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ABSTRACT

This document describes financial aid opportunities for minority students interested in attending collegiate schools of business. It also discusses special programs that certain of the business schools have undertaken to (1) recruit minority students to their campuses; (2) offer specialized courses designed to acquaint the student and businessman with the problems of the minority entrepreneur; and (3) extend management assistance to prospective or existing minority businesses in the community. Section I of the Directory is composed of a description of each business school that indicated offering financial support to minority students interested in a business career. Section II is a narrative description of the 44 schools offering one or more of the special programs; and Section III lists the schools of business which offer special programs according to the state in which they are located. (AF)

A UNITED STATES  
DEPARTMENT OF  
COMMERCE  
PUBLICATION



# HIGHER EDUCATION AID FOR MINORITY BUSINESS

EDO 47628

A DIRECTORY of  
Assistance Available  
to Minorities by Selected  
Collegiate Schools  
of Business

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE  
OFFICE OF EDUCATION

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OF COMMERCE

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Minority Business  
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HIGHER EDUCATION AID FOR MINORITY BUSINESS

A DIRECTORY

Of Assistance Available to Minorities by  
Selected Collegiate Schools of Business

U. S. DEPARTMENT OF COMMERCE  
Office of Minority Business Enterprise  
Washington, D. C. 20230

April 1970

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Printing Office, Washington, D. C. 20402. Price \$1.00.



**THE SECRETARY OF COMMERCE**  
Washington, D.C. 20230

Business technology today, even in the smallest operation, has become complicated and requires increased sophistication in technical knowledge and management. Consequently, one of the obstacles to the minority businessman, as well as others who assume business as a career, is lack of adequate preparation for this undertaking.

Up to now there has not existed any compilation of the opportunities open specifically to minorities in business schools across the country which will aid them in acquiring the necessary training.

So that every American will have an opportunity to compete equally in the free enterprise system, the Office of Minority Business Enterprise has completed this Directory as one step toward helping the minority person sharpen his means of competition.

*Maurice H. Stans*

Maurice H. Stans  
Secretary of Commerce

## PREFACE

President Nixon established the Office of Minority Business Enterprise on March 5, 1969, with the mandate under Executive Order 11458 to "Promote the mobilization of activities and resources of...universities...towards the growth of minority business enterprise and facilitate the coordination of the efforts of those groups with those of Federal departments and agencies."

This publication is designed to contribute to this objective by spelling out the specific assistance programs which are currently available for training minorities.

The worth of this compendium has been acknowledged by the President of the American Association of Collegiate Schools of Business, Dr. Paul V. Grambsch, as follows:

On the behalf of the American Association of Collegiate Schools of Business, I am most pleased to endorse the step taken by the Office of Minority Business Enterprise to acquaint young people with the great opportunities which are theirs in the field of business management. The schools represented in this book are well aware of the demand for graduates from minority races and are endeavoring to provide forward-looking programs at both the undergraduate and graduate level.

The work of the American Association of Collegiate Schools of Business is to assist schools and students in improving education and educational opportunities. The task is helped immeasurably by this volume which sets forth in one place the many services available. I am sure that the directory will be welcomed by individual schools and I know that they will respond favorably to inquiries and applications from deserving students.

The President of the National Council for Small Business Management Development, Dr. Wilford L. White, also a member of President Nixon's Advisory Council to the Office of Minority Business Enterprise, in reviewing the material in this publication notes the predominance of studies in graduate education for minorities and writes:

Today the need for minority men and women in business at all levels is much greater than the supply. And this imbalance will continue for many years.

Two words of caution, however, are suggested. First, if business or management education expands at the graduate

level at the expense of undergraduate training, the opportunity to help minority groups is severely limited to a time when it is badly needed.

Second, if the training at the undergraduate and graduate levels only prepares minorities for middle management positions in medium and large-sized business organizations, the great need for more minority owners of businesses catering both to minorities and whites will continue to be ignored and left to happenchance.

Consequently, the management assistance efforts of business schools for minorities outlined herein are highly commendable and should be increased across the nation.

It is hoped that two major results of this publication will be (1) greater offerings of scholastic aid and training to minorities interested in the field of business and (2) greater assistance by more schools of business to prospective and existing minority businesses in their communities.

The listings contained in this booklet are the result of a survey of 130 member schools of the American Association of Collegiate Schools of Business, plus the Atlanta University School of Business and the projected Howard University School of Business--two top predominantly black schools with offerings in this area. Discussion of individual opportunities has been condensed, and students are encouraged to contact the schools for more complete information. Also, the business schools listed are adding to their curricula, updating their publications, and developing more financial help for minorities as this publication goes to press. Students should also investigate other assistance programs available from private organizations, foundations, and the Federal Government.

This listing does not constitute or imply an endorsement or recommendation by the Department of Commerce; its sole purpose is to identify some of the educational assistance programs available to minorities. This is not represented as a complete list. The work of certain business schools not included in the AASCBS directory has come to our attention; these schools, as well as others, are encouraged to cooperate in developing and expanding this publication.

Comments on this publication, and information for future editions should be sent to the Office of Minority Business Enterprise, U. S. Department of Commerce, Washington, D. C. 20230.

## INTRODUCTION

A large number of collegiate schools of business across the country are becoming aware of the need to offer the minority group person a special chance to enter the world of business with adequate equipment. Evidence of this is reflected in various kinds of special programs. Some schools have developed specific projects in recruitment for students. Many schools examine their curricula to determine what especially designed course or courses relevant to the particular problems of the minority entrepreneur should be studied. Often in conjunction with such studies, management assistance centers are established by business schools to help the community small businessman of minority heritage operate a viable business. Equally as often, on a volunteer basis faculty and students offer technical and management assistance to the minority entrepreneur.

The Office of Minority Business Enterprise sent questionnaires to 130 schools accredited by the American Association of Collegiate Schools of Business, plus Atlanta University and Howard University, in order to obtain the kind of information cited above.

All schools responded, and of these:

- 63 offer scholarships especially designed to aid the minority student gain a business education;
- a recruitment program directed specifically to minority students is operated by 73 of the schools;
- 52 schools are now carrying or plan to carry special courses for students and businessmen to understand and attack the problems of the minority entrepreneur;
- 72 schools have developed some type of management assistance program of service to the minority person within their own environment or within that of a "buddy" minority school;
- only 25 indicated that they have no financial aid, recruitment plans, special courses, or management assistance programs specifically directed toward the aid of members of minority groups.

This survey has been directed solely towards assistance programs specifically set aside by a school for minority students or minority business development. Certain of the 25 schools counted as those without programs pertinent to this study took time to point out in their replies, for example, that although no scholarships were specifically set aside for or specifically

available to minority group members, all financial aid was rendered on a non-discriminatory basis and some minority students were receiving such aid in this manner. In addition, a number of schools not listed with AACSB have well developed programs in the area of help to the minority business student or businessman.

Nevertheless, we find that from coast to coast--from Harvard to UCLA--colleges publish special materials and brochures attracting the minority student to their business schools. In the city of Chicago alone, three universities publish brochures for the black business student: Roosevelt University--"Preparing the Negro for Significant Positions in Business and Industry," University of Chicago--"Careers for Negroes in Management," and Northwestern University--"A Program for Financing Graduate Study in Business for Negro Students."

This publication, consequently, describes financial aid opportunities for minority students interested in attending collegiate schools of business throughout the nation. In addition, it points up special programs that certain of the business schools have undertaken to recruit minority students to their campuses, to offer specialized courses designed to acquaint the student and businessman with problems of the minority entrepreneur, and to extend management assistance to prospective or existing minority businesses in the community.

Section I of the Directory is composed of a page-by-page description of each business school which indicated an offering of some type of financial aid specifically set aside for the minority student interested in pursuing a career in business. But, further, all of these 63 schools point to other special programs for the minority group person in recruiting, courses, or special management assistance programs.

Section II of the Directory is a narrative description of the 44 schools offering one or more of these special programs. These are sponsored to equip the Black, Mexican American, Indian American, Puerto Rican or the Oriental with business expertise. A number of the respondents from these 44 schools made note of the fact that plans and efforts, which could not now be recorded for publication, were underway to secure scholarships from various sources to encourage minority students to attend their schools as well as to secure grants from various sources to set up or bolster technical and management assistance centers for the minority entrepreneur.

Section III of the Directory lists the schools of business which offer special programs according to the state of their location.

The combined total of 107 business schools represented in this publication is impressive evidence of the interest of universities in minority business endeavors--the special concern of the Office of Minority Business Enterprise.

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SECTION I

SCHOOLS OFFERING FINANCIAL AID TO MINORITY STUDENTS

With all schools showing some additional aid to minority group persons interested in business as a career.

UNIVERSITY SCHOOL ADDRESS	THE UNIVERSITY OF ARIZONA College of Business and Public Administration Tucson, Arizona 85721	
DEAN	William Voris	
DEGREES OFFERED	B.S. in Business Administration, B.S. in Public Administration, M.B.A., M.P.A., Ph.D.	
APPROXIMATE COSTS	Registration (Residents):	\$319
	Tuition and Fees (Non Residents):	\$890
	Estimated Expenses (Residents):	\$1184
	(Non Residents):	\$2074
FINANCIAL ASSISTANCE	<p>Carlos C. Jacome Memorial Scholarships: Tuition and fees for Mexican American students.</p> <p>1969-70 academic year: university-wide scholarship established for minority students with several Indian, Black, Mexican American scholarship holders attending the College of Business and Public Administration.</p>	
SPECIAL PROGRAMS	<p>A. New course in Economics established in the Spring of 1970: "The Economics of Poverty." Course devised particularly to study economic impact of poverty among minority groups on the economy of cities, states, and the nation.</p> <p>B. Faculty advisors to Mexican American and Black small businesses. Planning M.B.A. graduate fraternity program of advisement to small business minority groups.</p>	
ADMISSIONS INFORMATION David L. Windsor Registrar and Director of Administration University of Arizona Tucson, Arizona 85721	FINANCIAL ASSISTANCE Gary M. Munsigner Assistant Dean College of Business and Public Administration University of Arizona Tucson, Arizona 85721	

UNIVERSITY SCHOOL ADDRESS	ARIZONA STATE UNIVERSITY College of Business Administration Tempe, Arizona 85281	
DEAN	Glenn D. Overman	
DEGREES OFFERED	B.S.B.A., M.B.A., M.S. in Accounting, M.S. in Economics, D.B.A.	
APPROXIMATE COSTS	Tuition and Fees (Residents): \$160 (Non Residents): \$445 Estimated Expenses: \$900	
FINANCIAL ASSISTANCE	Scholarships: Martin Luther King Scholarship from faculty and staff contributions.	
SPECIAL PROGRAMS	<p>A. Active recruitment program for minority students in co-operation with black alumni who refer candidates. The College works through the University Financial Office for Aids. Thus far, needed financial assistance has been found for all who have applied.</p> <p>B. Small Business Management non-credit course for minority businessmen. Over a ten year period the College has conducted non-credit courses in small business management on a faculty contributed basis in South Phoenix, in connection with such agencies as OEO and LEAP.</p>	
<b>ADMISSIONS INFORMATION</b> Registrar and Director of Admissions Arizona State University Tempe, Arizona 85281	<b>FINANCIAL ASSISTANCE</b> Dr. Richard T. Wooten Director of Financial Aids Arizona State University Tempe, Arizona 85281	

UNIVERSITY SCHOOL ADDRESS	ATLANTA UNIVERSITY School of Business Administration Atlanta, Georgia 30314	
DEAN	Robert G. Vowels	
DEGREES OFFERED	M.B.A.	
APPROXIMATE COSTS	Tuition and Fees (Residents): \$1033 (Non Residents) : \$1010 Estimated Expenses : \$1583	
FINANCIAL ASSISTANCE	<p>Fellowships: 14 Presidential Fellowships of \$1000 each awarded to graduates with a B average from regionally accredited colleges. These fellowships cover full tuition.</p> <p>8 Manpower Fellowships of \$2000 each from the Department of Labor.</p> <p>Management Training - Student Consultant Project: Each student helping with management of a small black business receives \$2.50 per hour. Hours vary according to students' availability. Hours limited to 10 per week.</p>	
SPECIAL PROGRAMS	<p>A. Active Recruiting Program: Deans and Department Heads are contacted to explain opportunities in business administration at the graduate level. Visits are made to campuses of undergraduate colleges to interest students in business as a career.</p> <p>B. Management Training: Several management seminars are sponsored annually in cooperation with several government agencies for the purpose of aiding minority businessmen. Offers two six week non-credit courses to existing and potential owners and managers. Recently published popular black business directory.</p>	
ADMISSIONS INFORMATION Gerone H. Taylor Office of the Registrar Atlanta University Atlanta, Georgia 30314	FINANCIAL ASSISTANCE Malcolm J. Dean Director of Financial Aids 223 Chestnut Street Atlanta, Georgia 30314	

UNIVERSITY SCHOOL ADDRESS	BAYLOR UNIVERSITY Hankamer School of Business Waco, Texas 76706	
DEAN	Emerson O. Henke	
DEGREES OFFERED	B.B.A., M.B.A., B.B.A.-J.D. (combined business and law degree)	
APPROXIMATE COSTS	Tuition and Fees :	\$900
	Estimated Expenses:	\$1583
FINANCIAL ASSISTANCE	Scholarships: General Foods Scholarships for minority students in Business (Graduate full time students \$2000 per year - Graduate part-time \$1000 per year). Emphasis upon aid to graduate and post graduate students.	
SPECIAL PROGRAMS	Tutorial aid available.  Actively recruits minority students from local junior colleges, other senior colleges and community agencies.	
ADMISSIONS INFORMATION  Arch W. Hunt Vice President for Student Financial Aid and Placement Baylor University Waco, Texas 76706	FINANCIAL ASSISTANCE  Arch W. Hunt Vice President for Student Financial Aid and Placement Baylor University Waco, Texas 76706	

UNIVERSITY SCHOOL ADDRESS	UNIVERSITY OF CALIFORNIA, LOS ANGELES Graduate School of Business Administration Los Angeles, California 90024
DEAN	George W. Robbins
DEGREES OFFERED	M.B.A., M.S., Ph.D.
APPROXIMATE COSTS	Tuition and Fees (Residents): \$3220 (Non Residents): \$1500 Expenses Estimated : \$2000 (Residents)
FINANCIAL ASSISTANCE	<p>Master's and Doctoral Opportunity Fellowships: Business and Industry Fellowships available in amounts to \$3500 through special program sponsored by the Graduate School of Business Administration, which it describes as follows:</p> <p><u>Fellowship Program to Attract and Support Disadvantaged Students (Including Negroes, Mexican Americans, American Indians and members of other groups that have experienced Special disadvantages in society.)</u></p> <p>"Our School has successfully completed its first year of this program, increasing from two to thirty-five the number of students enrolled from these groups. This number should be nearly doubled by Fall 1970.</p> <p>Financial aid has been available to over twenty-five of these students...there is the prospect of providing some fifty professionally educated persons to the management manpower of the community each year from this group of students at UCLA.</p> <p>Our success is attributable to a number of factors. Our staff members have recruited vigorously. The able college graduates in these groups are beginning to recognize that business offers attractive careers with open channels to leadership positions. Most of all, the support of business firms has made possible the necessary financial support without which these students can neither be attracted to business study nor sustained in their progress."</p> <p>Loans: Loans available through Business Student Aid Foundation, Inc., "a non profit corporation operated by officers of the School which can leverage cash resources up to five times through arrangements with a leading bank."</p>

**SPECIAL PROGRAMS**

- A. Active Recruiting Program: "Students, faculty and administrators make recruiting visits to predominately black universities, and state colleges with large minority populations. Mail solicitations for applications are used to candidate lists variously compiled. Aid solicited from undergraduate minority student organizations."
- B. Management Assistance Program:
  - 1. School has been running special evening courses for minority businessmen.
  - 2. MBA/VISTA Program couples MBA degree and work with minority business through VISTA Program  
Contact: Dr. Gary Cadenhead, Director of MBA/VISTA Program, UCLA. The School describes its MBA/VISTA Program as follows:

A two-year experience which combines a Master's degree in Business Administration and special service as a VISTA consultant to small businessmen in minority communities around Los Angeles. During the first year, students take the standard MBA core courses, such as accounting, marketing finance, etc., plus a special seminar on small business in the minority communities. In June after completing the first year, students join VISTA. For the following year, as VISTA VOLUNTEERS, they consult to small businesses in low income areas in Greater Los Angeles. In addition, they take two courses each quarter at UCLA. After successful completion of the course work and the VISTA service, students will receive their MBA degrees.

