Adults who are interested in earning their Master of Business Administration degree are invited to attend an open house on Tuesday, March 23. It will be held from 5:00-7:00 p.m. in the Butler Hall Lounge. A formal presentation will be held at 6:00 p.m.

"The open house provides an excellent opportunity for students to meet with faculty and learn more about our outstanding MBA program," said Allan Mitchler, director of graduate and adult professional admissions. "Lindenwood provides educational programs in accelerated and traditional formats to accommodate busy schedules."

Students may attend classes year-round. The spring quarter begins April 3. Evening classes are held on the main campus, in the 12000 Building at Westport, and at the Synergy Center for Business Education in St. Peters.

To make reservations for the open house, contact the Office of Graduate & Adult Professional Admissions at 949-4933 or 275-2233.
Arthur E. Prell, Ph.D., of St. Louis, professor of marketing at Southern Illinois University-Edwardsville, has been appointed chairman of the Business Administration Dept. and director of the Babcock Center for the Study of Modern Business. He replaces Robert W. King, associate professor of business administration, who has been serving as acting director of the department.

A 1948 graduate of the University of Redlands, he has a master's degree from Washington University and a doctoral degree from the University of Minnesota. With 25 years of experience in teaching, Prell has served on the faculties of California State College, Washington University, Southern Illinois University-Carbondale, the University of New Hampshire and the University of Minnesota.

He has operated his own marketing and management consulting firm since 1973, and has held several business and government positions, including marketing manager for Maritz, Inc., and manager and market director for KPLR-TV.

Communique 4-30-84
FOR IMMEDIATE RELEASE
Feb. 10, 1978

NEW MBA COURSE FOR WOMEN OFFERED AT LINDEWOOD

"Women's Roles in the Management Environment" is the title of a new course to be offered by The Lindenwood Colleges Master of Business Administration program. The course, which begins March 4 and continues through May 13, is designed for professional women who want to increase their management skills and widen career possibilities. The course carries three hours of graduate credit.

"The course will add a new dimension to Lindenwood's MBA program which is designed for experienced men and women managers seeking advanced management responsibilities. It is the first graduate level business administration course in the area specifically addresses the changing role of women in managerial capacities. We believe that it has much to offer experienced women managers as well as men responsible for integrating women into increasingly responsible administrative positions," says Robert King, chairman of Lindenwood's Business Department.

Subject areas to be covered include the work environment for professional women, legal aspects of business as related to women, time management, communications in management, group conflicts, decision making and leadership styles.

Leandra M. Lewis will coordinate the course which will feature guest lecturers from business and the professions. Ms. Lewis is senior officer of the Continental Bank and Trust Co. in St. Louis. She is a graduate of the University of Wisconsin's School of Bank Administration and has undergraduate degrees in psychology and business administration.

MORE
ADD ONE MBA COURSE FOR WOMEN AT LINDENWOOD

Ms. Lewis has had extensive experience in conducting seminars on supervisory management, training sessions for new employees and in the development and implementation of new business systems.

Guest lecturers will include Al Fleishman, chairman emeritus of Fleishman-Hillard, Inc., and adjunct professor at The Lindenwood Colleges; Dr. Kenneth C. Cooper, consultant in interpersonal communications in business; Hollye Stolz, attorney with the firm of Bryan Cave McSheeters and McRoberts; Dr. James Evans, assistant professor of psychology at Lindenwood; Susan Lieberman of Kingsbury Associates, consultants in communications and assertiveness training; Judy Androlewicz, program instructor in corporate training and development at Ralston-Purina Co.; and Bernard Weinrich, management training consultant and member of Lindenwood's Department of Business Administration.

Also participating will be Dr. Nicolas Di Marco, professor of psychology at the University of Missouri-St. Louis and Sharon Downer, acting director of Continuing Education-Extension, School of Business Administration at the University of Missouri-St. Louis.

-30-
Lindenwood holds two open houses for MBA students

The graduate admissions office and department of business administration at Lindenwood college are sponsoring two informative open houses for students seeking their MBA.

The first will be held from 5 to 7 p.m. Tuesday, Feb. 27 at Lindenwood's St. Charles Campus. The second is scheduled for 5 to 7 p.m. Thursday, March 1 at the college's West Port campus.

