legislative and executive branches. Only after that time will a final budget figure be hammered out. "We are disappointed in the Governor's recommendation, because we feel the state now recognizes that we are a developing institution with substantial growth and a base figure so low for such a long time that we need more funds than other institutions to catch up and provide the services and programs necessary for this area. Apparently the Governor's Office feels the needs of some other institutions have greater priority at this time. We hope the legislature will recommend a figure closer to our request for next year," Gilbert said.

BUSINESS CLUB TO MEET MONDAY

All business students and faculty are invited to the next meeting of the SVSC Business Club, slated for Monday, Jan. 30, at 4:30 P.M. in the Lower Level of Doan Center. It would be appreciated if faculty persons could announce this meeting in their classes.

Further information is available from Matt Sujkowski or Rick Franz through the Student Government office.

SENIOR ART SHOW IN PROGRESS THIS WEEK

A senior art show by student Rodney Bach is on display in the Art Department Workshop through this week. Drawings and prints by Bach feature animal subjects handled in a strong, expansive and grotesque manner, said Matthew Zivich, Assistant Professor of Art.

WOMEN'S CLUB TO SPONSOR DINNER THEATRE FEBRUARY 18

A dinner theatre evening featuring John Curry's celebrated buffet dinner with roast beef and followed by a live performance of the play "I Can't Hear You When The Water's Running" is coming Saturday, February 18. Sponsored by the SVSC Women's Club, the dinner will
begin at 6:15 P.M. in Doan Center's Lower Level. The play, an adult comedy by Robert Anderson, is directed by Richard Colopy of Bay City, and will begin at 8 P.M. in the SVSC Theatre.

Faculty, staff, students and all other members of the SVSC community are invited to attend, bring guests and suggest that their off-campus friends also join them. Tickets are available at a break-even price of $7.50 per person from Ann Dickey, Director of Institutional Research, at Ext. 379.

DR. SAM MARBLE, GLADYS KEARNS TIE KNOT

Former college president Dr. Sam Marble and Gladys Kearns, who retired last year as Assistant to the Director of Personnel, were married on Friday, January 13, and are presently honeymooning in Jamaica. Dr. Marble is current president of John Wesley College, Owosso.

GIFTS TO COLLEGE, FOUNDATION QUALIFY FOR TAX CREDIT

Gifts to SVSC or the SVSC Foundation qualify for tax credit under Michigan Public Act 315 and for deductions under the federal income tax laws, according to Dr. A. Jefferson Sharp, Vice President for Development and College Relations. "Restricted or unrestricted gifts to the College or the Foundation are considered charitable contributions and entitled for the benefits under state or federal tax laws," said Sharp. He noted that some concern had been expressed about the tax status of gifts to the College or Foundation for restricted purposes such as band uniforms or the athletic fund drive. However, these qualify for tax credit, he said. Further information is available by calling Dr. Sharp at Ext. 340.