Finances: \$2000 fellowships, as well as loans are available for the first year. In June, after completing the first year, students will join VISTA, serve as VISTA VOLUNTEERS for the year, receive about \$250 per month, and gain draft deferral status.

**ADMISSIONS INFORMATION**

E. M. Keithley  
Assistant Dean  
Graduate School of Business  
Administration  
University of California, Los Angeles  
Los Angeles, California 90024

**FINANCIAL ASSISTANCE**

E. M. Keithley  
Assistant Dean  
Graduate School of Business  
Administration  
University of California, Los Angeles  
Los Angeles, California 90024

UNIVERSITY SCHOOL ADDRESS	CASE WESTERN RESERVE UNIVERSITY School of Management Cleveland, Ohio 44106	
DEAN	Robert Roy White	
DEGREES OFFERED	M.B.A.. M.S. in Engineering Administration	
APPROXIMATE COSTS	Tuition and Fees (Residents):	\$1224
	Estimated Expenses (Residents):	\$1755
FINANCIAL ASSISTANCE	A program of work-study is in the planning stage. Funding is being sought.	
SPECIAL PROGRAMS	<p>A. Courses: Two courses provide an opportunity for students to work directly with minority businessmen on their problems.</p> <p>B. Management Assistance: The School cooperates with urban small business consultants, a non profit enterprise begun by graduate students in business. Another program places undergraduates in contact with minority businessmen.</p>	
<b>ADMISSIONS INFORMATION</b> Theodore M. Alfred Associate Dean School of Management Case Western Reserve University 10950 Euclid Avenue Cleveland, Ohio 44106		<b>FINANCIAL ASSISTANCE</b> Olive Linder Administrative Assistant School of Management Case Western Reserve University 10950 Euclid Avenue Cleveland, Ohio 44106

UNIVERSITY SCHOOL ADDRESS	UNIVERSITY OF CHICAGO Graduate School of Business Chicago, Illinois 60637
DEAN	Sidney Davidson
DEGREES OFFERED	M.B.A., Ph.D.
APPROXIMATE COSTS	Tuition and Fees : \$2400 Estimated Expenses: \$2250
FINANCIAL ASSISTANCE	<p>Fellowships: \$4600 (tuition plus \$2250) for three quarters of full time study - Deadline, February 1.</p> <p>The "Careers for Negroes in Management" program description indicates that "Enough fellowships, scholarships and loans are available so that all qualified students can complete their programs regardless of financial resources."</p> <p><u>Internship Aid Plan</u> - An internship aid plan especially designed for Negro students is sponsored by several business firms. The plan provides:</p> <ol style="list-style-type: none"> <li>1) Summer Internships. Through a summer internship plan the student is employed on a job that gives him substantial contact with both management work and management personnel.</li> <li>2) Financial Aid. Business firms participating in this program cover the student's tuition and living expenses.</li> </ol>

**SPECIAL PROGRAMS**

- A. Active Recruiting Program: The Dean of Students travels to top Negro colleges and universities and also seeks such candidates at other schools.
- B. Minority Business Management Assistance Program: Project One-Small Business Consulting. This is a consulting service "Composed entirely of students to assist small businessmen, particularly in the ghetto areas, to develop and improve their businesses. When a request for assistance is received, students are assigned in a team of usually two persons to the business concern involved. The students will then visit the business to discuss with the owner the problems which he is encountering and determine if the service which they render can be of benefit." (Marketing, setting up inventory systems, advice on loans, and especially accounting).
- C. Special Courses: Students may register for course credit (Business 463) when undertaking a particular project; they will in that case present a report for the businessman concerned and submit a term paper.

**ADMISSIONS INFORMATION**

Harold R. Metcalf  
Dean of Students  
Graduate School of Business  
University of Chicago  
5836 South Greenwood Avenue  
Chicago, Illinois 60637

**FINANCIAL ASSISTANCE**

Harold R. Metcalf  
Dean of Students  
Graduate School of Business  
University of Chicago  
5836 South Greenwood Avenue  
Chicago, Illinois 60637

UNIVERSITY SCHOOL ADDRESS	COLUMBIA UNIVERSITY Graduate School of Business New York, New York 10027	
DEAN	George F. James	
DEGREES OFFERED	M.B.A., Ph.D., Special Program for Executives leading to to M.S. degree	
APPROXIMATE COSTS	Tuition and Fees (Residents): \$2300 per term, four terms of 14 weeks each for degree Estimated Expenses: \$1,900 per term	
FINANCIAL ASSISTANCE	<p>Fellowships: Awarded on basis of academic merit up to \$1500 per term - renewable. Deadline for applications February 1/December 1.</p> <p>Grants: Available to assist minority groups. Awarded on the basis of need and academic merit up to full cost of tuition. Special grants from foundations available for minority students for living allowance, books, etc. of another \$1000 per single student and \$2000 per married.</p> <p>Loans: Available</p>	
SPECIAL PROGRAMS	<p>A. Active Recruiting Program: Staff visits to 23 predom- inantly black undergraduate schools. Cooperation with Intensive Summer Studies programs at Columbia, Harvard, and Yale. Student recruiters.</p> <p>B. Courses specifically directed toward minority businessmen, business and its urban environment, urban enterprise pro- blems, and the formation and management of new ventures.</p> <p>C. Management assistance consulting program by graduate stu- dents: service oriented for the Harlem businessmen.</p>	
ADMISSIONS INFORMATION  William J. Hefferman Assistant Dean of Admissions and Student Affairs Business School Admissions Office Columbia University 105 Uris Hall New York, New York 10027	FINANCIAL ASSISTANCE  William J. Hefferman Assistant Dean Graduate School of Business Columbia University 105 Uris Hall New York, New York 10027	

UNIVERSITY SCHOOL ADDRESS	<p style="text-align: center;">CORNELL UNIVERSITY Graduate School of Business and Public Administration Ithaca, New York 14850</p>
DEAN	David A. Thomas
DEGREES OFFERED	M.B.A. or M.P.A., Ph.D.
APPROXIMATE COSTS	Tuition and Fees:       \$2600 Estimated Expenses:   \$4400
FINANCIAL ASSISTANCE	<p>Fellowships: "The School presently has four specific fellowships for minority students intending to pursue its business administration degree. These are sponsored by four leading U. S. corporations and provide tuition plus almost all expenses for a single student. Individual needs are accounted for, and the awards remain somewhat flexible. They include the opportunity to accept summer work from the firm providing the award, if this is desired. Useful managerial experience is thereby gained."</p> <p>Scholarships: "The School has decided to allocate about 10% of financial assistance resources each year toward support of minority group students. No specific amounts are implied, rather the needs of each individual will be evaluated and met as nearly as possible. In this effort, as in our financial assistance for any students, we are assisted by the loan resources of the University. Financial assistance at the School is received by public administration as well as business administration students."</p> <p>Grants: "Although we have a category of award named "Grants-in-aid" our financial disbursements are normally in the form of fellowships and scholarships. Each year we are able to assist students who encounter serious financial problems with funds remaining in our fellowships/scholarships accounts, by awarding small "Grants."</p> <p>Other: "A number of government grants in health care administration available to the School are reserved each year for minority group students."</p>

**SPECIAL PROGRAMS**

A. Recruiting: "Representatives of the School each year visit several predominately black colleges in the southern United States, and in visiting northern and western colleges, emphasize opportunities at the School for minority students in graduate business, public, and health care administration. This effort is assisted by use of a brochure, as well as our other recruiting material.

Visits to additional schools are planned, as well as a contemplated additional brochure, describing opportunities for minority group candidates in any of the School's programs."

B. Courses: "A new course was begun this year for advanced level students, "Initiation and Development of New Business Enterprise." It examines problems encountered in starting new businesses and discusses various alternatives for solving these problems. Its orientation is not exclusively toward inner-city or minority group enterprise, but new enterprises in general. Included in the course is extensive field work involving assistance to small businessmen in the surrounding community, as described below:

A standard requirement in the School is the course "Issues in the Environment," which examines a variety of problems confronting poor and minority groups, primarily urban dwellers in the country today."

C. Management Assistance: "Although the course described above is not oriented exclusively toward minority group businessmen, most of the accompanying field assistance seems to be. In Ithaca and a neighboring city, Elmira, students in the course will provide consulting and other managerial assistance to several minority group small businessmen as part of the overall conduct of the course.

Some individual assistance is rendered each year to minority group small businessmen by students and faculty, contracted informally."

**ADMISSIONS INFORMATION**

Mr. Robert E. Shearer  
Director  
Admissions and Student Affairs  
Cornell University  
Ithaca, New York 14850

**FINANCIAL ASSISTANCE**

Mr. Robert E. Shearer  
Director, Admissions and Student Affairs  
Graduate School of Business and Public  
Administration  
Cornell University  
Ithaca, New York 14850

UNIVERSITY SCHOOL ADDRESS	<p style="text-align: center;">DARTMOUTH COLLEGE</p> <p style="text-align: center;">The Amos Tuck School of Business Administration Hanover, New Hampshire 03755</p>	
DEAN	John W. Hennessey, Jr.	
DEGREES OFFERED	M.B.A.	
APPROXIMATE COSTS	<p>Tuition and Fees (Residents): \$2350</p> <p>Estimated Expenses; \$4100-\$4400 (for single students)</p>	
FINANCIAL ASSISTANCE	<p>Scholarships: Available for minority students in amounts up to \$3000 per year; the actual amount dependent upon student need. Application deadline, May 15.</p> <p>Fellowships: Available in amounts up to \$3000 based on need. Application deadline, May 15.</p> <p>Loans: Funds are available, based upon student need.</p>	
SPECIAL PROGRAMS	<p>The School recruits actively for its M.B.A. program: "We visit predominantly Negro colleges to recruit; have done so since 1964. We are now exploring ways to expand this effort through collaborating with a few other graduate management schools."</p>	
<p><b>ADMISSIONS INFORMATION</b></p> <p>John R. Allbee Director of Admissions Dartmouth College Hanover, New Hampshire 03755</p>	<p><b>FINANCIAL ASSISTANCE</b></p> <p>John R. Allbee Director of Admissions Dartmouth College Hanover, New Hampshire 03755</p>	

UNIVERSITY SCHOOL ADDRESS	UNIVERSITY OF DENVER College of Business Administration University Park, Denver, Colorado 80210	
DEAN	Arthur Mason, Jr.	
DEGREES OFFERED	B.S.B.A., M.B.A., M.S.B.A.	
APPROXIMATE COSTS	Tuition and Fees:	\$1875
	Estimated Expenses:	\$1100
FINANCIAL ASSISTANCE	Scholarships: Rocky Mountain Foundation Scholarship (approximately \$3000).  Other General University Scholarships available to minority students in the college 1/4 to full tuition.	
SPECIAL PROGRAMS	Management Assistance Program: "We currently have a program in force whereby graduate and senior students are assigned a minority business on a consulting and independ- ent study basis. These students work with the businessman to determine his areas of weakness and attempt to correct same.  The students working within the program solicit the assist- ance of full time faculty members or other University personnel if needed."	
ADMISSIONS INFORMATION  Office of Admissions University of Denver Denver, Colorado 80210		FINANCIAL ASSISTANCE  Dr. Robert S. Mead 17 University Hall University of Denver Denver, Colorado 80210

UNIVERSITY SCHOOL ADDRESS	DEPAUL UNIVERSITY College of Commerce Chicago, Illinois 60604	
DEAN	James A. Hart	
DEGREES OFFERED	B.S.C., M.B.A., M.S. in Taxation	
APPROXIMATE COSTS	Tuition and Fees: \$1500 per year	
FINANCIAL ASSISTANCE	Scholarships: Five Martin Luther King scholarships for the M.B.A. program. Funds made available by the University, established 1969-70.	
SPECIAL PROGRAMS	<p>A. Course in "Black Capitalism" in Department of Economics open to undergraduates in the College of Commerce.</p> <p>B. Faculty members aid black corporations in getting started.</p>	
<b>ADMISSIONS INFORMATION</b>  Father Thomas Munster Director of Admissions DePaul University 25 East Jackson Boulevard Chicago, Illinois 60604		<b>FINANCIAL ASSISTANCE</b>  Dr. James Diamond Director of the Graduate Program College of Commerce DePaul University Chicago, Illinois 60604

UNIVERSITY SCHOOL ADDRESS	UNIVERSITY OF DETROIT College of Business Administration Detroit, Michigan 48221
DEAN	B. F. Landuyt
DEGREES OFFERED	B.S.
APPROXIMATE COSTS	Tuition and Fees; (Residents, 1970-71 School year) will be approximately \$3000 (tuition, room and board, and books). Additional expenses would probably approximate \$250 per semester.
FINANCIAL ASSISTANCE	<p>Scholarships: In summer of 1969, the New Detroit Committee provided 50 summer enrichment scholarships for minority students planning to enter the University of Detroit School of Business Administration.</p> <p>Grants: Additional financial assistance is available to students through Federal, State, University and Special Projects funds for students with financial need.</p> <p>Part-time Employment: Students, after the freshman year, are assisted in securing part-time jobs either at the University or in industrial employment related to their vocational aspirations.</p>

**SPECIAL  
PROGRAMS**

- A. **Special Recruitment Projects:** The Special Projects Office at the University of Detroit is currently operating eleven different programs designed to provide additional opportunities for students who for financial and/or achievement reasons would be unable to secure post high school training. Many of these programs are designed to provide a baccalaureate degree.