According to Marsha Parker, director of graduate admissions, the open houses are in response to the enormous growth Lindenwood's MBA programs are experiencing. "In the winter term alone, Lindenwood saw a 54 percent increase in new MBA students," Parker said.

Those interested in attending the open houses should make registration through Lindenwood's graduate admissions office at 314/949-2000.
LINDENWOOD MBA
Summer Term 1979

MBA 510  FINANCIAL ACCOUNTING CONCEPTS  Roll
1st Class, Monday, June 4, 7 p.m. 217 Roemer
Text: FINANCIAL ACCOUNTING & REPORTING - A CONTEMPORARY EMPHASIS
Dearden/Shank, Prentice-Hall

MBA 531  FINANCIAL POLICY  King
1st Class, Monday, June 4, 7 p.m. 201 Roemer
Text: FINANCIAL STATEMENT ANALYSIS, THEORY, APPLICATION AND INTERPRETATION, Revised Edition
Bernstein, Irwin

MBA 533  INVESTMENT MANAGEMENT  Shaw
1st Class, Monday, June 4, 7 p.m. 303 Roemer
Text: INVESTMENT STRATEGY by Coates, McGraw-Hill
Study Guide Optional

MBA 533  INVESTMENT MANAGEMENT  Shaw
1st Class, Monday, June 4, 7 p.m. 303 Roemer
Text: INVESTMENT STRATEGY by Coates, McGraw-Hill
Study Guide Optional

MBA 540  ORGANIZATIONAL CONCEPTS  Fenger
1st Class, Monday, June 4, 7 p.m. 309 Roemer
Text: FUNDAMENTALS OF MANAGEMENT (SELECTED READINGS)
Connelly, Gibson & Ivancivich, Irwin

MBA 550  MARKETING CONCEPTS  Phillips
1st Class, Tuesday, June 5, 7 p.m. 217 Roemer
Text: MARKETING MANAGEMENT: ANALYSIS, PLANNING & CONTROL
3rd edition, Kotler, Prentice Hall
Readings in Marketing Management by Kotler (Optional)

MBA 553  MARKETING MANAGEMENT  Phillips
1st Class, Tuesday, June 5, 7 p.m. 201 Roemer
Text: PROBLEMS IN MARKETING, Star, Davis, Lovelock
and Shapiro, McGraw Hill

Due to unavoidable circumstances, the bookstore must close for inventory May 29th. It will reopen May 30th. Therefore, books cannot be purchased prior to May 30th. The bookstore will remain open for regular hours, 8:30 till 5, May 30, 31: 8:30 till 4:30, June 1: June 2 from 1 till 5: June 4, 5, 6, 7, from 8:30 till 7:30 p.m. for your convenience.

There will be no first class assignments.

The rooms that have been assigned may be changed after the first class session. Your instructor will tell you if you are to meet in another classroom for your second session.

REMEMBER to pay your fees before your first class to avoid being charged a late fee..........

The class for which you are enrolled is indicated by a red check in the margin.

HAVE A HAPPY SUMMER!
The Business Institute incorporates the program previously offered by the Lin­
denwood Secretarial Institute and provides additional opportunities for students
interested in careers in business. In addition to providing initial skills for be­

ginning employment in many fields, the Lindenwood College Business Institute is
designed to qualify students for:

a. future professional preparation for business careers
b. teaching business subjects on the secondary level
c. high-level secretarial positions and increasing opportunities in
accounting and management
d. personal use and information

Subjects which are open as electives to all students, including freshmen and

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<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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<tr>
<td>BI 255 (Fall)</td>
<td>Principles of Accounting I</td>
<td>1</td>
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<tr>
<td>BI 256 (Spring)</td>
<td>Principles of Accounting II</td>
<td>1</td>
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<tr>
<td>BI 355 (Fall)</td>
<td>Intermediate Accounting</td>
<td>1</td>
</tr>
<tr>
<td>BI 350 (January)</td>
<td>Basic Business Concepts</td>
<td>1</td>
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<tr>
<td>BI 358 (Spring)</td>
<td>Business Correspondence</td>
<td>1</td>
</tr>
<tr>
<td>BI 353 (Spring)</td>
<td>Business Machines and Procedures</td>
<td>1</td>
</tr>
<tr>
<td>BI 320 (Spring)</td>
<td>Fundamentals of Management</td>
<td>1</td>
</tr>
<tr>
<td>BI 261 (Fall)</td>
<td>Elementary Shorthand</td>
<td>1</td>
</tr>
<tr>
<td>BI 262 (Spring)</td>
<td>Advanced Shorthand</td>
<td>1</td>
</tr>
<tr>
<td>BI 60A-60 B</td>
<td>Beginning Typewriting</td>
<td>1/4 or 1/2</td>
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<tr>
<td>BI 61A-61B</td>
<td>Intermediate Typewriting</td>
<td>1/4 or 1/2</td>
</tr>
<tr>
<td>BI 62A-62B</td>
<td>Advanced Typewriting</td>
<td>1/4 or 1/2</td>
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Students desiring to obtain a Certificate in Business Studies in addition to

