

DOCUMENT RESUME

ED 073 277

VT 018 898

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TITLE Trade (Marketing): Occupational Cluster Series-6.  
INSTITUTION Ohio State Univ., Columbus. Center for Vocational and  
Technical Education.  
SPONS AGENCY National Inst. of Education (DHEW), Washington,  
D.C.  
PUB DATE 73  
NOTE 66p.

EDRS PRICE MF-\$0.65 HC-\$3.29  
DESCRIPTORS \*Abstracts; \*Career Education; Curriculum  
Development; Documentation; \*Educational Research;  
Information Systems; Information Utilization;  
\*Instructional Materials; \*Marketing; Occupational  
Clusters  
IDENTIFIERS \*Educational Research Information Center; ERIC

ABSTRACT

This compilation of ERIC abstracts dealing with trade is the sixth in a series that identifies research and instructional materials in selected occupational clusters. Fifty-seven documents were identified by means of computer searches of "Research in Education" from 1967 to December 1972. Instructions on how to use ERIC reference products are included. Intended for use in career education curriculum development, these abstracts include lists of descriptors, identifiers, and other pertinent information about documents in the occupational cluster dealing with trade. This document is related to 14 other cluster groupings, available as VT 018 790-VT 018 793, VT 018 897, and VT 018 899-VT 018 907 in this issue. (AG)

ED 073277

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Cluster Series 6

TRADE (Marketing)

Occupational Cluster Series

Abstracts of Instructional and  
Research Materials

Compiled by

David H. Miller  
Allen B. Moore

1973

The Center for Vocational and Technical Education  
The Ohio State University  
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Columbus, Ohio 43210

VTC-18898

## MISSION OF THE CENTER

The Center for Vocational and Technical Education is an independent unit on The Ohio State University campus. It serves a catalytic role in establishing consortia to focus on relevant problems in vocational and technical education. The Center is comprehensive in its commitment and responsibility, multidisciplinary in its approach and interinstitutional in its program.

The Center's mission is to strengthen the capacity of state educational systems to provide effective occupational education programs consistent with the individual needs and manpower requirements by:

- . Conducting research and development to fill voids in existing knowledge and to develop methods for applying knowledge.
- . Programmatic focus on state leadership development, vocational teacher education, curriculum, vocational choice and adjustment.
- . Stimulating and strengthening the capacity of other agencies and institutions to create durable solutions to significant problems.
- . Providing a national information storage, retrieval and dissemination system for vocational and technical education through the affiliated ERIC Clearinghouse.

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## PREFACE

Finding and using relevant information frequently is a major task for curriculum specialists, teachers, administrators and students. The Center for Vocational and Technical Education is dedicated to making useful and vital information accessible so that it may be used to improve school practices.

The Center has assembled, under one cover, research materials and instructional materials related to the Trade (Marketing) occupational cluster. The materials included in this compilation, in the form of abstracts, are selections from Research in Education (RIE) from 1967 to February, 1973.

Other compilations of abstracts in the occupational cluster series, of which this is a part, include the areas of arts and humanities, construction, government, transportation, communication, finance, education, health, welfare, recreation and entertainment, product services, personal services, natural resources, and manufacturing.

We are indebted to Allen B. Moore, project director, Supportive Information for the Comprehensive Career Education Model, and David H. Miller, Information Specialist who coordinated the compilation of this publication.

We hope that this publication will prove valuable to you in your particular endeavor.

Robert E. Taylor  
Director  
The Center for Vocational  
and Technical Education

## Trade (Marketing) Cluster

### INTRODUCTION

This compilation of ERIC abstracts is the sixth in a series of publications which identify research and instructional materials dealing with selected occupational clusters. The 15 cluster areas included in the series have been identified by educational specialists as a means of suggesting a structure for career education curriculum development.