Project 50 takes 50 inner city youths each year and provides assistance to make them eligible for and successful in college business school.

- B. **Management Assistance:** No special course of study but University indicates "We do, however, use a number of minority group businessmen as adjunct professors, lecturers, and role models for our students." The University points out that it does not at this time (1969-70) have a management assistance program for minorities "but we plan to initiate such a program as the students progress."

**ADMISSIONS INFORMATION**

Dr. James W. Woodruff  
University of Detroit  
4001 West McNichols  
Detroit, Michigan 48221

**FINANCIAL ASSISTANCE**

Dr. James W. Woodruff  
Director of Special Projects  
University of Detroit  
4001 West McNichols  
Detroit, Michigan 48221

UNIVERSITY SCHOOL ADDRESS	DRAKE UNIVERSITY College of Business Administration Des Moines, Iowa 50311
DEAN	Richard G. Peebler
DEGREES OFFERED	B.S. in Business Administration, M.B.A.
APPROXIMATE COSTS	Tuition : \$1780 per academic year Estimated Expenses (board and room) Approximately: \$1000
FINANCIAL ASSISTANCE	American Republic Insurance underwriting 4 minority students for full tuition (in community). Additional expenses may be covered.
SPECIAL PROGRAMS	A. Dean and faculty members recruit black students from all city high schools. B. 1969-70 initiated Accounting Aid Society whereby students aid minority small businesses in the community. Students given credit for the experience by earning according to case numbers completed: 1-3 hrs. credit.

**ADMISSIONS INFORMATION**

Herbert W. Fort  
Director of Admissions  
Drake University  
Des Moines, Iowa 50311

For MBA: Dr. Eddie V. Easley  
Director of MBA Program

**FINANCIAL ASSISTANCE**

Herbert W. Fort  
Director of Admissions  
Drake University  
Des Moines, Iowa 50311

UNIVERSITY SCHOOL ADDRESS	DREXEL INSTITUTE OF TECHNOLOGY College of Business Administration Philadelphia, Pennsylvania 19104	
DEAN	James M. Parrish	
DEGREES OFFERED	B.S. Business Administration, M.B.A.	
APPROXIMATE COSTS	Tuition and Fees:	\$1567 Estimated Expenses: \$1215
FINANCIAL ASSISTANCE	Scholarships: The Malcolm X Scholarship covering tuition, books, fees, room and board is awarded each year and can be extended for four or five years.	
SPECIAL PROGRAMS	Active Recruiting Program: "Admissions staff visits schools in New York, Philadelphia, Washington, Pittsburgh, Baltimore, and Harrisburg as well as lesser sized communities in an effort to interest students in our program. A senior Black student is assisting in recruiting. A special brochure is also used to describe the program to interested students."	
ADMISSIONS INFORMATION T. Edward Townsley Dean of Admissions Office of Admissions Drexel Institute of Technology 32nd and Chestnut Streets Philadelphia, Pennsylvania 19104	FINANCIAL ASSISTANCE John McCullough, Director of Financial Aids Drexel Institute of Technology Philadelphia, Pennsylvania 19104	

UNIVERSITY SCHOOL ADDRESS	FLORIDA STATE UNIVERSITY School of Business Tallahassee, Florida 32306	
DEAN	Charles A. Rovetta	
DEGREES OFFERED	B.S., B.A., M.B.A., Master of Accounting, M.S., D.B.A.	
APPROXIMATE COSTS	Tuition and Fees (Residents): \$50 (Non Residents) : \$1350 Estimated Expenses : \$1500	
FINANCIAL ASSISTANCE	Loans and Grants: Grants and loans are available to cover room, board, tuition, and incidental costs. 50 available slots each school year; however, number may increase year to year based on the availability of funds.	
SPECIAL PROGRAMS	Active Recruiting Program: "We are actively recruiting minority students on the campus of thirty junior colleges. Two recruiting trips will be made to each junior college campus for this purpose, this year."	
ADMISSIONS INFORMATION Willis Caldwell Director of Admissions Florida State University Tallahassee, Florida 32306	FINANCIAL ASSISTANCE Earl L. Gordon, Director of Horizons Unlimited Florida State University Tallahassee, Florida 32306	



UNIVERSITY SCHOOL ADDRESS	HARVARD UNIVERSITY Graduate School of Business Administration Boston, Massachusetts 02163
DEAN	Lawrence E. Fouraker
DEGREES OFFERED	M.B.A., Ph.D.
APPROXIMATE COSTS	Tuition and Fees:                 \$2532 Estimated Expenses:             \$2610
FINANCIAL ASSISTANCE	<p>Special Financial Aid Program is described as follows: "The Harvard Business School endeavors to insure that no admitted student is denied the opportunity to attend the School because of lack of funds. Admissions, however, are made independently of financial aid considerations. By means of a special financial aid program, combining fellowships and loans, the School is making it financially possible for students from disadvantaged minority groups to attend the MBA Program even though their own sources of funds are inadequate...each student who is chosen for a fellowship receives a two-year commitment."</p> <p>Fellowships: \$400,000 in fellowships available from all sources for first and second year students.</p> <p>Loans: "Financial assistance required beyond the fellowship award will be available as a loan. Most loans are repaid within five years following graduation. The median starting salary of the class graduating in 1969 was \$14,000. At these income levels, most graduates are able to meet their loan obligations without undue hardship."</p>

**SPECIAL  
PROGRAMS**

In the brochure description of the Harvard MBA Program, "Supplemental Information for Members of Minority Groups" is offered as follows: "Many exciting careers in business management are now open to educated men and women from Afro-American, Mexican American, Puerto Rican, American Indian and other minority backgrounds. Business firms, governmental agencies, non-profit institutions, and the many new community enterprises are actively seeking these people. Now, more than ever, it is clear that education leading to the Master in Business Administration degree is relevant to members of minority groups."

- A. Active Recruitment Program: "The Harvard Business School is actively recruiting minority students for business. We have a Black full-time assistant to the Director of Admissions who is concentrating on minority recruiting. We are using student recruiters to make visits to both Negro colleges and white colleges having significant numbers of minority group students. We are using the services of Harvard Business School alumni clubs throughout the country in recruiting candidates from both industry and college."
- B. Management Assistance Program: "Business Assistance Program (BAP)-a program funded by the Ford Foundation and operated by graduate students with the assistance of faculty advisors in cooperation with Jobs Clearing House, Boston non-profit agency. Under this program minority businessmen in the local community have been given assistance in such areas as developing proposals to secure financing, setting up books and records, solving tax problems, developing inventory systems, working on marketing and distribution problems, etc."

**ADMISSIONS INFORMATION**

Herbert L. Lyken  
Assistant to the Director of  
Admissions  
Harvard Business School  
Soldiers Field  
Boston, Massachusetts 02163

**FINANCIAL ASSISTANCE**

Warren K. Cooper  
Director of Financial Aid  
Harvard Business School  
Soldiers Field  
Boston, Massachusetts 02163

UNIVERSITY SCHOOL ADDRESS	HOFSTRA UNIVERSITY School of Business Hempstead, New York 11550	
DEAN	Harold L. Wattel	
DEGREES OFFERED	B.B.A.	
APPROXIMATE COSTS	Tuition and Fees:       \$1700 (Residence Hall):       \$1150 double occupancy	
FINANCIAL ASSISTANCE	Scholarships: Scholarships available for minority students.	
SPECIAL PROGRAMS	<p>A. Active Recruiting Program: Recruitment of minority students "Only in Accounting. Use funds from project developed by School."</p> <p>B. Management Assistance: "One semester program which dealt with basic items of business knowledge and procedures. New program now under discussion."</p>	
ADMISSIONS INFORMATION School of Business Hofstra University Hempstead, New York 11550	FINANCIAL ASSISTANCE Richard Bennett Financial Aid Officer Hofstra University Hempstead, New York 11550	

UNIVERSITY SCHOOL ADDRESS	HOWARD UNIVERSITY School of Business Washington, D. C. 20001	
DEAN	Edward D. Irons*	
DEGREES OFFERED	B.B.A., M.B.A	
APPROXIMATE COSTS	Tuition and Fees :	\$309 per semester Estimated Expenses: \$575 per semester
FINANCIAL ASSISTANCE	The School of Business at Howard University is to be activated at the end of September, 1970. Plans are now underway for seeking special scholarships for its prospective students from foundations and business corporations.	
SPECIAL PROGRAMS	<p>A. Special Courses: The Department of Business Administration in the academic year 1969-70 offered "Management of Small Business" which analyzed a local minority controlled industry as class project to determine problems and recommend practical action, and "Creative Entrepreneurship" in which small groups select a business to research and develop a prospectus with a view of going into it in the future.</p> <p>B. Management Assistance: as involved in the above courses.</p>	
ADMISSIONS INFORMATION	FINANCIAL ASSISTANCE	
Director of Admissions Howard University Washington, D. C. 20001	Miss Goldie Claiborne Director Financial Aids Office Howard University Washington, D. C. 20001	

\*Currently head of the Department of Business of the College of Liberal Arts.

UNIVERSITY SCHOOL ADDRESS	UNIVERSITY OF ILLINOIS College of Commerce and Business Administration Urbana, Illinois 61801
DEAN	Joseph W. McGuire
DEGREES OFFERED	B.S., M.B.A., Master of Commerce, Ph.D., D.B.A.
APPROXIMATE COSTS	Tuition and Fees (Residents): \$380 (Non Residents): \$1088
FINANCIAL ASSISTANCE	<p>Grants: 100 tuition waivers for Illinois residents (\$246 each).</p> <p>Martin Luther King Scholarship Fund-grants to minority students based on need and amount available in fund.</p> <p>Assistantships: 20 half-time assistantships for tutoring of undergraduate minority students (\$2700 plus tuition and fee waiver). Give preference to minority group assistants.</p>
SPECIAL PROGRAMS	<p>A. Active Recruitment Program: Faculty members travel to southern schools mainly in Mississippi, at least once a year to carry on recruitment of Blacks.</p> <p>B. Special Educational Opportunities Program (SEOP) offers financial and supportive services to minority group students.</p> <p>C. Management Institutes for local minority businessmen are sponsored by Bureau of Business Management.</p>
<b>ADMISSIONS INFORMATION</b> Charles E. Warwick Director of Admissions and Records 108 Administration Building University of Illinois Champaign, Illinois 61280	<b>FINANCIAL ASSISTANCE</b> Dean H. M. Satterlee Director of Financial Student Aid Room 109 707 South Sixth Street Champaign, Illinois 61280



**SPECIAL  
PROGRAMS**

- A. **Active Recruiting Program:** The consortium for Graduate Study in Business for Negroes is a five university effort designed to hasten the entry of Negroes into managerial positions in business. To attain this objective, these universities recruit capable young men and provide them with fellowships to pursue a high quality educational program leading to the M.B.A. These fellowships are made possible through the active support and contributions of American business which is now actively seeking young black men to assume managerial responsibilities. The changing social, economic, and cultural environment has created a situation where young black men will find many excellent career opportunities in business. At the same time the number of trained men is extremely small and the demand for executive talent far exceeds the supply. The M.B.A. offers an efficient and rapid means for the able and aggressive individual to rise in the managerial ranks.

**The M.B.A. Program:** Each student will undertake the regular Master of Business Administration curriculum at one of the five graduate business schools. These curricula aim to develop the analytical problem-solving, and decision-making abilities so necessary to the success of the professional manager in the dynamic business organization. These abilities will equip him to solve the difficult and critical problems associated with change, choice and complexity, both in his community involvement and professional career.

- B. **Management Assistance:** In Indianapolis, College program for minority businessmen is described: "'Black Entrepreneurial Program' is designed to assist blacks in operating their own businesses on well formulated management techniques."

**ADMISSIONS INFORMATION**

Dr. Sterling H. Schoen  
Director  
Consortium for Graduate Study in  
Business  
P. O. Box 1132  
St. Louis, Missouri 63130

**FINANCIAL ASSISTANCE**

Jack Wentworth  
Associate Director  
Consortium for Graduate Study in Business  
Indiana University  
Bloomington, Indiana 47401

UNIVERSITY SCHOOL ADDRESS	UNIVERSITY OF KANSAS School of Business Lawrence, Kansas 66044	
DEAN	Clifford D. Clark	
DEGREES OFFERED	B.S. (Business Administration), M.B.A., M.S.B.A., Ph.D.	
APPROXIMATE COSTS	Tuition and Fees (Residents):	\$350
	(Non Residents):	\$800
	Estimated Expenses	: \$1450
FINANCIAL ASSISTANCE	The Business Students Association assists minority students in securing financial and academic assistance. They attempt to confect package of financial aid from grant and loan sources to assist the students. The Student Association also provides free tutoring service and summer job placement assistance.	
SPECIAL PROGRAMS	<p>A. The BSA provides specialized tutoring and counseling aid, admissions and program planning assistance.</p> <p>B. The University, through its extension division, offers training for minority businessmen in the Kansas City area.</p>	
<b>ADMISSIONS INFORMATION</b> Business Students Association 202 Summerfield Hall University of Kansas Lawrence, Kansas 66044		<b>FINANCIAL ASSISTANCE</b> Business Students Association 202 Summerfield Hall University of Kansas Lawrence, Kansas 66044

UNIVERSITY SCHOOL ADDRESS	MARQUETTE UNIVERSITY Robert A. Johnston College of Business Administration Milwaukee, Wisconsin 53233	
DEAN	T. R. Martin	
DEGREES OFFERED	B.S. in Business Administration, M.B.A.	
APPROXIMATE COSTS	Tuition and Fees:	\$1550
	Estimated Expenses:	\$3100
FINANCIAL ASSISTANCE	<p>Scholarships: Markoe, Malcom White and underprivileged student scholarships granted according to need.</p> <p>Grants: Negro and disadvantaged student grant fund. Leadership Aid Program Tuition Grants for part-time evening students.</p>	
SPECIAL PROGRAMS	<p>A. Active Recruiting Program through visits by Dean and faculty members to appropriate high schools.</p> <p>B. Special course on the minority entrepreneur instituted on experimental basis concerning nature and problems of disadvantaged entrepreneurs, with guest speakers from Milwaukee black community.</p> <p>C. Management Assistance through teams of students from above course as consultants to Milwaukee's Inner City to help businessmen and apply course skills.</p>	
<b>ADMISSIONS INFORMATION</b> Office of Admission Box AP Marquettte University Milwaukee, Wisconsin 53233	<b>FINANCIAL ASSISTANCE</b> George Fix Director of Financial Aid Marquette University 1040 West Wisconsin Avenue Milwaukee, Wisconsin 53233	