the Bachelor of Arts or Bachelor of Science degree will include the following
courses in their academic program:

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<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>BI 255-256</td>
<td>Principles of Accounting I, II</td>
<td>1-1</td>
</tr>
<tr>
<td>BI 355</td>
<td>Intermediate Accounting</td>
<td>1</td>
</tr>
<tr>
<td>BI 250</td>
<td>Basic Business Concepts</td>
<td>1</td>
</tr>
<tr>
<td>BI 358</td>
<td>Business Correspondence</td>
<td>1</td>
</tr>
<tr>
<td>BI 260</td>
<td>Business Law (alternate years)</td>
<td>1</td>
</tr>
<tr>
<td>BI 320</td>
<td>Fundamentals of Management</td>
<td>1</td>
</tr>
</tbody>
</table>
These seven courses, with a maximum of three courses in Shorthand and one course in Office Machines and Procedures, may be included among the 36 courses required for graduation. Although college credit is given for typewriting courses toward the 40 courses possible in four years, this credit does not count toward the minimum 36 courses required for graduation.

Business Institute courses lead toward a Certificate in Business Studies but do not in themselves constitute an area of concentration. Any or all of them may be used in conjunction with an area of concentration in the Humanities, Natural Science, or Social Science Division.

Some of our present students are combining these courses with English, History, Mathematics, Sociology, Economics, Psychology, and secondary certificate requirements for Business Education.

For further information on electives in the Business Institute, please see me in Roemer 200 or during registration.
Ideas of Economists Have Wide Influence

by Dolores Roman, M.A.

"The ideas of economists and political philosophers, both when they are right and when they are wrong, are more powerful than is commonly understood. Indeed the world is ruled by little else. Practical men, who believe themselves to be quite exempt from any intellectual influences, are usually slaves of some defunct economist." J. M. Keynes, 1936.

If economic ideas are as important as Lord Keynes indicated, it is obvious that in a democracy in which all share responsibility for decision making, each citizen must understand at least the principles of economics. Hardly a day passes when one is not confronted by political decisions that have economic implications. For example: Is American prosperity dependent on cold-war military expenditures? If "peace breaks out," are we in for a recession? Is a guaranteed annual income an efficient way to improve the lot of the poor, the disadvantaged, the aged?

The intelligent interpretation of the economic environment requires a systematic study of it. This is true whether one's objective is to be simply an intelligent citizen, an effective businessman or woman, or an active participant in the art and science of economics.

Lindenwood offers a complete undergraduate concentration in economics. We start with an introductory course which will give a student, not intending to specialize in economics, some understanding of the economy and some appreciation of the issues involved in current controversies over economic policy. It will also give him some idea of the methods that have been applied with success in a social science. To the prospective economics specialist, this introductory course can be the beginning of a real adventure. Special topics as varied as Comparative Economics Systems, Economic Development, Labor Economics, History of Economic Thought, and Money and Banking, to name a few.

The January term finds the department conducting classes on subjects which utilize the knowledge and insights gained in work done in other disciplines as well as in that of economics. Our course on the Economics of Poverty is an example of this idea. Foreign study is becoming a part of our department's January experience also: This year we are offering a firsthand study of the social, economic and cultural changes which have occurred in Mexico during the past 50 years. Next year we plan to continue in this vein as we explore new possibilities for interdisciplinary study.
NEW COURSES IN BUSINESS ADMINISTRATION
And Other Catalog Material

1. BA 355 Creative Marketing Strategy.
The establishment of marketing goals and the development of strategies and long-range plans for their implementation. Specific attention is given to the analysis of market opportunities, product mix strategy, market segmentation, design of distribution and procurement channels, price and promotion strategy and sales force decisions.
Prerequisite: BA 205

