

BUSINESS

PROOF WE ARE SMARTER!

Three men once applied for the same job. However, they represented three very different professions, since one was a scientist, the second an engineer, and the third an economist. All three possessed good qualifications, and came well recommended. To be perfectly fair, the personnel manager decided to test the ingenuity of each of the three men, and award the job to the man who obtained the best results. He gave each man a ball of twine, a stone, and a pocket watch telling them they must use these objects to measure the height of the building in which they were applying for the job.

The scientist was the first to try. He went to the roof of the building, tied the stone to one end of the twine and lowered it over the edge until it reached the ground. He began to swing the stone back and forth like a giant pendulum, and by timing the swing of the pendulum arrived at his answer. He returned to the office and reported that the building was 200 feet high, give or take 12 inches.

The engineer then climbed to the roof and disregarding the ball of twine entirely, dropped the stone over the edge, and timed its fall. He then returned to the office to report that the building was 200 feet high, give or take 6 inches.

When the economist's turn came, he picked up the watch and left the office. Knowing that one must start at the bottom, he went to the basement and found the janitor. After trading the watch for the blueprints of the building. He then told the personnel manager that the building was exactly 200 feet high.

Need we mention who got the job? (For scientists and engineers, I suppose we must, it was the economist!)

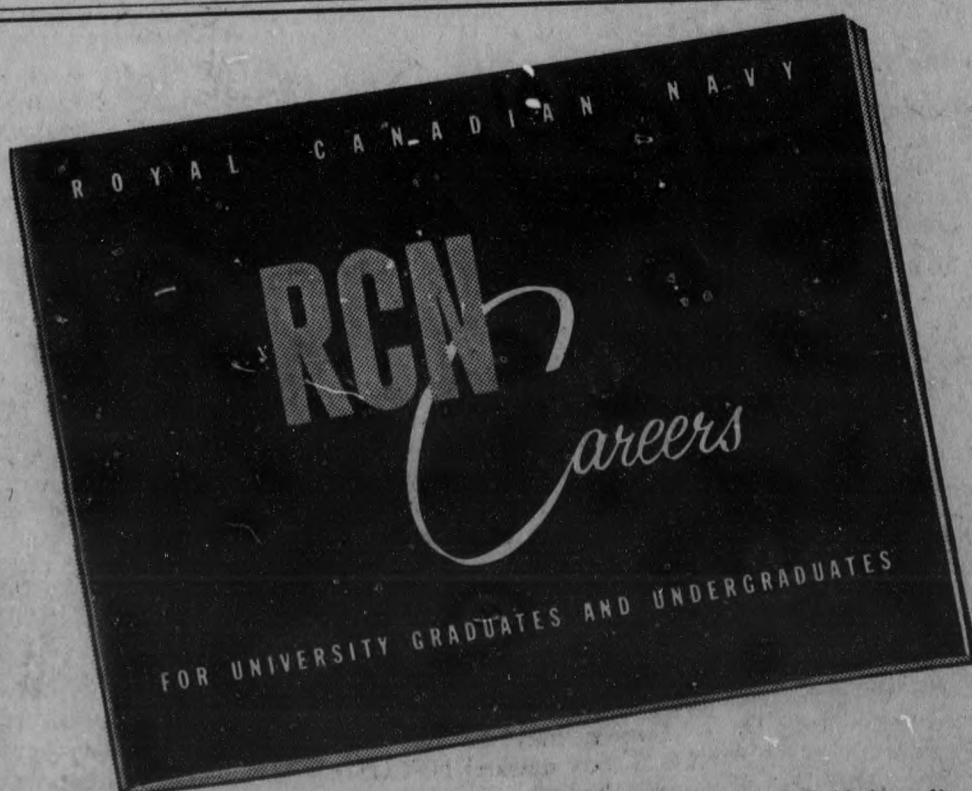
BUSINESS BRUNSWICKAN

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"Of course, Miss Smith, I'd be glad to explain now the Stock Listings to you."

"Interrelationships between Assets and Expenses!!? Don't bother me with such trivial matters, Jones!"



