

PACIFIC COLLEGE

TODAY

1717 So. CHESTNUT AVENUE • FRESNO, CALIFORNIA 93702

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AN ENRICHED BUSINESS ADMINISTRATION CURRICULUM will offer students at Pacific College a program of study combining classroom theory with meaningful on-the-job experience. The College is currently implementing a three-faceted program aimed at gearing the business administration major to contemporary business trends and needs. They include: (1) Faculty Recruitment, whereby working executives will teach courses. For example, a course in marketing will be taught by an executive in the marketing field; (2) An Internship Program, whereby a business student will work with an area business firm part-time until his studies are completed, and then continue work on a full-time basis with that particular company or one like it; (3) Guest Lecturers to provide students insight into real situations and practices they will encounter in today's business community.



HEADING THE PROGRAM, which leads to a B.A. degree in business administration, is Robert A. Falk. Newly-appointed chairman of the department, he came to the campus this summer to spearhead implementation of these objectives. Falk brings to the Pacific College staff good practical business experience in addition to his professional training. He holds both his B.S. and Master of Business Administration degrees from Fresno State College. He began employment with Ford Motor Company at Dearborn, Michigan, then became assistant customer relations manager in Ford's Chicago district office. Subsequently he worked as zone sales manager in Denver and Oakland with Genway Corporation, leasing and rental system of General Motors.

Falk is currently contacting the greater Fresno business community (1) to orient business leaders to Pacific's goals and objectives; (2) to arrange placement of interns with firms in the area; and (3) to explain the school's need for scholarship funds and other financial support required for growth. "Like private business firms and corporations," emphasizes Falk, "Pacific College is a private enterprise and is dependent on non-government sources for continued development."

PACIFIC COLLEGE AND FRESNO MODEL CITIES are cooperating in a program of education for Model Cities personnel in Fresno. Offered earlier this summer were courses in Group Dynamics and Leadership and the Sociological Foundations of Government. Another course in American Government and Politics has been scheduled for later this summer. The courses are taught in the Fresno Model Cities area. Personnel who complete these courses earn college credit through the Pacific College Extension Division.

THE COLLEGE IS STUDYING the possibility of establishing an external degree program for adults--a program of continuing education leading to a bachelor's degree. Such a program would likely consist of evening courses and independent study designed for the working adult, who otherwise would not be able to complete a degree. Several majors, including a major in business administration, would be offered to adults interested in such a continuing education degree program. The program would make it possible to complete a bachelor's degree without the need for a period of residency on the college campus. Persons and organizations interested in an external degree program in business administration may express their interest and support of such a program to Robert A. Falk, chairman of the business administration department at Pacific College.

A COURSE IN BUSINESS LAW will be offered on the Pacific campus by the business administration department beginning September 27. The class will meet Monday evenings during the fall and winter quarters, beginning at 7:00 p.m. Instructor for the course will be W. J. McDermott, a practicing attorney in the Fresno area. This course, open to all adults, is scheduled evenings to accommodate the area business community. Fall quarter study will cover law of contracts, agency, employment, and torts; the winter quarter will concentrate on law of bailments, shipments, personal property, and negotiable instruments. The accompanying blank should be detached and mailed to indicate your interest in additional details about this course in Business Law.

Please send me complete information about how to enroll in the course Business Law (118-119).

Name _____
(please print) Last First

Street _____

City _____ State _____ Zip _____

Telephone _____ Area Code _____

If employed, what is your position?

Clip and mail to:

Office of Admissions
Pacific College
1717 So. Chestnut Avenue
Fresno, California 93702

or phone:
(209) 251-7194

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