2. BA 357 Marketing Technology.
Application of techniques of marketing research and marketing information systems to problems in advertising, sales management, product strategy and management and distribution.
Survey of the problems, data and methods of marketing research.
Prerequisite: BA 205, SS 210

CHANGE IN COURSE NUMBERING OR DESCRIPTION

3. On page 53 change title of BA 205 from "Marketing" to "Introduction to Marketing".

4. On page 55 under section titled Marketing make the following changes:
   BA 351 drop course from catalog

5. BA 301 Managerial Accounting
   Course is designed to provide students not concentrating in accounting with an understanding of utilization of internal accounting data for management planning and decision making.

6. BA 204 Business Law (Note change from 104 to 204)
   An introduction to the sources of law and the judicial function; contracts; agency; commercial paper; real and personal property rights; sales.

7. BA 341 Legal Environment of Business.
The rights and responsibilities of partnerships and corporations within the legal environment. Ownership interests and transfers; bailments; secured transactions; business torts; and consumer protection.
Prerequisite: BA 204

8. BA 300 change to BA 200 Introduction to Management

9. BA 100 Introduction to Business
   May not be taken by those with Junior or Senior standing for Departmental credit.
Courses in Cross-Cultural Communications and International Finance will inaugurate the Lindenwood Colleges' graduate-level certificate program in International Business beginning Oct. 12.

The curriculum is designed for the business professional currently working in the international arena and is geared for those business personnel anticipating work in the international field. A six-course program, divided into three 10-week sessions, will acquaint business personnel with the special problems and business operations of the international community.

Key business executives in the St. Louis area currently working in the international field will instruct the courses.

International Business and Cross-Cultural Communications will provide: an overview of the relationship between home and host countries; a look at demographic and geopolitical problems; an examination of the use of international organizational intermediaries; and a discussion of the importance of international business persons familiarizing themselves with the business practices of other countries.

The course will be jointly taught by Lindenwood Associate Professor of French Anne Perry, and Joseph De Rotaache, manager of World Trade for the St. Louis Regional Commerce and Growth Association.

Perry, who is new to the international business community, holds a master's degree in International Management. De Rotaache is responsible for promoting world trade and foreign reverse investment in the St. Louis region. He has held positions with the Seven-Up Export Corporation in South America and Monsanto Company in Latin America.

International Finance will delve into the international financial environment in which businesses operate. Exchange rates and the ability to forecast them will be examined, as well as a discussion of developing policies and techniques for managing exchange risk. In addition, the course will analyze international capital markets, centering on the problems of the financial manager operating in an international market. The cost of capital and capital budgeting for foreign projects will be discussed in detail.

This course will be taught by Donald Kemp, manager of foreign exchange for Monsanto Company. Kemp, who holds a Ph.D. in economics, is responsible for the formulation of foreign exchange exposure management proposals, including developing policies dealing with corporate vulnerability to exchange rate risks.

The second session in the program (beginning Jan. 11), will feature courses in International Marketing and International Business Environment Analysis. The final 10-week session, beginning April 5, will include courses in International Management and International Business Planning and Implementation.

Upon successful completion of the six courses, program participants will be granted Lindenwood's Graduate Certificate in International Business. The courses may also be applied toward Lindenwood's MBA degree, upon the applicant's acceptance into the program, which features a concentration in International Business.

Further information about specific courses and admission procedures may be obtained by calling Lindenwood's Mansion House Center at 621-4855.
REGULATIONS FOR USE OF THE TYPING CLASSROOM
(Room 202 Roemer Hall)

Students, faculty, and staff experienced in using electric typewriters may type school related work in Room 202 Roemer as long as they follow these regulations:

1. The typing room is usually open from 8 a.m. to 5 p.m. on weekdays and from 9 to 12 noon on Saturdays. During the following times, however, the room will not be open for general use because of classes held in the room:

   CLOSED FOR CLASSES
   10:15 to 11:20 a.m. MMF
   12:45 to 1:55 p.m. MTTF

2. Students enrolled in typing classes have first choice of the typewriters they use because of their skill development.

3. The typing room is a work center; visiting should be done outside the room to prevent distractions.

4. Work areas and desks should be kept in businesslike order; aisles should be kept clear, and coats should be hung on the rack in the hall.