UNIVERSITY SCHOOL ADDRESS	MASSACHUSETTS INSTITUTE OF TECHNOLOGY Alfred P. Sloan School of Management Cambridge, Massachusetts 02139	
DEAN	William F. Pounds	
DEGREES OFFERED	B.S. in Management, M.S. in Management, Ph.D.	
APPROXIMATE COSTS	Tuition Fees Estimated Expenses:	\$2500 (Per academic year) \$80 (Health Insurance) \$2500
FINANCIAL ASSISTANCE	Fellowships: Two black students currently enrolled in Fellows Program leading to a Master of Science in Management. School is member of new (1970) consortium of ten graduate schools of business which will give minority students substantial financial assistance. (Others of the consortium are: Dartmouth, Carnegie Tech, Columbia, Cornell, Harvard, Pennsylvania, Chicago, Stanford, and Wharton.)	
SPECIAL PROGRAMS	A. Recruiting Program: "Recently begun to move on the question of recruiting members of minority groups" for graduate programs. Target for consortium is to enroll a total of 225 minority group students (academic year 1970-71) and at end of 5 years to be enrolling 300 per year. MIT recruits minorities for all schools in effort to encourage sophomores and juniors to plan ahead." B. Management Assistance: "Special Studies in Management" seminars-- <u>Entrepreneurship in the Inner City</u> --promote auxiliary student and faculty help to minorities.	
ADMISSIONS INFORMATION Miss Mariam Sherburne The Graduate Program Office Alfred P. Sloan School of Management MIT 50 Memorial Drive Cambridge, Massachusetts 02139	FINANCIAL ASSISTANCE Peter P. Gil Associate Dean for Teaching Programs Alfred P. Sloan School of Management MIT 50 Memorial Drive Cambridge, Massachusetts 02139	

UNIVERSITY SCHOOL ADDRESS	MIAMI UNIVERSITY School of Business Administration Oxford, Ohio 45056	
DEAN	Bill R. Moeckel	
DEGREES OFFERED	B.S.B.A, M.B.A.	
APPROXIMATE COSTS	Tuition and Fees (Residents): (Non Residents): Estimated Expenses	\$660 \$1560 \$1000
FINANCIAL ASSISTANCE	Scholarship: Eloise Everett Martin Scholarships (2-3) for entering male minority student intending to major in accounting; covers tuition and fees. Application deadline, January 1.	
SPECIAL PROGRAMS	Active Recruiting Program: Tutorial and guidance assist- ance; special workshop orientation programs.	
ADMISSIONS INFORMATION Heanon M. Wilkins Director of Educational Opportunity Program Warfield Hall Miami University Oxford, Ohio 45056	FINANCIAL ASSISTANCE Guy D. Spitler, Jr. Director of Student Aid Warfield Hall Miami University Oxford, Ohio 45056	

UNIVERSITY SCHOOL ADDRESS	UNIVERSITY OF MICHIGAN School of Business Administration Ann Arbor, Michigan 48104
DEAN	Floyd A. Bond
DEGREES OFFERED	B.B.A., M.B.A., Master of Actuarial Science, Ph.D.
APPROXIMATE COSTS	Tuition and Fees (Residents): \$540 (Non Residents): \$1648 Estimated Expenses : \$1750
FINANCIAL ASSISTANCE	Scholarships: Varying amounts to full tuition and expenses primarily but not exclusively for master's degree candidates. Deadline: February 15.

**SPECIAL  
PROGRAMS**

- A. Active Recruitment Program: Visits to campuses at which there are large numbers of minority group students. Mailings to faculty members and counselors at other schools.

Participation in a University-wide program to recruit and provide financial support for minority group students in all undergraduate programs of the University.

- B. Special Course Offerings:

BE490 - Seminar in Black Capitalism features a third of the lecturers from outside experts in the field representing a cross section of knowledge and opinion about the problems and promise of the black entrepreneur.

BE491 - Research in Black Capitalism

- C. Management Assistance: As part of the BE491 course mentioned above, student groups are working with minority businessmen in attempts to understand their problems better and provide appropriate advice and assistance.

**ADMISSIONS INFORMATION**

James A. Ardis  
Director of Admissions  
University of Michigan  
Ann Arbor, Michigan 48104

**FINANCIAL ASSISTANCE**

Dr. James Filgas  
Director of Financial Aid  
School of Business Administration  
University of Michigan  
Ann Arbor, Michigan 48104

UNIVERSITY SCHOOL ADDRESS	MICHIGAN STATE UNIVERSITY College of Business & Graduate School of Business Administration East Lansing, Michigan 48823	
DEAN	Kullervo Louhi	
DEGREES OFFERED	B.B.A., M.B.A., D.B.A., Ph.D.	
APPROXIMATE COSTS	Tuition and Fees (Residents): (Non Residents): \$4000 total including Tuition and Fees \$2500 total not including Tuition and Fees	\$600 \$1500
FINANCIAL ASSISTANCE	Assistantships: Assistantships for qualified minority students available.	
SPECIAL PROGRAMS	The College recruits through the University's Center for Urban Affairs and Equal Opportunity Program.  Recommendations for Management Assistance Program in the Fall of 1970.	
ADMISSIONS INFORMATION  Admissions and Scholarships Michigan State University East Lansing, Michigan 48823	FINANCIAL ASSISTANCE  Stanley E. Byran Eppley Center Michigan State University East Lansing, Michigan 48823	

UNIVERSITY SCHOOL ADDRESS	UNIVERSITY OF MINNESOTA School of Business Administration Minneapolis, Minnesota 55455	
DEAN	Paul V. Grambsch	
DEGREES OFFERED	B.S.B.A., M.A. in Industrial Relations, M.B.A. Ph.D. in Business Administration and Industrial Relations	
APPROXIMATE COSTS	Tuition and Fees (Residents): \$510 (Non Residents) : \$1245 Estimated Expenses : \$2000	
FINANCIAL ASSISTANCE	Scholarships: Martin Luther King Scholarship Fund provides loans and scholarships depending on student need.	
SPECIAL PROGRAMS	<p>A. Faculty members of School coordinate with active University recruiting program headed by three full time staff members to recruit at various high schools and colleges for minority students.</p> <p>B. Courses on Minority Business Problems: Business enterprise for American Minorities (BEAM)-non credit course but equivalent to 12 quarter hours.</p> <p>C. Both faculty and students involved in providing management to minority operated businesses in the Twin Cities area. For a State Technical Service Program one faculty member is designated as responsible to deal with business and management problems by visits to assist.</p>	
<b>ADMISSIONS INFORMATION</b> Lou Branca Office of Admissions and REcords 6 Morrill Hall University of Minnesota Minneapolis, Minnesota 55455		<b>FINANCIAL ASSISTANCE</b> Director Financial Aids 107 Armory University of Minnesota Minneapolis, Minnesota 55455

UNIVERSITY SCHOOL ADDRESS	THE STATE UNIVERSITY OF NEW YORK AT BUFFALO School of Management Buffalo, New York 14214	
DEAN	Richard G. Brandenburg	
DEGREES OFFERED	B.S., M.S., M.B.A., Ph.D.	
APPROXIMATE COSTS	Tuition and Fees (Residents): \$454 (Non Residents): \$654 Estimated Expenses : \$1000	
FINANCIAL ASSISTANCE	<p>Assistantships: School of Management has a small number of assistantships available to minority undergraduate students to undertake specific research projects in minority business.</p> <p>In 1970 instituted a number of work/study arrangements with some local business firms in which a minority group student works part-time and attends school part-time while pursuing an MBA degree.</p>	
SPECIAL PROGRAMS	<p>A. Special courses in minority business problems and economic development.</p> <p>B. Active student management assistance program for ghetto businessmen.</p>	
<b>ADMISSIONS INFORMATION</b> Arthur L. Kaiser Director of Admissions and Records Office of Admissions and Records State University of New York at Buffalo Buffalo, New York 14214		<b>FINANCIAL ASSISTANCE</b> Joseph Stillwell Director 216 Harriman Library SUNYAB Main Street Buffalo, New York 14214

UNIVERSITY SCHOOL ADDRESS	NEW YORK UNIVERSITY The Graduate School of Business Administration New York, New York 10006
DEAN	William R. Dill*
DEGREES OFFERED	M.B.A., Ph.D.
APPROXIMATE COSTS	Tuition and Fees plus Estimated Expenses (Residents): \$3522 (Non Resident): \$4622
FINANCIAL ASSISTANCE	Grants: Martin Luther King, Jr. Grant to assist minority students. Consists of a limited number of grants ranging from partial to full tuition remission.

\*Dean Joseph Taggart retires as of June, 1970

**SPECIAL  
PROGRAMS**

- A. Active Recruiting Program: The School visits approximately 74 colleges throughout the country with an eye to recruiting minorities, visiting 4 predominately black colleges during the fall of the academic year 1969-70.
- B. Management Assistance Program: "The Urban Business Assistance Corporation," a student operated non profit corporation, was established in November of 1969 to provide management consulting services to minority group entrepreneurs in the New York City metropolitan area. Description of the purpose and work of this corporation has been written for catalogue publication as follows:

"Its aims are to strengthen clients' businesses, create additional jobs, raise clients' management skills levels while increasing interest in community urban problems among students, faculty and administration. Participating students have the opportunity to apply business administration training to the real life business problems of the urban ghetto. Supported by the Graduate School of Business Administration, the Small Business Administration, the Chase Manhattan Bank Foundation, the Jonesway Corporation, the Marine Midland Grace Trust Company of New York and others; the corporation has assembled a unique combination of corporate, governmental, and academic resources to reinforce student consultants operating at the client's location."

**ADMISSIONS INFORMATION**

Office of Admissions  
Graduate School of Business  
Administration  
New York University  
100 Trinity Place  
New York, New York 10006

**FINANCIAL ASSISTANCE**

George G. Omartian, II  
Assistant to the Dean  
Graduate School of Business Administration  
New York University  
100 Trinity Place  
New York, New York 10006

UNIVERSITY SCHOOL ADDRESS	NEW YORK UNIVERSITY School of Commerce Washington Square New York, New York 10003
DEAN	Abraham L. Gitlow
DEGREES OFFERED	B.S. In Business Administration
APPROXIMATE COSTS	Tuition and Fees (Residents) : \$2450 Estimated Expenses (Residents) : \$2150 Tuition and Fees and Estimated Expenses (Non Residents): \$3500
FINANCIAL ASSISTANCE	<p>The School offers three special packages of financial aid to minority students through its <u>Minority Group Disadvantaged Program</u></p> <ol style="list-style-type: none"> <li>1. Participation with the total University Martin Luther King Scholarship program offers the candidate for the School of Business up to \$4600 or full cost of the program, dependent upon student need and qualifications. Currently 82 minority students (Blacks and Puerto Ricans) are 1969-70 recipients.</li> <li>2. Work-study program for minority group veterans of approximately \$3000 covering tuition, fees, and other costs. The veteran receives an allowance, and the program also includes a 10 hour work guarantee at \$3.00 an hour--not more than 15 hours a week .</li> <li>3. A corporate sponsored program whereby 6 or 7 large accounting firms sponsor interns in major field of accounting--for veterans, especially minorities, who can attain higher academic achievement. Financial support is set aside for those who qualify, with program starting in July and terminating the following January.</li> </ol>

**SPECIAL  
PROGRAMS**

The School engages in a special program of recruitment for minority students:

1. Through its Chairman of Admissions who serves on the larger central University recruitment staff; its Director of Educational Support interviews minority group student candidates for the School of Commerce; the recruitment involves normal or conventional channels of visitations to schools.
2. Through an intensive visitation to many two year colleges (on a metropolitan basis) to interest minorities in applying for the MLK scholarship or other aid.

**ADMISSIONS INFORMATION**

Jerry R. Wood  
Chairman of Admissions  
School of Commerce  
New York University  
Washington Square  
New York, New York 10003

**FINANCIAL ASSISTANCE**

Charles A. Ray  
Assistant Dean  
School of Commerce  
New York University  
Washington Square  
New York, New York 10003

UNIVERSITY SCHOOL ADDRESS	NORTHWESTERN UNIVERSITY Graduate School of Management Chicago, Illinois 60201
DEAN	John A. Barr
DEGREES OFFERED	M.B.A., Ph.D. (Education)
APPROXIMATE COSTS	Tuition and Fees: \$800 @ 1/4/\$2400 Estimated Expenses: \$2000
FINANCIAL ASSISTANCE	Fellowships: 20 firms cooperate by providing one or more \$8000-\$8800 fellowships for two years of M.B.A. study and two summers of employment at the competitive salary; one summer of employment is prior to the first year of the M.B.A. program and one between the first and second years. These employment opportunities are provided by participating firms in management related jobs. Neither the student or the firm is under any obligation to continue employment after graduation.

**SPECIAL PROGRAMS**

5

- A. **Active Recruiting Program:** Northwestern has a special recruiting program for minority students which includes visits to numerous primarily black institutions and to many other campuses by minority M.B.A. students.

The Graduate School of Management also visits with several community organizations in the Chicago area to recruit minority students from local colleges, junior colleges and high schools to interest them in professional management.

- B. **Special Courses:** The Graduate School of Management presently offers three courses specifically designed to deal with the problems of the minority businessmen; "Institutional Planning and Utilization of Human Resources," "Business and the Urban Environment," "Business and its Environment." Further courses are presently under consideration.

- C. **Management Assistance:** Northwestern University sponsors a Management Assistance Clinic operated by the Graduate School of Management and the School of Law. Through the Clinic, the University provides:

1. Direct management and legal aid to minority business and organizations.
2. Management Training for minority groups seeking to establish and generate businesses.
3. Clinical experience for students in the School of Management and the School of Law.