Other compilations of ERIC abstracts are available for the following cluster areas:

- . Natural Resources--available as VT 018 791
- . Construction (Construction Process) available as VT 018 792
- . Arts and Humanities--available as VT 018 790
- . Government (Administrative Body) available as VT 018 793
- . Transportation--available as VT 018 907
- . Communication--available as VT 018 897
- . Finance (Banking) available as VT 018 899
- . Education--available as VT 018 900
- . Health--available as VT 018 901
- . Welfare--available as VT 018 902
- . Personal (Human) Services--available as VT 018 903
- . Product Services--available as VT 018 904
- . Recreation and Entertainment--available as VT 018 905
- . Manufacturing--available as VT 018 906

Trade (Marketing) Cluster

INDEX/RETRIEVAL TERMS

This compilation of abstracts represents selected documents identified from a search strategy which included the following ERIC terms:

Retailing  
Marketing  
Salesmanship  
Sales Occupations  
Merchandising  
Wholesaling

Each ERIC document indexed by certain combinations of these terms resulted in a computer "hit". Each time a "hit" was registered, an abstract along with its complete bibliographic citation was printed. Each abstract included in the initial computer printout was screened for relevance by information specialists at The Center prior to the development of this compilation. For a detailed explanation of computer searching see VT 018 425, ERIC Instructional Package for Vocational Educators.

## How to Use ERIC Reference Products

Each ERIC reference publication includes:

1. Document Resume Section containing abstracts and bibliographic information
2. Subject and Author Index Section

Each resume presents information about a document's content, its source and availability. Sample resumes on the following pages are explained in detail.

The indexes help to locate the abstracts by page numbers and accession numbers. These indexes are: Subject Index, Author Index and Conversion of Document Number Index. Index terms used in the subject index are ERIC descriptors. Each document has been assigned several of these descriptors, therefore, each document title appears in the subject index several times.

The full texts of documents are available from the original sources or from the ERIC Document Reproduction Service (EDRS) as microfiche or xerox reproductions.

Format of  
Research in Education (RIE)

Document Resume

ED 039 349

Clearinghouse Accession Number

ED Accession Number

Title of Document

Institutional Source--The  
Organization Responsible  
for the Report

Availability of Document

Terms Under Which Document  
is Indexed in Subject Index  
(Only terms that are preceded  
by an asterisk appear in The  
Subject Index)

Abstract of Document

ED 039 349 VT 010 981

From School to Work; A Pilot Study.  
New York State Education Dept., Albany. Bu-  
reau of Guidance.

Pub Date Aug 69  
Note--25p.

EDRS Price MF-\$0.25 HC-\$1.35

Descriptors--Community Involvement, \*Employ-  
ment Problems, Employment Services, \*Pilot  
Projects, School Role, \*Vocational Adjustment,  
\*Vocational Development, Work Environment,  
\*Youth Problems

The problems which youth face in the transi-  
tion from school to work are complex and chal-  
lenging. Such problems have been conceptualized  
into a model which relates specific problems to  
dimensions of self and environment in three  
developmental stages: (1) pretransitional--the  
life period before an individual is activated to  
seeking his first full-time job, (2) transi-  
tional--marked by activation to seek first full-  
time employment, occurring during grade 12  
for about one-half of high school students,  
and (3) post-transitional--the first job. Using  
this model, perceptions of the vocational de-  
velopment of New York youth were obtained  
from staff members in 40 schools, 27 employ-  
ers, and 14 new workers. Suggestions for pro-  
grams, activities, and facilities are tabulated  
by problem area, and public factors are ranked  
by strength score. The strongest transitional  
needs were identified in areas of preparatory  
education and training, occupational informa-  
tion, self-actualization, worker role, job  
placement, inobility, and occupational mobility.  
There was no attempt to investigate causative  
factors; however, some causal inferences are  
drawn. Recommendations are included. (CH)

## Document Ordering Instructions

All documents cited in this compilation of abstracts are available in their full text. Availability is by one of the options listed below:

1. ORIGINAL COPY FROM PUBLISHER OR SUPPLIER

These documents have an availability listed in the resume. Often such documents are not available by any other means.