5. Be sure to pick up waste paper and put it in the trash can before leaving the room.

6. When correcting errors on the Model D typewriters, move the carriage as far to either side as possible using the margin release to prevent crumbs from falling into the type basket damaging the typewriter.

7. Use the paper release to quietly remove paper from the typewriter.

8. Please do not smoke, eat, or drink in the typing room.

9. Either fold the typewriter cover and put it in the desk or hang the cover over the back of the chair.

10. Be sure to turn off the typewriter and cover it before leaving the room.

11. The master switch on the northwest wall must be turned on (the red light will be on) for the typewriters to work.

For answers to questions about the use of the typewriters, see Mrs. Linda Sullivan in Room 200 Roemer.

Business Administration Department
The Lindenwood Colleges

Lindenwood is, first of all, 140 acres of green lawns, hills, stately old trees and ivy-covered, red brick buildings — a scenic campus set in historic St. Charles, yet just minutes from interstate highways which shoot to all points of St. Louis and St. Charles Counties.

The Lindenwood Colleges are a dynamic and innovative higher education cluster of four colleges offering both graduate and undergraduate degrees. They are Lindenwood College for Women, its coordinate, The Lindenwood College for Men, The Lindenwood Evening College and The Lindenwood College for Individualized Education.

All of the colleges are deeply influenced by the founding institution’s long-standing commitment to offer a quality education which will, in every way, nurture an awareness of the individual’s responsibility to society. Intrinsic to this type of education are: sensitive attention to the needs of each student, academic and personal freedom, small classes and close student-faculty relations.

The MBA program is part of the Lindenwood Evening College. It was inaugurated in September, 1975 as a professional program for practicing and potential administrators, and was accredited by The North Central Association of Colleges and Schools in March, 1976.
Lindenwood Begins MSA Program Registration

Registration is being taken for spring semester enrollment in the Lindenwood Colleges MSA (Master of Science in Administration) program, conducted at 330 Mansion House Center.

The MSA program is designed to meet the needs of those who are established in the field of administration and who wish to work toward a graduate degree. The program builds upon skills and knowledge gained through the student's own career experience.

There are ten courses included in the MSA curriculum, plus two independent study courses in the student's own area of specialty. The program has been developed so that the student's academic workload may be scheduled compatibly with the student's individual needs.

The program adapts itself to such fields as Health Care, Public Administration, Law Enforcement and Business. With a limited amount of additional work, the student may complete an MBA as well as an MSA.

All faculty members of the MSA program hold degrees in appropriate fields, plus experience as professional administrators, researchers and management consultants.

Four courses will be offered in the spring curriculum: Financial Analysis for Administrators, Behavioral Science for Administrators, Personal Management, Labor Relations, and Institutional Ethics and Corporate Social Responsibility.

For further information, call The Lindenwood Colleges, Mansion House Center, 621-4855.
BUSINESS ADMINISTRATION

Requirements for the Major:

Either the B.S. or the B.A. degree may be earned in Business Administration. The requirements for the B.S. degree include the following:

1. General requirement - Day Students
   - Lindenwood Common LCC 102
   - English Composition ENG 201
   OR

1a. General requirement - Evening Students
   - Colloquium LCC 301
   - English Composition ENG 201

2. Distribution Requirement
   - Humanities Division (9 credit hours)
   - Natural Science and Mathematics Division (12 credit hours)
   - Social Science Division (9 credit hours)

In addition to general college requirements, the Business Administration requirements include:

3. 'Core' or basic Business Administration courses:
   - BA 102 Principles of Accounting I
   - BA 103 Principles of Accounting II
   - BA 200 Principles of Management
   - BA 204 Business Law
   - BA 205 Principles of Marketing
   - BA 220 Introduction to Data Processing
   - BA 303 Business Communication
   - BA 307 Principles of Finance

4. Courses not in the Business Administration Department:
   - ECC 101 Introduction to Economics I
   - ECC 102 Economics II

5. Electives in Business Administration (12 credit hours)

6. Completely free electives, no more than 24 credit hours of which may be in the Business Administration curriculum (39 credit hours)

7. Total course requirement: (120 credit hours)

Students wishing to qualify for the B.A. degree in Business Administration must meet the Lindenwood requirements for that degree. These requirements would modify the above requirements for the major as follows:

1. In addition to the general requirement for day and evening students, students are required to develop a knowledge in depth of a foreign culture.

