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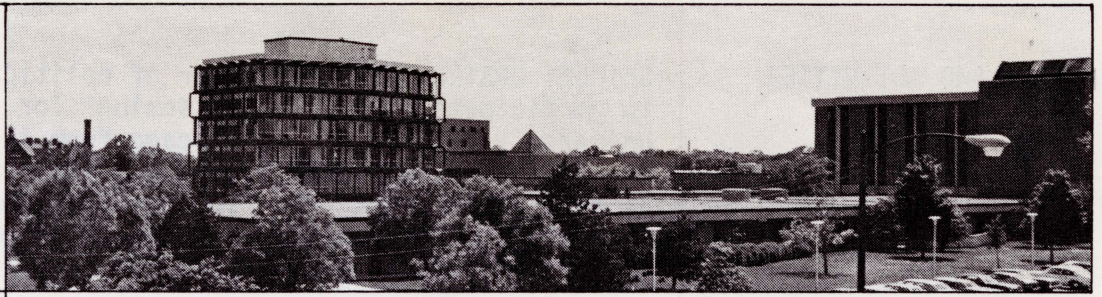
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FOR YOUR INFORMATION



August 15, 1984

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COLLEGE OF BUSINESS AND MANAGEMENT: FIRST ANNIVERSARY

On July 1, 1984, the College of Business and Management marked its first anniversary as Northeastern's third undergraduate college. The university began offering business and management courses in 1974. Five years later, a Division of Business and Management was developed as part of the university's long-range plans to establish an undergraduate college. The College of Business and Management reflects Northeastern's commitment to provide quality education to Chicago-area residents by offering instruction that is suited to student demand, job market trends, student characteristics, and available resources.

As part of the growing interest in business education on the local and national level, Northeastern has steadily increased its enrollment in business and management courses over the last six years. Since the fall of 1978, the number of majors enrolled in the program has increased from 1538 to 2245. Currently, the College of Business and Management has 22 percent of the total enrollment at the university.

Nationally, in schools of business, emphasis is being placed on integrating the use of various software packages into course content in various disciplines. One of the long-range goals of Northeastern's College of Business and Management is to graduate business majors who are able to use computers to solve problems in several business content areas. To meet this objective, computerized instruction has already been incorporated into some of the business courses.

During the summer session, Northeastern students had the opportunity to use computers as part of the cost accounting course. This fall, computerized instruction may be extended to include all cost accounting classes.

Also this fall, one or two classes in operations research will utilize computers for several problems. Since this course is part of the core curriculum, all majors will be required to take it. This will provide students with at least one exposure to the use of computers.

Management courses in wage and salary administration will be using a simulated data set to determine compensation plans next trimester. The course will use some of the new software developed by Science Research Associates that will enable students to solve selected business problems via the computer.

In the future, it is anticipated that courses in accounting, finance, management, and marketing will utilize computers for some part of each course for either problem-solving and/or decision-making.

HONORS AND ACTIVITIES

SHIRLEY CASTELNUOVO, professor of political science, was invited to participate in a five-day seminar for college faculty at the University of Illinois at Chicago from August 6-10. The seminar is entitled "Individual Rights and the First Amendment." This is part of "Project '87: The American Constitutional Bicentennial," sponsored by the American Historical Association and the American Political Science Association.

RONALD FALOONA, assistant professor of health, physical education, recreation, and athletics, was the guest speaker at the Logan Square Lions Club on Thursday, May 31. The topic of his speech was "The Athletic Program at Northeastern from 1965 to the Present."

MELVIN GEORGE, former university librarian and director of learning services, was named Librarian of the Year by the Illinois Library Association. George is currently the director of libraries at Oregon State University in Corvallis, Oregon.

MAURICE GUYSENIR, professor of secondary education, will present two slide/tape programs on "The Ragtime Years (1900-1917)" and "Papua New Guinea" at the annual convention of the Illinois Council for the Social Studies at the Ramada Hotel in Peoria on Saturday, October 6.

EUGENE W. MC ARDLE, professor of biology, has coauthored a scientific research report on "The Ultrastructural Localization of Ingested Aurothiomalate in *Tetrahymena Rostrata*." The article appeared in the April 1984 issue of Transactions of the American Microscopical Society.

ULESTINE WATSON, coordinator of University Without Walls, consulted with the Institute of Further and Continuing Education, Hong Kong, about adult education within higher education: the external degree program.

IN THE MEDIA

"In today's fast-paced world, adults are finding that they can not stop learning simply because their formal education has come to an end," noted LAURA ALTSCHUL, internship coordinator and teacher in the human development program, in the Leader Newspapers, Wednesday, June 6. "To meet the growing demand for trainers and consultants in adult instruction, the human development program prepares students to design and teach these adult education programs."

"Even though MARION ETEN is retiring as director of health services after 18 years of service, she will not stop fighting the battle against illness," noted the Pioneer Press Newspapers on Wednesday, July 18. After she retires, she plans to do volunteer work at hospitals and work with youth groups and senior citizens.

"This year's college graduates are most likely to find jobs in computer science, accounting, and sales," said VALERIE GALLAGHER, director of career services, in the Lerner Newspapers, Sunday, June 24. "While hiring is up, so is competition for the available jobs. Employers are much more selective than years ago in hiring graduates with computer science majors."

JUNE SOCHEN, professor of history, was a guest columnist for the "Perspective" column of the Chicago Tribune, Friday, July 20. Sochen's article was entitled "From the Vote to Ferraro."