

MEMORANDUM

June 16, 1971

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To: Provost Frederick W. Obear

From: Norton C. Seeber, Dean *Norton C. Seeber*
School of Economics and Management *sc*

In response to your request of May 19, 1971, the following selected items are reported as representative of the activities of the School of Economics and Management during the 1970-71 academic year:

1. Organization

Organization of the faculty of the School of Economics and Management began with the adoption of a Constitution and By-Laws during the Fall 1970 semester. These had been under development for the preceding year and I think represent an extremely workable organizational arrangement. I am hopeful that this form of organization will continue to function effectively as the School grows and develops professional graduate programs.

Two standing committees, the Committee on Instruction and the Appointments and Promotions Committee, have been established. The Committee on Instruction has been working on revisions relating to the undergraduate programs of the School, it has developed an "Independent Concentration," and it has been instrumental in effecting changes in the mathematics sequence for the School of Economics and Management students. These changes are represented by the new MTH 120-121-122 series that will begin in the Fall 1971 semester. The Committee also is developing additional program efforts in the management of not-for-profit organizations and we should be able shortly to begin implementing these efforts as faculty size increases and our available talent becomes more effective in the public sector areas.

The Appointments and Promotions Committee has developed internal guidelines for evaluating members of the School for reappointment and promotion. These guidelines have received favorable attention at Oakland University and

elsewhere (they are the ones presented by Professor Botsas to the University Tenure and Appointment Policy Committee this past year), and the Committee and I have used the guidelines in this year's faculty reviews. This Committee also has been working on simplifying the recruiting and appointment procedures for the School, and while this work is in an early stage, it does appear to be moving in a direction which will be of help in the future.

2. Undergraduate Program

The undergraduate programs in the School have grown at a rate faster than that of the University as a whole, partly as a result of "pipeline" effects as students enter their junior and senior years. Continued growth is expected for the Fall 1971 semester, especially in credits delivered, both because of additional student population and as a consequence of the School's assuming responsibility for providing instruction in the area of organizational behavior which was previously handled by the Psychology Department. These movements are described in my December 1971 Progress Report No. 1, a copy of which is attached for your convenience.

3. Faculty

a. Recent Changes

During the year, Professor Cephalas, who was on leave in Greece without pay, resigned. Professor Lon Polk was added to the School's faculty, and he strengthens our efforts in public sector economics and management and also in urban analysis. Mr. Harvey Shapiro, who was added to the faculty as a Special Instructor, considerably strengthens the School in the areas of computing, simulations, and management games.

b. Recruiting

For the Fall 1971 term, Professor Karl Gregory will return to the School full time and we will add Professors Daniel Braunstein and Gadis Nowell. Professor Gregory will give us added strength in public sector management, managerial finance, and small business management, as well as urban economics. Professors Braunstein and Nowell will make possible the development of the School's

efforts in the organizational behavior and psychology areas and should enhance the overall educational opportunities for the undergraduate population.

4. Development of Graduate Program

With the addition of the faculty members noted above, the School of Economics and Management is now in a position to develop a graduate program at the Master's level. Planning has been proceeding for the past several months, as indicated by Progress Report No. 1. The School has established a Graduate Study Committee (Professors Hough, Botsas, Young, Mr. Shapiro, with Professor Braunstein to join the group in July of this year), and the Graduate Council of the University has appointed an advisory subcommittee to assist the School in its development efforts. The advisory committee consists of Professors Kleckner, Casstevens, and Dean Butler. Meetings are being held with this subcommittee, and a planning report for the committee is currently in draft. (A copy of the draft of the planning report is attached. This will be updated with a more complete report within approximately one week.)

In connection with the graduate program development effort, we have begun to make preliminary contacts with prominent members of the business and public-sector communities with the aim of establishing an ad hoc advisory committee. This committee would assist and advise in the development of program concepts, would give needed publicity to the School, and would assist in the development of a more permanent advisory council to the School. Although no official statements can be made at this time, Mr. John Riccardo, of Chrysler, Mr. Alan Schwartz, a member of our own Board (and others), and Mr. Lawrence Doss, the new president of New Detroit, have all indicated willingness to participate in the ad hoc committee.

5. Summary

I believe that this has been a good year for the School of Economics and Management and would have been an even better one had we not been so shorthanded. Next year we should be able to continue to make progress toward our goals. Though it would have been far better had a position opened up early enough to recruit the one additional person we badly need, I believe that with the use of part-time

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assistance (especially for MGT 200) we are in a position to meet the schedules initially suggested in Progress Report No. 1 and repeated in the attached report to the School's Graduate Council Advisory Committee. With continued support from the Provost's office, the School of Economics and Management should take its place as an important academic center for the growth of Oakland University.

In keeping with your request, I have tried to keep this report brief. You may wish clarification of certain items or additional information. If so, please do not hesitate to call me.

NCS/sc
attachments

(Signed in Dean Seeber's absence)