2. In place of the distribution requirement for the B.S. degree, students must take two courses in Humanities, two in Social Sciences and three in Natural Sciences and Mathematics.

In addition to the B.S. and B.A. degrees in Business Administration described above, an Associate in Science in Business Administration, consisting of 66 credit hours, is offered in the Evening College. Courses taken for this degree may be applied toward the bachelor's degree programs.
LINDENWOOD COLLEGE

College for Individualized Education

MASTER OF BUSINESS ADMINISTRATION
(MBA)

The business program of Lindenwood College employs the curriculum content recommended by the American Assembly of Collegiate Schools of Business. Lindenwood, with its central campus in St. Charles, Missouri, is accredited by the North Central Association of Colleges and Secondary Schools (NCACSS), one of the most prestigious accrediting agencies in higher education. The College was reviewed in 1987 by visiting teams from the NCACSS organization and was awarded full accreditation. In addition, its College for Individualized Education (LIE) has been cited as a "national model" for programs serving adult students.

The MBA program is designed to train people in advanced administrative and managerial capacities. The learning format of the College for Individualized Education is ideally suited to the manager. Course work is delivered in seminars which meet once per week. In these seminars, two or three related subject areas are combined in one interdisciplinary unit of nine semester hours. This synthesis and the small class size provide a unique atmosphere for full-time study.

The degree program is five clusters in length (45 semester hours). The recommended core areas of study toward the Master of Business Administration are outlined in the following material. A masters in a specific field of study such as Finance or Marketing may also be arranged.

Core Curriculum:

I. Accounting Management and Management Information Systems includes:
- IBA/IHM 510 Financial Accounting Concepts (3)
- IBA/IHM 511 Managerial Accounting (3)
- IBA/IHM 521 Management Info Systems (3)

II. Human Factors in Management and Organizational Structure and Design includes:
- IBA/IHM 540 Organizational Concepts (3)
- IBA/IHM 541 Organizational Development (3)
- IBA/IHM 543 Personnel Management & Labor Relations (3)

III. Foundations of Marketing Function and Marketing Management includes:
- IBA/IHM 550 Marketing Concepts (3)
- IBA/IHM 551 Marketing Strategy and Management (3)
- IBA/IHM 589 Legal Aspects of Marketing Strategy (3)
New Department of Economics - Business Forms from Merge

In order "to give a better understanding of modern economic society in preparation for better citizenship, to provide a foundation for graduate or professional study, and to prepare young women for everyday living and careers," the Department of Economics and Business now exists at Lindenwood College.

The new department, with Dr. John B. Moore and Miss Emma Purnell as co-chairmen and Mrs. Sue Brizius, is the combination of the departments of economics and office management. Degrees are offered in both bachelor of arts and bachelor of science areas. Degrees in economics or office management no longer exist in the curriculum.

The courses of personnel management have been combined into a course in the fundamentals of management. Specialized dictation is no longer offered, but two new courses, marketing and the history of economic thought, will be offered.

According to Dr. Moore, the history of economic theory course should help students in the graduate record examinations given in the fall of the senior year. He also sees benefit in the elimination of a one man department, which was the situation in the department of economics.

Several students have signed up for the program, most of them seeking the bachelor of arts degree.
Master's Degree In Administration Offered By Lindenwood Colleges

The Lindenwood Colleges will add a master of science program in administration.

The program is designed to meet the needs of those working in the field of administration who want to work toward a graduate degree. The program will build on skills and knowledge gained through the students' own career experiences.

There are 10 core courses included in the curriculum, plus two independent study courses in each student's own specialty. The program has been developed so that the student's academic workload may be scheduled compatibly with his/her individual needs.

All faculty members of the MSA program possess degrees in appropriate fields and according to Aaron Miller, Dean of Faculty at Lindenwood, "Most have distinguished themselves as professional administrators, researchers and management consultants."

Furthermore, said Miller, "they are willing to work on a personal basis with the students, supporting their research activities and professional development programs."

The program will begin Nov. 6 with two courses, "Organizational Development" and "Accounting Analysis for Administrators."

Classes will be held in the Lindenwood downtown St. Louis facility at 330 Mansion House Center.

For more information, call 946-6912, or the Mansion House Center at 621-4855.
New Calendar For
MBA Program

The Lindenwood Evening College has adopted a new calendar schedule for its Master's in Business Administration (MBA) degree program to provide students with more opportunities to meet individual needs and to allow accelerated progress in the program.