**ADMISSIONS INFORMATION**

Director of Admissions  
Graduate School of Management  
Northwestern University  
339 East Chicago Avenue  
Chicago, Illinois 60011

**FINANCIAL ASSISTANCE**

Frank T. Hartzfield  
Assistant Dean  
Graduate School of Management  
Northwestern University  
339 East Chicago Avenue  
Chicago, Illinois 60011

UNIVERSITY SCHOOL ADDRESS	UNIVERSITY OF NOTRE DAME College of Business Administration Notre Dame, Indiana 46556	
DEAN	Thomas T. Murphy	
DEGREES OFFERED	B.B.A., M.B.A., Ph.D. in Economics	
APPROXIMATE COSTS	Estimated Expenses:                 \$2650	
FINANCIAL ASSISTANCE	Scholarships: Dr. Martin Luther King Scholarships - 4 Awards range from \$500 to full \$1900 per year. Deadline for application is February 15.	
SPECIAL PROGRAMS	<p>A. Active Recruiting Program carried on in several pre- dominantly black undergraduate colleges.</p> <p>B. Special courses in minority business deal exclusivly with minority group management problems.</p>	
<b>ADMISSIONS INFORMATION</b>  Dr. Peter Grande Director of Admissions Notre Dame University Notre Dame, Indiana 46556		<b>FINANCIAL ASSISTANCE</b>  Bro. Keeran Ryan, CSC Director of Scholarships and Financial Aid Notre Dame University Notre Dame, Indiana 46556



**SPECIAL  
PROGRAMS**

- A. Active Recruiting Program: The College is working with the Community Action organization in the City of Columbus to identify students who would not otherwise be eligible for admission to enter them in a special program to determine further qualifications to pursue a baccalaureate program in business. This program has been underway for one quarter of the 1969-70 academic year. Interested students should contact:

Robert E. Georges  
Assistant Dean and Director of the  
Undergraduate Program in Business  
College of Administrative Science  
Ohio State University  
Columbus, Ohio 43210

Working with firms (accounting largely) to generate funds for support of minority students whereby the College itself screens students in inner cities of Ohio.

- B. Curricula for program below are developed jointly by the Continuing Education Division and minority group business leaders so that subject matter content is relevant to the needs of the intended participants. (non credit)
- C. Management Assistance Program: "Since 1967 the Continuing Education Division of the College of Administrative Science has been working with minority group business leaders of the Columbus area to provide seminars in the basics of small business management.

The overall program was begun with a view toward providing formalized instruction in business procedure to practicing businessmen as well as minority group members who might be contemplating the development of a business enterprise."

**ADMISSIONS INFORMATION**

Office of Admissions  
Ohio State University  
190 North Oval Circle Drive  
Columbus, Ohio 43210

**FINANCIAL ASSISTANCE**

Rodney J. Harrison  
Director  
Student Financial Aids  
Ohio State University  
190 North Oval Circle Drive  
Columbus, Ohio 43210

UNIVERSITY SCHOOL ADDRESS	OKLAHOMA STATE UNIVERSITY College of Business Stillwater, Oklahoma 74074	
DEAN	Richard W. Poole	
DEGREES OFFERED	B.S. in Business Administration, M.B.A., M. S., Ph.D. (Economics)	
APPROXIMATE COSTS	Tuition and Fees (residents): \$384 (non residents): \$576 Estimated Expenses : \$950	
FINANCIAL ASSISTANCE	Scholarships: The Colleges offers "one undergraduate scholarship in the amount of \$300 per academic year which is reserved specifically for a minority group student in a business major."	
SPECIAL PROGRAMS	<p>A. Courses: Business Extension Service offers basic program for small businessmen in nature of American business system and economy. "Record Keeping" course. Also successful Supervisory Training Program in Communications for managers at Anadarko (over 50% Indian participants).</p> <p>B. Management Assistance: Active student-faculty tutoring program (80-90% Blacks) and some voluntary business aid.</p>	
<b>ADMISSIONS INFORMATION</b> Raymond Girod Registrar and Director of Admissions Oklahoma State University Stillwater, Oklahoma 74074		<b>FINANCIAL ASSISTANCE</b> Robert B. Clark Director of Financial Aids 107 Hanner Hall Stillwater, Oklahoma 74074

UNIVERSITY SCHOOL ADDRESS	UNIVERSITY OF OREGON College of Business Administration Eugene, Oregon 97403	
DEAN	Richard W. Lindholm	
DEGREES OFFERED	B.A.B.S., M.A., M.S., M.B.A., D.B.A.	
APPROXIMATE COSTS	Tuition and Fees (Residents): \$369 (Non Residents): \$999 Estimated Expenses : \$1000	
FINANCIAL ASSISTANCE	Scholarships: "At the undergraduate level the CPA firm of Moss Adams and Company is supplying a partial scholarship for a Black student for the next four years." (For the next four years as of September 1969)  Fellowships: Approximately 2-7 fellowships available to minority students who wish to teach <u>accounting</u> at the junior college level.	
SPECIAL PROGRAMS	A. Recruiting Program: Faculty members recruit minority students on an informal basis.  B. Special Course: Experiment course: "The Black in Business" offered Spring 1969-70.	
ADMISSIONS INFORMATION  Vernon L. Barichurst Director of Admissions Office of Admissions University of Oregon Eugene, Oregon 97403		FINANCIAL ASSISTANCE  Emmett R. Williams Assistant Dean of Students Emerald Hall, OV University of Oregon Eugene, Oregon 97403

UNIVERSITY SCHOOL ADDRESS	UNIVERSITY OF PENNSYLVANIA Wharton School of Finance and Commerce Philadelphia, Pennsylvania 19104
DEAN	Willis J. Winn
DEGREES OFFERED	B.S. in Economics, M.B.A., M.G.A., Ph.D.
APPROXIMATE COSTS	Tuition and Fees:                   \$1175 Esimtated Expenses:               \$4250
FINANCIAL ASSISTANCE	<p>Scholarships: Although there are no specific financial awards for minority group students on the undergraduate level, the School points out that "the University has made significant inroads into matriculating minority students and they are financially supported by general University funds."</p> <p>Fellowships:   The Hedburg-Gordon Fellowship - \$2500                    The United Insurance Company    Fellowship                   - \$8000                    The Babcock Foundation Fellow-    ship                               - \$2500                    Standard Oil of New Jersey    Fellowship                   - \$3000</p> <p>These fellowships are available only to minority group students. More than one student may receive the fellowship as all of financial aid awards are based on need.</p>

**SPECIAL PROGRAMS**

- A. Recruiting Program: The Wharton School has an active recruiting program. "This year members of the Administration and students will be recruiting at more than 25 predominantly Negro colleges in the South. We also will be making contact with SAAS organizations on predominantly white campuses in order to more effectively disseminate information about the Wharton Graduate M.B.A. program to Blacks."
- B. Special Courses: The School notes that "Courses within the area of urban business problems are being considered and probably will be in the curriculum for the 1970-71 academic year."
- C. Management Assistance Program: Management program exists for community black businessmen. "The students have organized Business Practices Services (BPS) to actively consult with black businessmen in the Philadelphia area. The selected M.B.A. students, operating in two man teams, consult with the black businessmen and apply techniques to crystalize the problems and develop unique solutions for the client. The two man teams are nearly-autonomous, but they draw from the BPS "skill bank" at any stage of their operation. The teams are required to report the progress of their effort and to relate to other teams the experience, both successes and failures, which they have met."

**ADMISSIONS INFORMATION**

Thomas R. Settle  
Director of Admissions  
Wharton Graduate Division  
W-103 Dietrich Hall  
University of Pennsylvania  
Philadelphia, Pennsylvania 19104

**FINANCIAL ASSISTANCE**

Thomas R. Settle  
Wharton Graduate Division  
W-103 Dietrich Hall  
University of Pennsylvania  
Philadelphia, Pennsylvania 19104

UNIVERSITY SCHOOL ADDRESS	THE PENNSYLVANIA STATE UNIVERSITY College of Business Administration University Park, Pennsylvania 16802
DEAN	Ossian MacKenzie
DEGREES OFFERED	B.S., M.B.A., Ph.D.
APPROXIMATE COSTS	Tuition and Fees: Probable minimum cost of three terms: \$1750
FINANCIAL ASSISTANCE	<p>Scholarships: Offered to "disadvantaged" students. Balance of support comes from sources other than the College in a "packaging" program of financial aid to the undergraduate.</p> <p>Fellowships: Offered for M.B.A. and doctoral program candidates to finance part of expenses.</p> <p>Assistantships: Offered to Alabama A&amp;M business faculty members to work toward doctoral degrees; in conjunction with fellowships above will help finance candidates.</p> <p>Note: The College points out that it does not have large resources available at the present but is seeking and developing increased sources of support.</p>

**SPECIAL  
PROGRAMS**

The College of Business Administration and the new Division of Business and Economics at Alabama A&M University have a cooperative agreement enabling faculty teams from Penn to visit and assist Alabama in developing its business program. Two major results are that 1000 volumes have been added to Alabama's library and 73 recruiters from companies have conducted 933 interviews involving 100 students, placing 85 in 1968-69 with 76 recruiters scheduled for 1969-70.

- A. **Active Recruiting Program:** The College itself especially recruits from Alabama A&M--its business faculty members to work for doctoral degrees and its baccalaureate candidates for its M.B.A. program. Two Blacks have been recruited from Grambling and one from Hiram Scott. Also an active undergraduate recruitment program exists. University Admissions Office recruits its "disadvantaged" students.
- B. **Courses:** Special summer preparatory courses to help candidates enter the M.B.A. program.
- C. **Management Assistance:** The College has assisted Alabama in offering a successful Management Development Program for executives in the Huntsville area.

**ADMISSIONS INFORMATION**

Admissions Office  
The Pennsylvania State University  
University Park, Pennsylvania 16802

**FINANCIAL ASSISTANCE**

Office of Student Aid  
The Pennsylvania State University  
121 Grange Building  
University Park, Pennsylvania 16802





**SPECIAL PROGRAMS**

- A. Active Area Recruiting Program: Recruiting of minorities is in connection with the Business Opportunity Program described below. The School indicates that selection of students for this program "is made by faculty, members of our undergraduate counseling staff, and black counselors. Teams from these areas visit the high schools, actually interview students and their high school counselors, and develop a list from which the BOP freshmen are selected. In many instances...to visit homes of students...Since most of the limited financial support to date has been from industries in the Gary-Hammond-East Chicago area of Indiana, the students in all instances except one have come from these cities."
- B. Special Courses: None yet in existence "but a faculty member has just begun to develop, for black graduate student assistants, a course in small business management for black entrepreneurs."
- C. Management Assistance Program: Administered in Indianapolis, Indiana area available to minority businessmen. Students who have acted as consultants to very small businesses have had several success stories.
- D. Business Opportunity Program: Inaugurated in the spring of 1968 to enable "disadvantaged" high school students to attend a rigorous program of business education. All BOP freshmen are brought to the Lafayette campus for the full eight weeks of summer school to take remedial courses according to their needs, in mathematics or chemistry or English, plus one additional competitive course. Based on summer performance, a student enters as a freshman in the fall in either the Business Economics program, which has a liberal arts orientation with a concentration in applied economics, or the Industrial Management program, which has a technical orientation with a major in management. Tutors are available without cost, and black graduate students serve as social counselors to the group.

Each student is provided with a part-time position, ordinarily under the college work-study program, of from five to seven hours. Summer positions are arranged for the student, at the end of his freshman year, in firms which have indicated an interest in the program. To date all students in the program are receiving some form of support from the general assistance program.

**ADMISSIONS INFORMATION**

Undergraduate: Director of Admissions  
Purdue University  
Graduate: Graduate Admissions  
Coordinator  
Kranert Graduate School of  
Industrial Administration  
Lafayette, Indiana 47907

**FINANCIAL ASSISTANCE**

John S. Day  
Dean  
School of Industrial Management  
Purdue University  
Lafayette, Indiana 47907

UNIVERSITY SCHOOL ADDRESS	UNIVERSITY OF ROCHESTER College of Business Administration Rochester, New York 14627
DEAN	William H. Meckling
DEGREES OFFERED	M.S. Business Administration, M.B.A., M.S. in Systems Analysis; Ph.D. in Business Administration
APPROXIMATE COSTS	Tuition and Fees :         \$2000 Estimated Expenses:       \$1300
FINANCIAL ASSISTANCE	<p>Scholarships: Available for minority students at undergraduate level.</p> <p>Fellowships: On graduate level provide tuition plus \$2500 stipend for each year of the two year M.B.A. Program, through the consortium for graduate study in business for Negroes (Indiana, University of Southern California, Washington University at St. Louis, Wisconsin)</p> <p><u>Who Should Apply:</u> Young men who aspire to managerial careers in business are invited to apply. Applications will be received from college seniors and those holding bachelor's degrees from accredited colleges and universities. These degrees may be in the humanities, life, social, and physical sciences, engineering, as well as business or economics. Young men who have already embarked on other careers are also encouraged to apply. IT IS EMPHASIZED THAT PREVIOUS WORK OR STUDY IN BUSINESS ECONOMICS IS NOT A REQUIREMENT FOR ADMISSION.</p> <p>Loans: Loans are available through consortium.</p> <p>Part-time Employment: Available during summer preceding enrollment in M.B.A. Program, also internship after first year.</p>

**SPECIAL  
PROGRAMS**

**A. Active Recruiting Program:**

The Consortium for Graduate Study in Business for Negroes is a five university effort designed to hasten the entry of Negroes into managerial positions in business. To attain this objective, these universities recruit capable young men and provide them with fellowships to pursue a high quality educational program leading to the Master of Business Administration program. The M.B.A. will enable them to compete in the business world on a level commensurate with their abilities. These fellowships are made possible through the active support and contributions of American business. "The consortium visits over 200 campuses annually recruiting graduate students."

- B. Special Courses:** Each black student in the special M.B.A. Program undertakes a regular curriculum at one of the five graduate business schools. These curricula aim to develop the analytical, problem solving, and decision-making abilities so necessary to the success of the professional manager in the dynamic business organization. These abilities will equip him to solve the difficult and critical problems associated with change, choice and complexity, both in his professional career and in his community involvement. These M.B.A. Programs include study of the basic disciplines--accounting, finance, marketing, organizational behavior, production, quantitative business analysis, and research. The programs also provide limited concentration in one or more areas of special interest.

**ADMISSIONS INFORMATION**

Admissions Information:  
Director of Admissions  
and Financial Assistance  
University of Rochester  
Rochester, New York 14627

**FINANCIAL ASSISTANCE**

Dean Richard Fortner  
Graduate Associate Dean  
College of Business Administration  
Undergraduate: George Dischinger  
University of Rochester  
Rochester, New York 14627

UNIVERSITY SCHOOL ADDRESS	ROOSEVELT UNIVERSITY College of Business Administration Chicago, Illinois 60605
DEAN	Richard R. Weeks
DEGREES OFFERED	B.S., M.B.A., M.S. in Accounting
APPROXIMATE COSTS	Tuition and Fees (Residents): \$1440 (Non Residents): \$1440 Estimated Expenses : \$2300
FINANCIAL ASSISTANCE	<p>Scholarships: Business Occupational Opportunities Scholarship Trainees Program (BOOST) Full tuition award. Modest stipend. Approximately 5 offered per year at value of \$1600 per award.</p> <p>Fellowships: Edward A. Filene Fellowship Program for American Blacks - American Indians, full tuition award and modest stipend. Upperclassmen and graduate students preferred. Approximately 5 offered per year at value of \$2000 per award.</p> <p>Part-time Employment: Summer Job Opportunity for American Black Male Undergraduates</p> <p>Note: In both programs, students must enter a business discipline.</p>

**SPECIAL PROGRAMS**

- A. Active Recruiting Program: College has several recruiters who recruit at inner city schools for minority students seeking careers in business.
- B. Management Assistance Program: The College has been highly involved with the Chicago Economic Development Corporation and the Chicago Business Opportunity Fair.