2. MICROFICHE AND HARD COPY REPRODUCTION

Documents with ED numbers are usually available individually on microfiche (\$0.65 a title) or paper copy (xerox - \$3.29 per 100 pages or fraction thereof) from:

ERIC Document Reproduction Service (EDRS)  
P. O. Drawer 0  
Bethesda, Maryland 20014

Orders must specify ED number.

TRADE (Marketing)

Occupational Cluster Series

Abstracts of Instructional and  
Research Materials

ACCESSION NUMBER: FD059489

CLEARINGHOUSE ACCESSION NUMBER: AC012393

PUBLICATION DATE: MAY 70

TITLE: MERCHANDISE PRICING. INSTRUCTOR'S MANUAL.

DESCRIPTOR: P ADMINISTRATIVE PERSONNEL; AUDIOVISUAL AIDS; BIBLIOGRAPHIES;  
\*BUSINESS ADMINISTRATION; CASE STUDIES (EDUCATION); \*COST EFFECTIVENESS; COURSE  
OBJECTIVES; DISTRIBUTIVE EDUCATION; INDUSTRY; INSTRUCTIONAL MATERIALS; LECTURE;  
LIBRARY FACILITIES; \*MANAGEMENT DEVELOPMENT; \*MANUALS; \*MERCHANDISING;  
PROFESSIONAL CONTINUING EDUCATION; RESEARCH; STIMULI; TEACHING GUIDES; TEACHING  
TECHNIQUES; UNIVERSITY EXTENSION

EDRS PRICE: EDRS PRICE MF-\$0.65 HC-\$3.29

DESCRIPTIVE NOTE: 70P.

ISSUE: RIFJUN72

ABSTRACT: THE 20TH PUBLICATION IN A SERIES OF SUBJECT PRESENTATIONS IN THE  
FIELD OF ADMINISTRATIVE MANAGEMENT FOR USE BY EDUCATORS AND BUSINESSMEN WHO  
TEACH MANAGEMENT COURSES IS PRESENTED. THESE PRESENTATIONS ARE INTENDED TO BE  
PARTICULARLY USEFUL TO DISTRIBUTIVE EDUCATION IN THE SMALLER COMMUNITY WHERE  
LIBRARY RESEARCH FACILITIES ARE LIMITED AND EQUIPMENT FOR THE PRODUCTION OF  
VISUAL AIDS IS NOT READILY AVAILABLE. THE LECTURE IS DESIGNED TO BE PRESENTED  
TO THE BUSINESSMAN IN NONTECHNICAL LANGUAGE. THE LESSON PLAN IS AN OUTLINE OF  
THE MATERIAL COVERED WHICH MAY BE USED AS A TEACHING GUIDE. THE PRESENTATION  
MAY BE USED AS WRITTEN OR MODIFIED TO MEET LOCAL NEEDS AND CONDITIONS. THE  
VISUAL AIDS ARE PHOTOGRAPHIC COPIES OF THE SET OF VISUAL AIDS WHICH ARE  
AVAILABLE FOR THIS TOPIC. THESE VISUALS ARE 8- BY 10-INCH COLORED  
TRANSPARENCIES PREPARED FOR USE ON OVERHEAD PROJECTORS. THE SUPPLY DEPARTMENT  
CONTAINS MATERIALS WHICH MAY BE REPRODUCED LOCALLY FOR DISTRIBUTION TO COURSE  
PARTICIPANTS. CASES IN POINTS ARE SHORT ACTUAL SMALL-BUSINESS MANAGEMENT CASES  
WHICH MAY BE USED TO AUGMENT THE PRESENTATION AND TO DEVELOP DISCUSSION. THE  
INCUBATOR CONTAINS IDEAS FOR STIMULATING FURTHER THOUGHT AND DISCUSSION BY THE  
PARTICIPANTS. A BIBLIOGRAPHY AND LIST OF SMALL BUSINESS ADMINISTRATION FIELD  
OFFICES ARE INCLUDED. (CK)

REPORT NUMBER: TOPIC-20

AVAILABILITY: 9 SUPERINTENDENT OF DOCUMENTS, U. S. GOVERNMENT PRINTING  
OFFICE, WASHINGTON, D. C. 20402 (CATALOG NO. SBA 1.24); SMALL BUSINESS  
ADMINISTRATION, WASHINGTON, D. C. 20416 (ON LOAN BASIS)

INSTITUTION NAME: SMALL BUSINESS ADMINISTRATION, WASHINGTON, D.C.