Beginning May 2, the MBA program offers a more convenient time format, offering classes in the evenings four times per year on an 11-week calendar. Courses are offered from 6-10 p.m., May 2 through July 11 through September 23, according to James F. Hood, Ph.D., dean of the Evening College.

"The new calendar will enable one to obtain an MBA degree in one year or to accommodate vacation and work schedules," Dr. Hood said. "Beginning with the May term, we will offer evening classes for the first time at Lake St. Louis," he added.

The MBA Program is offered at the main St. Charles campus as well as at the Westport Center, 11861 Westline Industrial Dr. in St. Louis County; the Mansion House Center in downtown St. Louis; and at the Lake St. Louis Center, 1000 Lake St. Louis Blvd.

Registration for the May term takes place now through May 2. For further information, registration procedures and a schedule of Evening College courses and degrees, contact Dr. Hood at (314) 946-6912, extension 275.
I. INTRODUCTION

Recent discussions between Evening College administrators, Business Administration faculty, and Lindenwood librarians have concentrated on the need to encourage greater use of Butler Library resources by students enrolled in the Master of Business Administration program. Although Reference librarians are available to give individual assistance to students on a daily basis, it was agreed that M.B.A. students would also benefit from having specific, written information about the Business collection at Butler Library.

Substantial effort and funds have gone into building the Business collection since the M.B.A. program began in 1975. It is still a developing collection of approximately 4,000 book volumes, 135-140 periodical titles, and more than 1,000 government documents. In compiling this guide we have selected major resources and frequently used materials in Business, but these works are a small percentage of our complete holdings. Students will have to consult the card catalog for information on the largest group of Business materials we have - the circulating collection. The periodicals list is complete and we have access to additional periodical titles through various library networks.

We hope that this brief guide will be of help to you as you study for your M.B.A. degree, and we encourage you to contact us whenever we can be of assistance to you.

Thank you.
LCIE Begins MBA Program

The Lindenwood College for Individualized Education (LCIE) has received approval to implement the Executive Master's in Business Administration program in a full-time format for working adults.

Intensive weekly seminars combined with independent study will yield nine semester hours of credit each trimester. With class size limited to no more than 10 students to allow for interaction and discussion, the program is restricted to students with prior work experience of three years at the management level and undergraduate business coursework.

"The program will attract the manager who wishes to pursue studies in a more intensive and personalized manner than those available in the traditional college setting," said Patrick Land, coordinator for LCIE business programs. "Our MBA students will be highly motivated, career-oriented individuals with significant working experience," he added.

The new LCIE program uses the "applied analytical model" of collegiate business education similar to that found at Harvard University or Wharton Business School. This model places the focus on application of knowledge and skills to the decision-making process from the perspective of the manager. Under this model, a marketing course would include the kinds of information needed by marketing managers to make decision in product development, pricing, promotion and distribution. Emphasis would be placed on how information is developed and then utilized in the marketplace. The case study approach is an important ingredient in the Executive MBA program, Land said.

According to Land, "Currently, there is no other program in the metropolitan area which offers a full-time MBA geared specifically for the working adult. The full-time aspect of the program is important because it allows the student to become involved intensely in the learning and using of new information immediately. This combination of theoretical learning and direct application is the cornerstone of LCIE programs in general," he said.

According to Miriam King-Watts, LCIE admissions director, the LCIE format is based on linking experience to theory. "The student is able to see how a theory actually works in practice by simulating a problem in class and then using a task-force approach to solving it. "Students draw on both their existing experience and the new knowledge they are gaining as students," she said. "The free exchange of information that takes place in class gives students a chance to see how business strategies work in settings other than their own workplace. Peer learning is an important ingredient in the classroom."