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Message To Students

by PROFESSOR G. G. DUCLOS

Business Week seems now to be established as an annual event of the Business Administration students and of course we hope of interest to the staff and students of the University as a whole. It is an opportunity for you to draw attention to yourselves as a part of the University, both within the University community itself, and to the business community as a whole. One would certainly hope that in focusing this attention the viewer will receive both an accurate and a favourable impression of your efforts.

Business, as a function of our society has, of course, been present from the time of the earliest transactions made in barter or exchange and this will take us back to a very early historical period. Business and commercial ventures as an academic professional field of study are of much more recent origin. In the eyes of some it has still not achieved a respectability that it may be admitted as a member of the class of some of the traditional professions and disciplines. Your activities and efforts while engaged as students

at this University give all concerned an opportunity to assess the validity of the viewpoint I have just mentioned.



PROFESSOR G. G. DUCLOS

Obviously some of us feel that business is a legitimate field of study and hence try to promote its use and acceptance. Business Week itself provides an opportunity once a year for us all to get together to "display our wares" and to engage in social as well as marketing and analytical pursuits. It provides an excellent opportunity for the businessmen of this community and others to become more acquainted with you as individuals and with the goals that you are trying to achieve. I would hope that we all find the process rewarding and beneficial.

In a world which is caught up in an atmosphere of extremely rapid technological and social change, the nature of the training that you undertake becomes even more important. The techniques of a professional nature which might be applicable today may be of no use in a few years time. Therefore, it becomes extremely important that your program here provide an adequate set of tools which will enable you to meet the needs of this changing structure. It is, of course, our hope that we are providing this kind of course for the students in this field. It is also important that you acquire a substantial base of the more traditional disciplines which will give you the versatility to be adaptable to new situations.

The leadership provided by the business community in the past has often been found wanting yet very few will disagree of the fundamental importance of a healthy, economic situation. Business and commercial activity play a substantial part in creating or maintaining a healthy economic situation. One would certainly hope therefore that you accept not only a responsibility for your own development and well being but also a responsibility to provide leadership in the business community in order to promote the kind of economic progress that our society as a whole seems to require.

BUS. AD....

A SNAP COURSE?

by MIKE CORISTINE

There exists on this campus in the minds of the less-informed, the idea that Business Administration is a "snap" course. This idea is most prevalent among the more mathematically inclined faculties. Here, students tend to believe that any course that isn't formulated, cannot be memorized or mathematically deduced is, in essence, a push-over course, an easy credit.

Perhaps, they have overlooked one of the chief aims of a college education. That is to learn to think for themselves. A university degree is not supposed to be a piece of paper that says you are able to memorize and formulate. It should signify your capability, should signify to a general or a specific field of work, and there, use your education to the best of your ability, by thinking and functioning in a rational and logical manner in a new environment. In this sense, a faculty that trains an individual to think out and solve frequent social problems has a distinctive advantage over any other faculty. Without doubt, Business Administration performs the duty far better than any other faculty.

This is not the only function of Business Administration by any means. In this course, a student is trained to be a leader. He is conditioned to the business world and equipped to cope with administrative, managerial or simply any problems of any dimension. From entrance to graduation, the business student is offered a variety of courses specially chosen to teach him in the best possible way some of the more involved aspects of the business world.

From this, you may gather for yourselves how very well prepared the business student is for the future. He holds a distinct advantage over his fellow students.

My own Alma Mater has a motto TUUM EST—"It is up to you"—It is very much up to you what kind of respect and reward you achieve in your undertakings. It is also very much up to you whether you will make a worthwhile contribution to the University while you are here, and to the rest of society after you leave.

I would like to take the opportunity to interject a personal note in concluding these few remarks. It is with considerable regret that I will leave the department this year to assume new duties. I hope, however, to maintain some association with you, the students and the University. My all too brief stay has been very rewarding for me and the opportunity of participating in the academic community is a satisfying experience. Finally I would like to thank the Business Administration students for the opportunity to contribute in this way to Business Week.