ACCESSION NUMBER: FD059488

CLEARINGHOUSE ACCESSION NUMBER: AC012392

PUBLICATION DATE: APR 71

TITLE: MERCHANDISE CONTROL. INSTRUCTOR'S MANUAL.

DESCRIPTOR: \*ADMINISTRATIVE PERSONNEL; AUDIOVISUAL AIDS; BIBLIOGRAPHIES;  
\*BUSINESS ADMINISTRATION; CASE STUDIES (EDUCATION); \*COURSE OBJECTIVES;  
DISTRIBUTIVE EDUCATION; INSTRUCTIONAL MATERIALS; LECTURE; LESSON PLANS; LIBRARY  
FACILITIES; \*MANAGEMENT DEVELOPMENT; MANAGEMENT EDUCATION; \*MANUALS;  
\*MERCHANDISING; PROFESSIONAL CONTINUING EDUCATION; RESEARCH; STIMULI; TEACHING  
TECHNIQUES; UNIVERSITY EXTENSION

EDRS PRICE: EDRS PRICE MF-\$0.65 HC-\$3.29

DESCRIPTIVE NOTE: 81P.

ISSUE: RIFJUN72

ABSTRACT: THE 21ST PUBLICATION IN A SERIES OF SUBJECT PRESENTATIONS IN THE FIELD OF ADMINISTRATIVE MANAGEMENT FOR USE BY EDUCATORS AND BUSINESSMEN WHO TEACH MANAGEMENT COURSES IS PRESENTED. THESE PRESENTATIONS ARE INTENDED TO BE PARTICULARLY USEFUL TO DISTRIBUTIVE EDUCATION IN THE SMALLER COMMUNITY WHERE LIBRARY RESEARCH FACILITIES ARE LIMITED AND EQUIPMENT FOR THE PRODUCTION OF VISUAL AIDS IS NOT READILY AVAILABLE. THE LECTURE IS DESIGNED TO BE PRESENTED TO THE BUSINESSMAN IN NONTECHNICAL LANGUAGE. THE LESSON PLAN IS AN OUTLINE OF THE MATERIAL COVERED WHICH MAY BE USED AS A TEACHING GUIDE. THE PRESENTATION MAY BE USED AS WRITTEN OR MODIFIED TO MEET LOCAL NEEDS AND CONDITIONS. THE VISUAL AIDS ARE PHOTOGRAPHIC COPIES OF THE SET OF VISUAL AIDS WHICH ARE AVAILABLE FOR THIS TOPIC. THESE VISUALS ARE 8- BY 10-INCH COLORED TRANSPARENCIES PREPARED FOR USE ON OVERHEAD PROJECTORS. THE SUPPLY DEPARTMENT CONTAINS MATERIALS WHICH MAY BE REPRODUCED LOCALLY FOR DISTRIBUTION TO COURSE PARTICIPANTS. CASES IN POINT ARE SHORT ACTUAL SMALL-BUSINESS MANAGEMENT CASES WHICH MAY BE USED TO AUGMENT THE PRESENTATION AND TO DEVELOP DISCUSSION. THE INCUBATOR CONTAINS IDEAS FOR STIMULATING FURTHER THOUGHT AND DISCUSSION BY THE PARTICIPANTS. A BIBLIOGRAPHY AND LIST OF SMALL BUSINESS ADMINISTRATION FIELD OFFICES ARE INCLUDED. (CK)

REPORT NUMBER: TOPIC-21

AVAILABILITY: Z SUPERINTENDENT OF DOCUMENTS, U.S. GOVERNMENT PRINTING OFFICE, WASHINGTON, D. C. 20402 (\$2.00); SMALL BUSINESS ADMINISTRATION, WASHINGTON, D. C. 20416 (ON LOAN BASIS)

INSTITUTION NAME: SMALL BUSINESS ADMINISTRATION, WASHINGTON, D.C.