With summer classes beginning this month, the program will be available at LCIE facilities at the St. Charles campus and at the St. Louis LCIE Regional Center, 6214 Forsyth in Clayton.
### LARGEST MBA PROGRAMS

**RANKED BY TOTAL ENROLLMENT**

<table>
<thead>
<tr>
<th>Program Address</th>
<th>Total Enrollment</th>
<th>Percent of Students working full time</th>
<th>Average Student Age</th>
<th>Credit Hours Required for Degree</th>
<th>Average GMAT Score</th>
<th>Faculty: Part-time</th>
<th>Faculty: Full-time</th>
<th>Average Salary</th>
<th>Accredited?</th>
<th>Percent Applicants Accepted</th>
<th>Percent Enrollment Female</th>
<th>Department Head(s)</th>
<th>Director of MBA Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Webster University 470 E. Lockwood, St. Louis, Mo. 63119 908-7462/968-7166</td>
<td>705</td>
<td>75%</td>
<td>35.1</td>
<td>36</td>
<td>2.5 years</td>
<td>$350</td>
<td>both</td>
<td>AACSB</td>
<td>N/A</td>
<td>50%</td>
<td>24</td>
<td>45</td>
<td>Lucille Berry, James Bradstreet, David Harpold</td>
</tr>
<tr>
<td>2. Saint Louis University 3674 Lindell Blvd., St. Louis, Mo. 63108 314-567-6897</td>
<td>480</td>
<td>59%</td>
<td>30</td>
<td>39-57</td>
<td>2.5-3 years</td>
<td>$630</td>
<td>both</td>
<td>AACSB</td>
<td>N/A</td>
<td>50%</td>
<td>24</td>
<td>38</td>
<td>Neil Setz, Stephen Miller, Patrick Mckandall</td>
</tr>
<tr>
<td>3. Washington University 1 Brookings Drive, Campus Box 1133, St. Louis, Mo. 63130 314-567-6897</td>
<td>422</td>
<td>100%</td>
<td>30</td>
<td>54</td>
<td>3 years</td>
<td>$715</td>
<td>both</td>
<td>AACSB</td>
<td>60%</td>
<td>25%</td>
<td>74</td>
<td>60</td>
<td>Michael Fontaine, Edward Wiley</td>
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<tr>
<td>4. National-Louis University 22412 Powercourt Drive, Suite 1120, St. Louis, Mo. 63131 314-567-6897</td>
<td>400</td>
<td>80%</td>
<td>37</td>
<td>36-48</td>
<td>1-3 years</td>
<td>$260</td>
<td>both</td>
<td>AACSB</td>
<td>N/A</td>
<td>35%</td>
<td>94</td>
<td>36</td>
<td>Rick Madson, Hans Heising, William Foster</td>
</tr>
<tr>
<td>5. Fontbonne College 6000 Wydown Blvd., St. Louis, Mo. 63105 862-3345/8591-1451</td>
<td>385</td>
<td>90%</td>
<td>37.5</td>
<td>30-45</td>
<td>19-24 months</td>
<td>$346</td>
<td>both</td>
<td>AACSB</td>
<td>N/A</td>
<td>35%</td>
<td>36</td>
<td>48</td>
<td>Michael Fontaine, Edward Wiley</td>
</tr>
<tr>
<td>6. University of Missouri-St. Louis School of Business Administration 8001 Natural Bridge Road, St. Louis, Mo. 63121 314-567-6897</td>
<td>605</td>
<td>100%</td>
<td>30</td>
<td>54</td>
<td>3 years</td>
<td>$715</td>
<td>both</td>
<td>AACSB</td>
<td>60%</td>
<td>25%</td>
<td>74</td>
<td>60</td>
<td>Michael Fontaine, Edward Wiley</td>
</tr>
<tr>
<td>7. Southern Illinois University-Edwardsville Box 1051, Edwardsville, Il. 62026 618-692-3397</td>
<td>230</td>
<td>70%</td>
<td>30</td>
<td>30-57</td>
<td>1.5-2 years</td>
<td>$345</td>
<td>both</td>
<td>AACSB Candidacy</td>
<td>N/A</td>
<td>54%</td>
<td>15</td>
<td>10</td>
<td>Pamela Horowitz, Patrick Parker</td>
</tr>
<tr>
<td>8. Maryville University of St. Louis 13550 Conway Road, St. Louis, Mo. 63141 314-567-6897</td>
<td>230</td>
<td>70%</td>
<td>30</td>
<td>30-57</td>
<td>1.5-2 years</td>
<td>$345</td>
<td>both</td>
<td>AACSB Candidacy</td>
<td>N/A</td>
<td>54%</td>
<td>15</td>
<td>10</td>
<td>Pamela Horowitz, Patrick Parker</td>
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<tr>
<td><strong>Source:</strong> the listed MBA programs</td>
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