Faculty members of the College "are currently exploring other involvements."

**ADMISSIONS INFORMATION**

Admissions Office  
Roosevelt University  
430 South Michigan Avenue  
Chicago, Illinois 60605

**FINANCIAL ASSISTANCE**

Robert Franklin  
Director of Student Aid  
Roosevelt University  
430 South Michigan Avenue  
Chicago, Illinois 60605

UNIVERSITY SCHOOL ADDRESS	RUTGERS UNIVERSITY Graduate School of Business Administration Newark, New Jersey 07102
DEAN	Horace J. De Podwin
DEGREES OFFERED	M.B.A.
APPROXIMATE COSTS	Tuition and Fees (Residents):     \$500 (Non Residents):     \$736 Estimated Expenses                     :     \$1000
FINANCIAL ASSISTANCE	Board of Governors Education Opportunity Program: Amount flexible.  New Jersey Education Opportunity Fund, limited to New Jersey residents, \$1000

**SPECIAL  
PROGRAMS**

- A. Active Recruiting Program: Direct mailing to government agencies; presentation to VA Counselors; Career Day program for college seniors; visits to predominantly Black colleges.
- B. Special Courses: Program of Study in Minority Group Entrepreneurship. Concomitant with course of study is active assistance to businessmen by students.
- C. Management Assistance Program: Available to minority businessmen in Newark and Trenton. Students from School of Business provide help to prospective and actual minority entrepreneurs. This program has two objectives:
  - 1. "Help minority group members get into business.
  - 2. Help those in business improve their profitability."

**ADMISSIONS INFORMATION**

Keith MacLoughland  
Graduate School of Business  
Administration  
Rutgers University  
18 Washington Street  
Newark, New Jersey 07102

**FINANCIAL ASSISTANCE**

Financial Aid Officer  
Graduate School of Business  
Administration  
Rutgers University  
18 Washington Street  
Newark, New Jersey 07102

UNIVERSITY SCHOOL ADDRESS	SAINT LOUIS UNIVERSITY School of Commerce and Finance St. Louis, Missouri 63108	
DEAN	Stephen W. Vasquez	
DEGREES OFFERED	B.S. in Commerce, M.B.A., M.S. in Commerce, M.A. with major in Economics, Ph.D. in Economics, Ph.D. in Business Administration	
APPROXIMATE COSTS	Tuition (Undergraduate) \$875 per semester (Graduate ) \$58 per semester hour Fees (Undergraduate ) \$25 Room Board, Supplies \$645 per semester	
FINANCIAL ASSISTANCE	Achievement Award scholarships, restricted to students of low socio-economic background, must be distributed among all schools; consequently, School of Commerce and Finance has minority students studying on such scholar- ships. (second year for this special program)	
SPECIAL PROGRAMS	<p>A. Courses, as of 1969-70, in Urban Affairs and Urban Renewal problems of the inner city. Metropolitan College of University offers "Problems of the Small Businessmen" staffed by School of Commerce.</p> <p>B. Faculty members aid small businessmen (great percentage are minority) through volunteer services. Dean is member of Board of Interracial Council for Business Opportunity</p> <p>C. Under GAP (Collegiate Assistance Program) 9 "high risk" students are provided individual counseling and guidance as well as financial assistance.</p>	
ADMISSIONS INFORMATION Richard Keefe Dean of Admissions St. Louis University 221 North Grand Boulevard St. Louis, Missouri 63103	FINANCIAL ASSISTANCE Richard Keefe Dean of Admissions St. Louis University 221 North Grand Boulevard St. Louis, Missouri 63103	



UNIVERSITY SCHOOL ADDRESS	SAN JOSE STATE COLLEGE School of Business San Jose, California 95114
DEAN	Milburn D. Wright
DEGREES OFFERED	B.S. in Business Administration, B.S. in Business Education, M.S., M.B.A., M.A. (Business Administration)
APPROXIMATE COSTS	Tuition and Fees (Residents): \$65 per semester (Non Residents): \$500 per semester Estimates Expenses: \$750 per semester for residents
FINANCIAL ASSISTANCE	Part-time Employment: Available to Mexican Americans and Blacks.  Assistantships: Available
SPECIAL PROGRAMS	A. Active Recruiting Program: Student leaders will visit high schools and contact counselors and students. B. Special Courses: A course to discuss attitudes of white and minority groups toward business has been established. C. Management Assistance: In connection with the above course as well as independently, students and faculty groups will provide direct management assistance upon request.
ADMISSIONS INFORMATION  John Montgomery Director of Admissions and Records San Jose State College San Jose, California 95114	FINANCIAL ASSISTANCE  Milburn D. Wright Dean School of Business San Jose State College San Jose, California 95114

UNIVERSITY SCHOOL ADDRESS	UNIVERSITY OF SANTA CLARA School of Business and Administration Santa Clara, California 95053
DEAN	Charles J. Dirksen
DEGREES OFFERED	B.S. in Commerce, M.B.A., Ph.D.
APPROXIMATE COSTS	Tuition and Fees (Undergraduate): \$2000 per year (Graduate ): \$35 per quarter unit Board and Room : \$300 per year
FINANCIAL ASSISTANCE	Fifteen Mexican Americans and Blacks are (1969-70) utilizing financial aid equivalent to full tuition through University-wide program allocation.
SPECIAL PROGRAMS	A. Recruiting by faculty and members of Graduate Association of Business Students who contact minority group members. B. "Small Business Entrepreneurship" course geared for Mexican Americans, Orientals, and Blacks in business. C. 1) Each year School conducts three seminars on campus, bringing minority business people to conference table to discuss problems. 2) MBA students, with sanction of School's Advisory Board, now formalizing a heretofore informal program of aid to minority businesses and program for minority students to work part-time in industry.

#### ADMISSIONS INFORMATION

Director of Admissions (Undergraduate)  
University of Santa Clara  
Santa Clara, California 95053  
Director of Admissions (Graduate)  
Graduate School of Business  
University of Santa Clara  
Santa Clara, California 95053

#### FINANCIAL ASSISTANCE

Frank Schneider  
Director of Financial Aids  
University of Santa Clara  
Santa Clara, California 95053

UNIVERSITY SCHOOL ADDRESS	UNIVERSITY OF SOUTHERN CALIFORNIA Graduate School of Business Administration Los Angeles, California 90007
DEAN	Taylor Meloan
DEGREES OFFERED	B.S. in Business Administration, M.S., Masters in Accountancy, M.B.A., D.B.A.
APPROXIMATE COSTS	Tuition and Fees :       \$1800 Estimated Expenses:     \$2200
FINANCIAL ASSISTANCE	<p>Fellowships: Fellowships provided through the "Consortium for Graduate Study in Business for Negroes. Paid tuition and \$2500 stipend per academic year for a two-year graduate program leading to a M.B.A. degree. (For black men students who are U.S. citizens and have an undergraduate degree from an accredited college or university)."</p> <p>"Fellowship awards will be made on or about March 21. Individuals are encouraged to make application as early as possible."</p> <p>Consortium consists of Rochester University, Washington University at St. Lous, Wisconsin University, Indiana, and Southern California.</p> <p>Loans: Loans are also available to students in the Consortium program.</p> <p>Part-time Employment: Available during the summer preceding enrollment in M.B.A. Program, also summer business internship after first year.</p> <p><u>Who Should Apply:</u> "Young men who aspire to managerial careers in business are invited to apply. Applications will be received from college seniors and those holding bachelor's degrees from accredited colleges and universities. IT IS EMPHASIZED THAT PREVIOUS WORK OR STUDY IN BUSINESS OR ECONOMICS IS NOT A REQUIREMENT FOR ADMISSION."</p>

**SPECIAL  
PROGRAMS**

- A. Active Recruiting Program: "With the other universities in the Consortium we recruit black students for the graduate study of business on a national basis."
- B. Special Courses in Minority Business Enterprise: GSBA 590 "Directed Research in Urban Entrepreneurship." The objective of the course is "To provide the student with an opportunity to conduct directed research into the operations and financing of an urban small business." The research is "conducted in south-central Los Angeles. The purpose of the study is to assist a minority businessman evaluate the operations of his company and to apply for a bank loan if required."
- C. Management Assistance Program: "We currently have a program with IMPAC in South-Central Los Angeles (an agency providing management assistance to minority businessmen) whereby our business graduate students assist the staff with minority consulting as an academic directed research project."  
(This coordinating office is funded by the Department of Commerce.)
- D. The Consortium: A section of the rationale in the brochure description of the Consortium for Graduate Study in Business for Negroes reads: "American business is now actively seeking young black men to assume managerial responsibilities. The changing social, economic and cultural environment has created a situation where young black men will find many excellent career opportunities in business. At the same time, the number of trained men is extremely small and the demand for executive talent far exceeds the supply. The Master of Business Administration degree offers an efficient and rapid means for the able and aggressive individual to rise in the managerial ranks."

Each man who qualifies for admission to the program will receive a fellowship to pursue his M.B.A. studies at one of the five Consortium universities.

**ADMISSIONS INFORMATION**

Dr. John Fleming  
Graduate School of Business  
Administration  
University of Southern California  
Los Angeles, California 90007

**FINANCIAL ASSISTANCE**

Dr. Sterling H. Schoen  
Washington University  
Box 1132  
St. Louis, Missouri 63130

UNIVERSITY SCHOOL ADDRESS	SOUTHERN ILLINOIS UNIVERSITY School of Business Carbondale, Illinois 62901
DEAN	Robert S. Hancock
DEGREES OFFERED	B.S. in Business Administration, M.B.A.
APPROXIMATE COSTS	Tuition and Fees (Residents): \$345 (Non Residents): \$762
FINANCIAL ASSISTANCE	<p>Scholarships: Turn-Style, Inc. Division of Jewel Co., Inc. offers scholarships to minority students. Selection based upon academic promise and potential success in business. Tuition scholarships are available for persons now enrolled who have shown a significant academic improvement.</p> <p>Part-time Employment: On a selective basis, i.e., academic promise/potential in business world, etc.</p>

**SPECIAL  
PROGRAMS**

- A. Active Recruiting and Support Program: "The program is titled 'Encouragement of Black Businessmen' and Economists (EBBE). The principal thrust is provided by faculty and minority student members. A coordinator for the program is employed in our School of Business Advisement Center. In addition to recruitment, we provide tutorial work in the Mathematics, Statistics, and Accounting areas; internships with nine cooperating Illinois business corporations of one quarter's duration, and counseling services."
- B. Special Course Offering: "Several Economics and Business Administration courses emphasize the problems of minority groups' behavior patterns and shopping characteristics, and emphasis is given to the economics of poverty. Case courses in the Management and Marketing areas also utilize those cases in which the personnel are minority businessmen and minority problems; no single course has been designed to deal with this problem exclusively but the design has been to present the material noted above in addition to the frame of reference to more normal circumstances."
- C. Management Assistance Program: "Through our Business Research Bureau we employ a minority businessman and provide technical assistance to the black communities of Southern Illinois and minority businessmen who may be encouraged to enter the enterprise system. We are also conducting research in our Management Department dealing with this problem and this, too, has generated assistance to minority business people."

**ADMISSIONS INFORMATION**

Robert A. McGrath  
Registrar and Director of  
Administration  
Admissions Office  
Southern Illinois University  
Carbondale, Illinois 62901

**FINANCIAL ASSISTANCE**

Dr. Richard Fryman  
Assistant Dean  
School of Business  
Southern Illinois University  
Carbondale, Illinois 62901

UNIVERSITY SCHOOL ADDRESS	SOUTHERN METHODIST UNIVERSITY School of Business Administration Dallas, Texas 75222
DEAN	C. Jackson Grayson, Jr.
DEGREES OFFERED	B.B.A., M.B.A.
APPROXIMATE COSTS	Tuition and Fees :       \$1550 Estimated Expenses:       \$1100
FINANCIAL ASSISTANCE	Scholarships: The General Foods Scholarship fund \$10,000 is to be divided among minority graduate students in business.

**SPECIAL  
PROGRAMS**

- A. Active Recruiting Program: "An extensive recruitment program in a number of all Negro schools was started on October 1, 1969." In addition, the School will participate in a number of "programs designed to attract minority students to graduate programs."
- B. Special Courses: Special courses in the problems of minority businesses: Project Concern. The course involves students and faculty in direct confrontation with the problems of minority businessmen. The course is designed to provide both management assistance and management training for the minority businessmen through student assistance in the business and seminars for management training and exposure of junior high school and high school students to business careers.
- C. Management Assistance: In connection with above course.