ACCESSION NUMBER: ED059477

CLEARINGHOUSE ACCESSION NUMBER: AC012358

PUBLICATION DATE: FEB 68

TITLE: MARKETING RESEARCH. INSTRUCTOR'S MANUAL.

DESCRIPTOR: " \*ADMINISTRATIVE PERSONNEL; AUDIOVISUAL AIDS; BIBLIOGRAPHIES; BUSINESS ADMINISTRATION; CASE STUDIES (EDUCATION); COURSE CONTENT; DISTRIBUTIVE EDUCATION; EDUCATIONAL PROGRAMS; INDUSTRY; INSTRUCTIONAL MATERIALS; LECTURE; LESSON PLANS; \*MANAGEMENT EDUCATION; MANUALS; \*MARKETING; PARTICIPANT CHARACTERISTICS; \*PROFESSIONAL CONTINUING EDUCATION; \*TEACHING GUIDES; UNIVERSITY EXTENSION

EDRS PRICE: EDRS PRICE MF-\$0.65 HC-\$3.29

DESCRIPTIVE NOTE: 90P.

ISSUE: RIEJUN72

ABSTRACT: PREPARED FOR THE ADMINISTRATIVE MANAGEMENT COURSE PROGRAM, THIS INSTRUCTOR'S MANUAL WAS DEVELOPED TO SERVE SMALL-BUSINESS MANAGEMENT NEEDS. THE SECTIONS OF THE MANUAL ARE AS FOLLOWS: (1) LESSON PLAN--AN OUTLINE OF MATERIAL COVERED, WHICH MAY BE USED AS A TEACHING GUIDE, PRESENTED IN TWO COLUMNS: THE PRESENTATION, AND A STEP-BY-STEP INDICATION OF PROCEDURE; (2) THE PRESENTATION--A SUBJECT PRESENTATION; (3) THE VISUAL AIDS --PHOTOGRAPHIC COPIES OF THE SET OF VISUAL AIDS WHICH ARE AVAILABLE FOR THIS TOPIC; (4) THE SUPPLY DEPARTMENT--MATERIALS THAT MAY BE REPRODUCED LOCALLY FOR DISTRIBUTION TO COURSE PARTICIPANTS; (5) CASES IN POINT--SHORT ACTUAL SMALL-BUSINESS MANAGEMENT CASES THAT MAY BE USED TO AUGMENT THE PRESENTATION AND TO DEVELOP DISCUSSION, OR AS THE BASIS FOR A SECOND SESSION; (6) THE INCUBATOR--IDEAS FOR STIMULATING FURTHER THOUGHT AND DISCUSSION BY THE PARTICIPANTS. A BIBLIOGRAPHY IS PROVIDED, AND FIELD OFFICES OF THE SMALL BUSINESS ADMINISTRATION ARE LISTED. (DR)

REPORT NUMBER: TOPIC-17

AVAILABILITY: Y SUPERINTENDENT OF DOCUMENTS, U.S. GOVERNMENT PRINTING OFFICE, WASHINGTON, D. C. 20402 (\$1.50); SMALL BUSINESS ADMINISTRATION, WASHINGTON, D. C. 20416 (ON LOAN BASIS)

INSTITUTION NAME: SMALL BUSINESS ADMINISTRATION, WASHINGTON, D.C.

ACCESSION NUMBER: EC059473

CLEARINGHOUSE ACCESSION NUMBER: AC012345

PUBLICATION DATE: AUG 71

TITLE: GUIDE TO FEDERAL CONSUMER SERVICES.

DESCRIPTOR: AGRICULTURE; CHILD DEVELOPMENT; CONSERVATION (CONCEPT);  
\*CONSUMER ECONOMICS; CREDIT (FINANCE); ENVIRONMENTAL CRITERIA; EXTENSION  
EDUCATION; \*FEDERAL GOVERNMENT; FOOD SERVICE; \*GUIDES; MARKETING; MEDICAL  
SERVICES; NUTRITION; REHABILITATION; RURAL DEVELOPMENT; SOCIAL SERVICES

EDRS PRICE: EDRS PRICE MF-\$0.65 HC-\$6.58

DESCRIPTIVE NOTE: 157P.

ISSUE: R1EJUN72

ABSTRACT: THIS PUBLICATION LISTS THE CONSUMER SERVICES OF EVERY FEDERAL AGENCY OR BUREAU THAT IS EITHER DIRECTLY OR INDIRECTLY CONCERNED WITH CONSUMER ISSUES. SERVICES COVERED INCLUDE AGRICULTURAL RESEARCH SERVICE, CONSUMER AND MARKETING SERVICE, EXTENSION SERVICE, FOOD AND NUTRITION SERVICE, RURAL DEVELOPMENT AND CONSERVATION, FARM CREDIT, ENVIRONMENTAL PROTECTION, HOME LOANS, CHILD DEVELOPMENT, SOCIAL AND REHABILITATION SERVICE, AND MEDICAL SERVICES. (AUTHOR/CK)

INSTITUTION NAME: OFFICE OF CONSUMER AFFAIRS, WASHINGTON, D.C.

ACCESSION NUMBER: FC057305

CLEARINGHOUSE ACCESSION NUMBER: AC012151

PUBLICATION DATE: 71

TITLE: TRAINING RETAIL MANAGERS--A SYMPOSIUM.

PERSONAL AUTHOR: HURLEY, F. G., ED.

DESCRIPTOR: ADMINISTRATIVE PERSONNEL; COURSE CONTENT; CURRICULUM GUIDES;  
\*DISTRIBUTIVE EDUCATION; \*EXTENSION EDUCATION; \*INDUSTRY; \*MANAGEMENT  
EDUCATION; \*ON THE JOB TRAINING; PROFESSIONAL PERSONNEL; RETAILING; SEMINARS;  
TRAINING TECHNIQUES; WHITE COLLAR OCCUPATIONS

IDENTIFIER: ENGLAND

EDRS PRICE: DOCUMENT NOT AVAILABLE FROM EDRS.

DESCRIPTIVE NOTE: 64P.

ISSUE: RIEAPR72

ABSTRACT: THIS SYMPOSIUM FOCUSES ON TRAINING PROGRAMS FOR MANAGERS OF DEPARTMENT STORES, MULTIPLE SHOPS, SUPERMARKETS AND SELF-SERVICE STORES, AND SMALL INDEPENDENT SHOPS. THE AUTHORS OF EACH OF THE FOUR SECTIONS IN THE PUBLICATION HAVE HAD EXPERIENCE IN TRAINING MANAGERS IN THE RETAIL TRADE. FOR CONCEPTUAL AND MANAGERIAL ASPECTS OF THE MANAGER'S JOB, EXTERNAL COURSES SHARED WITH MANAGERS OF DIFFERENT ORGANIZATIONS PROVIDE THE REQUIRED TRAINING. FOR THE TECHNICAL ASPECTS OF THE JOB, MORE EXTERNAL COURSES AND SEMINARS THAT ARE DESIGNED SPECIFICALLY FOR THE RETAIL TRADE ARE NEEDED. INTERNAL TRAINING AND DEVELOPMENT PROGRAMS ARE ESSENTIAL, WITH MANAGEMENT BY OBJECTIVES BEING PARTICULARLY SUITABLE FOR RETAIL TRADE ORGANIZATIONS. APPENDIXES PRESENT THE FOLLOWING: (1) OUTLINES OF THREE- AND TWO-DAY COURSES FOR BRANCH MANAGERS HELD BY FINE FARE LTD; (2) A SYLLABUS FOR A MODERN MANAGEMENT COURSE FOR STORE MANAGERS OF THE DEUTSCHER SUPERMARKET; (3) A FLOW-CHART OF THE DEVELOPMENT OF EFFECTIVE MANAGERS; (4) A DIAGRAMMATIC ANALYSIS OF A DECISION-MAKING PROCESS; (5) A MODERN MANAGEMENT SEMINAR PROGRAM; (6) THE SYLLABUS OF A SMALL INDEPENDENT RETAILER'S COURSE OFFERED BY THE LONDON COLLEGE FOR THE DISTRIBUTIVE TRADES; (7) AN ASSISTANT SALES MANAGERS' DEVELOPMENT PROGRAM; (8) MANAGERS AS TRAINERS (9) JOB DEFINITION AND RESPONSIBILITIES OF TRAINING RESEARCH UNIT CO-ORDINATOR; AND (10) AND (11) THE OLD AND NEW ORGANIZATION CHART OF MURRAY'S (HIGH WYCOMBE) LTD. (DB)