**ADMISSIONS INFORMATION**

Billy Watson  
Associate Dean  
School of Business Administration  
Southern Methodist University  
Dallas, Texas 75222

**FINANCIAL ASSISTANCE**

Billy Watson  
Associate Dean  
School of Business Administration  
Southern Methodist University  
Dallas, Texas 75222

UNIVERSITY SCHOOL ADDRESS	STANFORD UNIVERSITY Graduate School of Business Stanford, California 94305	
DEAN	Arjay Miller	
DEGREES OFFERED	M.B.A., Ph.D., L.L.B.-M.B.A.	
APPROXIMATE COSTS	Tuition and Fees :	\$2445 Estimated Expenses: \$2500
FINANCIAL ASSISTANCE	<p>Fellowships: 10 available at \$4000. Application deadline Feburary 1.</p> <p>Assistantships: For Ph.D. students only.</p> <p>Loans: \$3500 per year---\$7000 total available at interest 1/2% above prime rate.</p>	
SPECIAL PROGRAMS	<p>A. Active Recruitment Program: At schools with predominantly minority group enrollment; active advertising of School program and fellowships aid at schools throughout country.</p> <p>B. Special Courses: School ran one course for 15 minority businessmen on a part-time basis to experiment with such a curriculum. Moderately successful, it may be repeated.</p> <p>C. Active Management Assistance Program: In San Francisco Bay Area, student group volunteers services to minority businessmen through MBA/VISTA Program.</p>	
<b>ADMISSIONS INFORMATION</b> Gary G. Williams Assistant Dean for Admissions and Student Affairs Graduate School of Business Stanford University Stanford, California 94305	<b>FINANCIAL ASSISTANCE</b> Financial Aids Officer Graduate School of Business Stanford University Stanford, California 94305	



UNIVERSITY SCHOOL ADDRESS	<p style="text-align: center;">TEMPLE UNIVERSITY School of Business Administration Philadelphia, Pennsylvania 19122</p>	
DEAN	Seymour L. Wolfbein	
DEGREES OFFERED	B.B.A., M.B.A., Ph.D. in Economics	
APPROXIMATE COSTS	<p>Tuition and Fees (Residents):     \$365          (Non Residents):             \$815          Estimated Expenses - Room and Board:     \$1200          Other expenses vary</p>	
FINANCIAL ASSISTANCE	<p>Scholarships: University Special Admissions Program provides scholarships for minority group students.</p> <p>Loans and Grants: Available through University Special Admissions Program.</p>	
SPECIAL PROGRAMS	<p>A. Active Recruiting Program planned: University to select schools for recruitment.</p> <p>B. Management Training and Assistance: The faculty is working with various groups (OIC and others) on a consulting basis and giving lectures in the University's management training office.</p>	
<p style="text-align: center;"><b>ADMISSIONS INFORMATION</b></p> <p>Dr. Louis T. Harms Associate Dean Office of Admissions School of Business Administration Temple University Philadelphia, Pennsylvania 19122</p>	<p style="text-align: center;"><b>FINANCIAL ASSISTANCE</b></p> <p>Dr. Bob A. Hedges Associate Dean-Graduate School Undergraduate: Financial Director of Aid Temple University Philadelphia, Pennsylvania 19122</p>	

UNIVERSITY SCHOOL ADDRESS	UNIVERSITY OF TEXAS College of Business Administration Austin, Texas 78712	
DEAN	George Kozmetsky	
DEGREES OFFERED	B.B.A., M.B.A., Ph.D.	
APPROXIMATE COSTS	Tuition and Fees (Residents): (Non Residents):	\$100 \$500
FINANCIAL ASSISTANCE	Estimated Expenses : \$1000  Scholarships: Tuition for minority students (Blacks and Mexican Americans) initiated by the alumni of the Graduate School of Business. The University matches the amounts given by the alumni; for example, 3 scholarships are now set aside for Texas Southern University baccalaureate degree students.	
SPECIAL PROGRAMS	A. Active Student Development Program assisted by alumni and Texas industry which interests minority students in attending the College.  B. Management Assistance: Student organized group entitled "Community Business Advisory Service" works on a volunteer basis with community groups--Blacks and Mexican Americans. During the first 8 months 100 students were actively engaged with 40 clients.	
<b>ADMISSIONS INFORMATION</b> Undergraduate: Dean of Admissions Graduate: Dean: George Kozmetski Graduate School of Business University of Texas Austin, Texas 78712		<b>FINANCIAL ASSISTANCE</b>  Financial Assistance Office University of Texas Austin, Texas 78712

UNIVERSITY SCHOOL ADDRESS	TEXAS SOUTHERN UNIVERSITY School of Business Houston, Texas 77004
DEAN	Milton Wilson
DEGREES OFFERED	B.B.A., M.Ed. in Business Education, M.B.A.
APPROXIMATE COSTS	Tuition and Fees and Estimated Expenses: \$1200 (Residents Non-Residents) : \$1500 to \$1600
FINANCIAL ASSISTANCE	<p>Scholarships: Available based upon need ranging from tuition to total expenses; corporation, foundation sponsored Approximately 50.</p> <p>Fellowships: In the form of teaching assistants and research assistants in amounts of \$900 to \$3000 sponsored by the University.</p>

**SPECIAL  
PROGRAMS**

A. Recruiting Program: "We visit various high schools and have groups referring students to us." (principally alumni and some professional organizations)

B. Special Course: "Small Business Management (with emphasis on the Negro businessmen)"

Special program of studies preparing students to become financial officers in universities and colleges.

C. Management Assistance Program: "We offer two courses annually designed to attack certain common problems."

Initial funding granted to establish Small Business Development Center associated with the Model Center program.

**ADMISSIONS INFORMATION**

The Registrar and Director  
of Admissions  
Texas Southern University  
3201 Wheeler Street  
Houston, Texas 77004

**FINANCIAL ASSISTANCE**

Dean Milton Wilson  
The School of Business  
Texas Southern University  
3201 Wheeler Street  
Houston, Texas 77004

UNIVERSITY SCHOOL ADDRESS	TULANE UNIVERSITY Graduate School of Business Administration New Orleans, Louisiana 70118	
DEAN	Peter A. Firmin	
DEGREES OFFERED	M.B.A., Ph.D. in Business Administration	
APPROXIMATE COSTS	Tuition and Fees (Residents): (Non Residents): Estimated Expenses - Per School Year:	\$1950 \$1950 \$1800
FINANCIAL ASSISTANCE	Graduate Fellowships: Available	
SPECIAL PROGRAMS	<p>A. Active recruiting visits to primarily black schools; community contacts are leading to minority familiarization seminars.</p> <p>B. Management Assistance is provided local businessmen by direct faculty consultation with minority groups and businesses. This is also carried out by student/faculty consulting teams. The consulting teams approach is described as "New this year."</p>	
ADMISSIONS INFORMATION James A. Lash Assistant Dean Graduate School of Business Administration Tulane University New Orleans, Louisiana 70118	FINANCIAL ASSISTANCE James A. Lash Assistant Dean Graduate School of Business Administration Tulane University New Orleans, Louisiana 70118	

UNIVERSITY SCHOOL ADDRESS	UNIVERSITY OF UTAH College of Business Salt Lake City, Utah 84112	
DEAN	George S. Odiorne	
DEGREES OFFERED	B.S., M.B.A., Ph.D.-M.S.	
APPROXIMATE COSTS	Tuition and Fees (Residents): \$480 (Non Residents): \$1420 Estimated Expenses :	
FINANCIAL ASSISTANCE	Scholarships: 1 scholarship in Management Department.	
SPECIAL PROGRAMS	Management Assistance: SCORE project in cooperation with local Small Business Administration office - Graduate Students M.B.A., and Ph.D. program consult with retired executives on team basis - free.  Consulting corporation owned and operated by Ph.D. students - Fee basis.	
ADMISSIONS INFORMATION  Dr. Roger H. Nelson Assistant Dean College of Business University of Utah Salt Lake City, Utah 84112	FINANCIAL ASSISTANCE  Mrs. Gertrude Peterson Director of Student Affairs College of Business University of Utah Salt Lake City, Utah 84112	



**SPECIAL PROGRAMS**

- A. Recruitment: Informal recruiting program on undergraduate level; on graduate level, formal recruitment of minority students.
- B. Special Courses: Continuing education courses for businessmen include some scholarships reserved for black businessmen. In close liaison with the Office of Special Educational Programs, the School attempts to develop business courses which may be of relevance or value to minority groups. Course limit of 35 students. "The courses and number of scholarships reserved for Black businessmen as follows:
  - Practical Management for Small Business - 10
  - Financial Planning and Control for Small Business - 10
  - Marketing Management for Small Business - 5
  - Human Relations and Personnel Management - 5
  - Decision Making - 5"
- C. Volunteer Management Consulting Program: Offered by graduate students.
- D. The May, 1969 Informal Inventory of Activities Related to Disadvantaged Students and Urban Problems lists personal involvement of faculty members in aiding and promoting minority-owned and operated businesses in the Central Area as well as specific courses outlining such areas as marketing in relation to minority groups, etc.

**ADMISSIONS INFORMATION**

Graduate: Borje O. Saxberg  
Associate Dean, Graduate Programs  
Undergraduate: Virgil E. Harder  
Associate Dean for Undergraduate Programs  
School of Business Administration  
Seattle, Washington 98105

**FINANCIAL ASSISTANCE**

Dr. Charles A. Evans  
Director  
Special Student Programs  
316 Administration Building  
University of Washington  
Seattle, Washington 98105



UNIVERSITY SCHOOL ADDRESS	WASHINGTON UNIVERSITY Graduate School of Business Administration St. Louis, Missouri 63130	
DEAN	Karl A. Hill	
DEGREES OFFERED	M.B.A., D.B.A., Ph.D.	
APPROXIMATE COSTS	Tuition and Fees (Residents): (Non Residents): Estimated Expenses (Residents): (Non Residents):	\$2200 \$2200 \$1200 \$700
FINANCIAL ASSISTANCE	<p>Fellowships: Graduate Fellowships provide tuition, plus \$2500 stipend for each year of the two year M.B.A. program through the Consortium for Graduate Study in Business for Negroes (Indiana, Wisconsin, Rochester, Southern California).*</p> <p>Part-time Employment: Available during the summer enrollment in M.B.A. program, also summer internship in business after first year.</p>	
SPECIAL PROGRAMS	<p>A. Active Recruiting Program through the Consortium as well as through own special recruiting staff.</p> <p>B. Special Courses: "Business and Society" course which is concerned with business and such problems of society as race relations, small business problems of the minority group. Adding "Small Business Entrepreneurship" course and a "Business and the Community" course. School also conducts small business seminars at various intervals for the black small businessmen.</p> <p>C. Management Assistance: Student/faculty consulting teams to provide services for businessmen in the inner city.</p>	
<b>ADMISSIONS INFORMATION</b> Office of the Dean Graduate School of Business Administration Washington University Box 1133 St. Louis, Missouri 63130	<b>FINANCIAL ASSISTANCE</b> Graduate: Dr. Sterling H. Schoen Director, Consortium for Graduate Study in Business for Negroes Washington University Box 1132 St. Louis, Missouri 63130	

\* See discussion of Indiana for more detailed description of program.

UNIVERSITY SCHOOL ADDRESS	WEST VIRGINIA UNIVERSITY College of Commerce Morgantown, West Virginia 26506	
DEAN	Jack T. Turner	
DEGREES OFFERED	B.S. in Business, B.A. in Economics, M.B.A., M.A. in Economics, Ph.D. in Economics	
APPROXIMATE COSTS	Tuition and Fees (Residents): \$140 per semester (Non Residents): \$455 per semester	
FINANCIAL ASSISTANCE	Fellowships: Currently plans are being developed for provisions of two graduate fellowships for minorities for the M.B.A. program. Formulation of program in conjunction with the Minority Students Advisor for the University.	
SPECIAL PROGRAMS	<p>A. Publishing <u>Small Business Management Journal</u>. College of Commerce funds 50% of cost and Dean serves as editor.</p> <p>B. May, 1970 College launched first of series of programs for small businessmen (majority black) in various regions of state. Clinic workshops for 200 partici- pants who present problem areas in small group discussion for analysis and aid by qualified staff personnel.</p>	
<p>ADMISSIONS INFORMATION</p> <p>Jack T. Turner Dean College of Commerce West Virginia University Morgantown, West Virginia 26506</p>	<p>FINANCIAL ASSISTANCE</p> <p>Dr. Joseph C. Gluck Dean of Student Educational Services West Virginia University Morgantown, West Virginia 26506</p>	



**SPECIAL  
PROGRAMS**

- A. Active Recruitment Program: "For the Five Year Under-graduate Program the recruiting is done by our Central Administration staff for all schools and colleges. Extensive recruiting in Wisconsin and surrounding states.

For Consortium for Graduate Study in Business for Disadvantaged recruiting conducted by faculty of the Graduate School of Business of the five universities, each recruiting for all five to avoid duplication of efforts. Recruiting visits to over 50 predominantly black colleges and over 100 other colleges and universities are made each year."

- B. Special Course: "Business 792 entitled: PROBLEMS IN SMALL BUSINESS MANAGEMENT: THE DISADVANTAGED ENTREPRENEUR. The course combines classroom instruction and discussion related to small business management, consulting techniques, and problems of the disadvantaged entrepreneur with the field experience of working in a consulting capacity with a small business." A major goal of the course is "that we succeed in helping some black businessmen to prosper..."

- C. Management Assistance: Combined with the above course. Students aid and advise minority businesses through interpretation of learning in other courses (Marketing, Production, Finance, Accounting, Management, Real Estate) to make applicable to problems of the small business.

**ADMISSIONS INFORMATION**

Undergraduate: Merritt Norvell  
Director Undergraduate Five Year Program  
108 Bascom Hall  
Graduate: Roy E. Tuttle  
Graduate School of Business  
University of Wisconsin (For Both)  
Madison, Wisconsin 53706

**FINANCIAL ASSISTANCE**

Undergraduate: Merritt Norvell  
Director Undergraduate Five Year Program  
108 Bascom Hall  
Graduate: Roy E. Tuttle  
Graduate School of Business  
University of Wisconsin (For Both)  
Madison, Wisconsin 53706

SECTION III

SCHOOLS OFFERING SPECIAL PROGRAMS TO AID MINORITY BUSINESS

With management assistance, special courses, and active recruiting programs.

## SCHOOLS OFFERING SPECIAL PROGRAMS TO AID MINORITY BUSINESS

Individually, schools of business as selected for this survey specifically are designing and offering unique programs to aid the minority student. One majority school of business might have a provision for students from minority schools to take courses on a non-fee basis; another school might have a roving instructor who teaches special marketing techniques to black inner city businessmen.

On the other hand, schools of business are banding together to provide programs for minorities. The best known of these groups is the "Consortium for Graduate Study in Business for Negroes" composed of Indiana University, University of Rochester, University of Southern California, Washington University, St. Louis, and the University of Wisconsin. These universities all offer a program according to the title of their brochure: "Graduate Fellowships in Business for Blacks." They all have been discussed in the preceding section.

Early in 1970 a non-profit Corporation for the Advancement of Experimental Learning Programs composed of 16 predominantly black colleges and universities was organized to stimulate training and employment of Blacks by business and industry. Supported by some of the nation's largest firms, one major project will be a cooperative education program in which a student alternates periods of college attendance with periods of paid work experience related to his chosen field of study. College members of the corporation are North Carolina A&T State University, North Carolina Central University, Morgan State College, Tennessee State University, Grambling College, Southern University, Mississippi Valley College, Langston University, South Carolina State College, Albany State College, Bethune-Cookman College, Prairie View College, Tuskegee Institute, Alabama A&M College, Kentucky University and Arkansas A&M College.

Most recently (March, 1970) the Council for Opportunity in Graduate Management Education was established and is comprised of ten schools: University of California at Berkeley, Carnegie-Mellon University, Cornell University, University of Chicago, Columbia University, Dartmouth College, Harvard University, Massachusetts Institute of Technology, University of Pennsylvania and Stanford University. COGME is funded by the Alfred P. Sloan Foundation for the purpose of stimulating increased minority participation in graduate training programs in the field of Business Management. Under the program, minority students may be given substantial financial assistance toward the completion of their educational requirements for a Master of Business Administration degree, with assistance being based upon merit and need.

Consequently, with 63 schools discussed in Section I as outlining financial aid especially for minorities, as well as any additional aid, and the 44 schools of this Section, a total of 107 of the 132 schools surveyed show some concern toward aiding minority business interests and endeavors. With the exception of Carnegie-Mellon now in COGME, none of the schools discussed in this Section claim particular financial aid programs.

Cognizant of the fact that a so called "heritage in business" does not exist among minorities in the United States, schools of business are inaugurating uncommon efforts to interest the minority person in pursuing a business career. Therefore, special programs to attract minorities to this field have been mounted by a large number of schools. Officials from these schools visit predominantly black colleges and high schools as well as areas where there is a large concentration of Mexican Americans, Indians, or other minorities.

Another response to a need in the area of minority business interests is the special course that highlights particular problems of the minority entrepreneur. At one school this course may be called "Black Man in the Business World," at another it may be designated as "Inner City Problems for the Minority Business Man" or in other schools it may assume other names. But the course or courses are designed to meet special needs.

It is in the technical assistance and/or management assistance area that the business schools seem to develop the most exciting programs and to take the most ingenious steps. Sometimes it is the student leading the school into this area rather than the school programming the student. A reciprocal kind of inspiration between faculty and student has emerged so that in various parts of the country student-faculty consulting teams go into the communities near their universities to advise and help the minority businessman.

The 44 schools discussed in this section, in addition to a large majority of the 63 in the former section, have made first steps in the direction of aid to minority business endeavors through special recruitment, courses, and assistance.

#### RECRUITMENT

The University of Arkansas has a recruitment program of regular visitations to predominantly black institutions for candidates for graduate instructorships and assistantships.

During the past year the University of Mississippi conducted a talent search program among primarily minority groups.

As an outgrowth of its assistance in providing instruction at Mississippi Valley State College, the Graduate Studies in Business Program at Mississippi State University has indirectly recruited for that institution. It plans to initiate a program among state residents in the future.

The Dean of the School of Business at The University of Richmond in Virginia visits many junior colleges in several states to invite minority students to apply as juniors to the School.

Texas Christian University indicates that it actively recruits students from disadvantaged backgrounds to enter its School of Business.

Faculty members of the University of Toledo in Ohio exclusively recruit at small schools in the area, with particular attention to the predominantly black Central State College.

The School of Business Administration at Sacramento State College recruits minority students through the Education Opportunity Program and the Ethnic Studies Program.

The School of Business and Public Administration at the Bernard M. Baruch College in New York City engages in recruitment for minorities through the CUNY Office of Admissions.

Dean Carlson of the Charles Babcock School of Business Administration at Wake Forest University indicates that when the graduate program commences in 1971 special efforts will be made to recruit and financially assist minority students.

University of Houston's College of Business Administration reports that it is presently considering an active recruiting program for minority students in business as well as adding to the curriculum courses specifically designed to deal with the problems of minority businessmen.

The Associate Dean of the Schools of Business at the University of California, Berkeley carries on an active program of recruiting in junior colleges, through visits, speeches, and consultations with individual students. Visits are publicized in advance.

Twenty minority students have been enrolled in the School of Business Administration at Loyola University in Chicago under provisions of a special educational opportunity program--students who normally could not have been admitted except for this program and which "is expected to at least triple for 1970-71."

At Loyola University in New Orleans, Louisiana, the College of Business Administration is busily engaged in developing a minority recruitment program. Recruiters regularly visit predominantly minority schools in the New Orleans metropolitan area in search of prospective business majors. The University sponsors a unique program, Specialized College Orientation in Personal Education (SCOPE), which actively seeks persons who cannot otherwise qualify for admission.

A recruitment program is being planned by the students through the Inter-Business Council, a group of student business organizations, at Fresno State College in California. One of the problems it will attack is that of contacting minority students with a potential interest in business as major.

The Lehigh University Office of Admissions recruits minority students for the College of Business and Economics.

The Graduate School of Industrial Administration of Carnegie-Mellon University at Pittsburgh makes visits to undergraduate colleges for minority students; also works with the Graduate Management Council for same.

Personnel of the Office of Admissions also of the University of Tennessee visit all high schools in the State to bring to the attention of minority students the opportunities offered through the study of business. "The College of Business Administration has contacts with all black colleges and universities in Tennessee and actively seeks minority students to the M.B.A. program."

The Director of Financial Aid at Boston University's Graduate School of Business advises that an arrangement is being worked out with Howard University to supply M.B.A. level black students to B.U.

At St. John's University in Jamaica, Long Island some members of its High School Relations Department specifically recruit minority students for the area of business. This activity is in addition to normal visitations by faculty members of the College of Business who also recruit through private agencies for this particular area of studies.

California State College, Los Angeles has shown a special interest in recruiting minorities for its Graduate School of Business Administration by its proposal to establish minority internship programs in business, industry, and government located in the Los Angeles area. The College hopes to encourage minority group members to seek degrees in business through the establishment of specialized internships.

The University of Iowa's College of Business Administration has an informal but active program for recruitment for minority students. Basically said program has involved the Assistant Dean working with high school counselors and with the Director of Minority Relations of an industrial firm to gain access to the leaders of the black community and the families of prospective students.

The Assistant Dean of the School of Business Administration at the University of Massachusetts at Amherst wrote that they plan an active recruitment program for minority students. These will be industry sponsored students initially enrolled in a 12 week summer program, then a 12 month M.B.A. program, after which the student returns to industry.

## COURSES

Bernard M. Baruch College offers Management #302: Management of Community Organizations--to apply the principles of management to the unique difficulties confronting underprivileged communities.

At the University of Georgia the School of Business has drawn up plans (pending approval of the University Curriculum Committee) for a Money and Banking course (Afro-American) which is to be "a study of Negro owned financial institutions, flow of funds in black communities, etc."

The School of Business at San Francisco State College staffs a course concerning Blacks in business offered by the Ethnic Studies department.

Boston University runs a special course for black entrepreneurs in Roxbury, Massachusetts.

At Dusquene University's School of Business Administration a 3 hour credit course entitled "Economics of Discrimination" concentrates on the diagnosis of the nature and causes of black social, economic and educational underutilization and underdevelopment. The University's Division of Educational Services is preparing a non-credit program of the social sciences for the minority businessman.

The College of Business Administration of the University of South Carolina at Columbus has instituted a new course in small business and minority business as well as a new graduate law/business course which will deal directly with the problems of minority business. Case studies of Negro businesses are being compiled; teams of four students are doing exploratory work and feasibility studies among the Negro businessmen. A series of seminars are being planned for community small businessmen--both black and white.

At Ohio University the College of Business Administration offers a course in "Black Businesses," which course consists of a series of discussions--each conducted by a minority businessman. Although the course is a study of minority business, it is open to minority students from any area of study.

Two courses delving into economics problems in minority communities are offered at the University of California, Berkeley: B.A. 296- Economic development of economically disadvantaged communities, and B 198 - Economic development of minority communities.

#### MANAGEMENT ASSISTANCE

The Graduate School of Business of the University of North Carolina at Chapel Hill indicates that it has a faculty operated program or organization entitled "Venture Management, Inc." which actually is a ten week course promoted for the small black businessman.

Faculty and students of the Charles H. Babcock School of Wake Forest University are working as advisors to a sub group of the Urban Coalition devoted to developing business opportunities for minority businessmen.

The University of Cincinnati has developed and sponsors off-campus management training courses for minority businessmen. (1) The University, in cooperation with the Turner Construction Company presently sponsors a course in management for sub-contractors. (2) In conjunction with Proctor & Gamble Company, the University also plans a summer program for junior level students in predominantly black business schools in which the students (15) will spend 3 days at the University and 2 days working in their area of interest. Costs of the entire program (housing costs, board and salaries) will be paid by Proctor & Gamble.

Bowling Green State University in Ohio sponsors a management development program in Toledo, Ohio--"Running a Business in the Inner City." The College of Business Administration has engaged in research concerning the impact of urban renewal upon (inner city) business firms and provides consulting services to minority group businessmen located in Toledo.

The Dean of the College of Business and Economics at the University of Delaware writes: "We are in the process of cooperating with the Division of University Extension in working with minority business enterprises, particularly in Wilmington."

Fresno State College points out that it operates a Management Advisory Program (MAP) for small businessmen in West Fresno which is a 60% minority group area.

At Wichita State University, the College of Business Administration, in conjunction with SBA and the Model Cities program, is planning a Management Development Training Program for minority businessmen in the Wichita area.

Northeastern University's College of Business Administration encourages its students and faculty to devote their time to counsel active and prospective minority businessmen. Students are currently donating their time to SCORE, a division of the Small Business Administration. "Many of our faculty are currently listed with the ABCD agency which provides to black businessmen a directory of individuals who are professionals in several fields whom they may contact for help."

The University of Missouri-Columbia through one of the professional business societies undertook a project to work on tax problems with minority businessmen in the Blind Boon section of town.

At the University of Nebraska minority businessmen frequently take part in short courses sponsored by the College of Business Administration.

Several faculty members and graduate students of the College of Business Administration of the University of Oklahoma offer free consulting assistance to minority businessmen in the Oklahoma City area.

The Dean of the College of Business Administration at the University of Hawaii points out that the College has a Small Business Management Program for minorities, that he speaks to high schools for minority recruits, and that the School furnishes part-time employment for minorities (Orientals).

A proposal outlining plans for management aid to minority groups by the School of Business Administration at Sacramento State College has been developed and a "Community Business Services Center is being organized."

The University of California, Berkeley runs a program called "TAP," a cooperative student/faculty project which is designed to render management and technical assistance to minority businessmen in the Bay area.

Faculty members at the University of Montana's School of Business Administration offer aid on an informal basis to Indian entrepreneurs and to improve tribal operations: record keeping, office skills, property contracts, etc. Plans are being formed with SBA in Helena to schedule 3 - 5 faculty people to conduct seminars in different areas of Montana for the purpose of aiding managers or owners of small businesses. (Minority persons would be Indians.)

MBA and doctoral students in the School of Business at the University of Colorado have been involved in aiding entrepreneurs, primarily Mexican Americans, on special projects.

At North Texas State University, the School of Business Administration has shared its faculty with a black college in Marshall, Texas to teach business courses as part of a Federal grant to enrich the program of the black college. In a unique volunteer program, faculty members go over to a black college in Dallas to teach the courses of one of its faculty members in order to aid that faculty member spend a year in residence toward his doctoral degree.

Similarly, three Atlanta University persons are pursuing courses at nearby Emory University's School of Business Administration on a non-fee basis.

Faculty members of the College of Business Administration at Fordham University in New York participate in seminars for small businessmen in South Bronx (mainly Puerto Rican). The Dean and former Assistant Dean are developing a program whereby the Lincoln Center Division of the University would provide business courses for ghetto high school students--to serve as a demonstration project geared to the drop-out problem. On a part-time basis, several banks will hire students in this program.

At Texas Tech University (formerly Texas Technological College) the Management Department runs a program in which teams of four or five students aid entrepreneurs of Blacks and Chicanos. In Lubbock, Texas, where the School is located 6% of the population is black and 10% Mexican American prompting a strong interest by the faculty in promoting business endeavors of both groups.

Both faculty and students of the School of Business at San Francisco State College are actively engaged in volunteer work for community organizations, with particular interest in developing businesses among minorities.

Finally, a program at Brigham Young University is illustrative of the special kind of assistance for minority group potential students and business people that some schools across the country have adopted. It is a supportive type of program, with the aid of the church in the case of Brigham Young, wherein any American Indians desiring to study business will be given every financial support plus orientation aid, undergoing any necessary rehabilitation program designed to build them to meet the requirements of the school.

Thus the above type of assistance, as well as the technical and management assistance offered to prospective, fledgling, or ongoing minority businesses, is based upon a general recognition that the entire area of business education and assistance for minority people is one in which collegiate schools of business can make a significant contribution.

**SECTION III**

**SCHOOLS OFFERING AID TO MINORITIES ACCORDING TO STATE**

**With thirty-seven states reported on the following pages.**

SCHOOLS OFFERING AID TO MINORITIES ACCORDING TO STATE

ARIZONA

University of Arizona  
Arizona State University

ARKANSAS

University of Arkansas

CALIFORNIA

University of California, Berkeley  
University of California, Los Angeles  
California State College at Los Angeles  
Fresno State College  
Sacramento State College  
San Diego State College  
San Francisco State College  
San Jose State College  
University of Santa Clara  
University of Southern California  
Stanford University

COLORADO

University of Colorado  
University of Denver

DELAWARE

University of Delaware

DISTRICT OF COLUMBIA

Howard University

FLORIDA

Florida State University

GEORGIA

Atlanta University  
Emory University  
University of Georgia  
Georgia State University

HAWAII

University of Hawaii

ILLINOIS

University of Chicago  
DePaul University  
University of Illinois  
Loyola University in Chicago  
Northwestern University  
Roosevelt University  
Southern Illinois University

INDIANA

Indiana University  
University of Notre Dame  
Purdue University

IOWA

Drake University  
University of Iowa

KANSAS

University of Kansas  
Wichita State University

LOUISIANA

Loyola University in New Orleans  
Tulane University

MASSACHUSETTS

Boston University  
Harvard University  
University of Massachusetts  
Massachusetts Institute of Technology  
Northeastern University

MICHIGAN

University of Detroit  
University of Michigan  
Michigan State University

MINNESOTA

University of Minnesota

MISSISSIPPI

University of Mississippi  
Mississippi State University

MISSOURI

University of Missouri-Columbia  
Saint Louis University  
Washington University-St. Louis

MONTANA

University of Montana

NEBRASKA

University of Nebraska

NEW HAMPSHIRE

Dartmouth College

NEW JERSEY

Rutgers University

NEW YORK

Bernard M. Baruch College  
Columbia University  
Cornell University  
Fordham University  
Hofstra University  
State University of New York at Buffalo  
New York University, Graduate School  
New York University, School of Commerce  
University of Rochester  
St. John's University, Jamaica  
Syracuse University

NORTH CAROLINA

University of North Carolina  
Wake Forest University

OHIO

Bowling Green State University  
Case Western Reserve University  
University of Cincinnati  
Miami University (Oxford)  
Ohio State University  
Ohio University  
University of Toledo

OKLAHOMA

University of Oklahoma  
Oklahoma State University

OREGON

University of Oregon

PENNSYLVANIA

Carnegie-Mellon University  
Drexel Institute of Technology  
Dusquene University  
Lehigh University  
University of Pennsylvania  
Pennsylvania State University  
University of Pittsburgh  
Temple University

SOUTH CAROLINA

University of South Carolina

TENNESSEE

University of Tennessee

TEXAS

Baylor University  
University of Houston  
North Texas State University  
Southern Methodist University  
University of Texas  
Texas Christian University  
Texas Southern University  
Texas Tech University

UTAH

Brigham Young University  
University of Utah

VIRGINIA

University of Richmond

WASHINGTON

University of Washington  
Washington State University

WEST VIRGINIA

West Virginia University

WISCONSIN

Marquette University  
University of Wisconsin

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