AVAILABILITY: INSTITUTE OF PERSONNEL MANAGEMENT, 5 WINSLEY STREET, OXFORD CIRCUS, LONDON W1N 7AQ, ENGLAND (90 PENCE)

INSTITUTION NAME: INSTITUTE OF PERSONNEL MANAGEMENT, LONDON (ENGLAND).

ACCESSION NUMBER: ED057135

CLEAPINGHOUSE ACCESSION NUMBER: VT013778

PUBLICATION DATE: JUN 71

TITLE: # COLLEGE-LEVEL EDUCATION IN RETAILING: A COMPARISON OF PERCEPTIONS OF  
RETAIL EMPLOYMENT EXECUTIVES AND RETAIL EDUCATORS.

PERSONAL AUTHOR: CCATES, SUE STRINGER

DESCRIPTOR: COLLEGE TEACHERS; COMPARATIVE ANALYSIS; CURRICULUM DEVELOPMENT;  
DISTRIBUTIVE EDUCATION; DOCTORAL THESES; EDUCATIONAL PROGRAMS; \*EMPLOYER  
ATTITUDES; LEADERSHIP QUALITIES; MANAGEMENT DEVELOPMENT; \*MANAGEMENT EDUCATION;  
MANAGERIAL OCCUPATIONS; OPINIONS; RELEVANCE (EDUCATION); \*RETAILING; \*TEACHER  
ATTITUDES; TECHNICAL EDUCATION

EDRS PRICE: DOCUMENT NOT AVAILABLE FROM EDRS.

DESCRIPTIVE NOTE: 185P.; ED.D. DISSERTATION, MISSOURI UNIVERSITY

ISSUE: RIEMAR72

ABSTRACT: # THE TREMENDOUS CHANGES IN METHODS OF OPERATION EXPERIENCED IN THE  
RETAILING FIELD IN RECENT YEARS, HAVE BROUGHT ABOUT CHANGES IN THE NATURE AND  
EXTENT OF FORMAL EDUCATION REQUIRED OF POTENTIAL RETAIL EXECUTIVES. THE PRIMARY  
PURPOSE OF THIS STUDY WAS TO ASCERTAIN THE RELATIVE VALUE OF VARIOUS ELEMENTS  
OF COLLEGE RETAILING PROGRAMS IN THE PREPARATION OF POTENTIAL EXECUTIVES, AS  
PERCEIVED BY RETAIL EMPLOYMENT EXECUTIVES AND RETAIL EDUCATORS. THE STUDY ALSO  
SOUGHT TO DETERMINE THE DEGREE OF COMPATIBILITY EXISTING BETWEEN THE  
PERCEPTIONS OF THESE TWO GROUPS IN REGARD TO 110 INFORMATIONAL TOPICS AND  
FUNCTIONAL COMPETENCIES. BASED ON PERCEPTIONS RECEIVED FROM 102 RETAIL  
EXECUTIVES AND 80 RETAIL EDUCATORS, 40 OF THE 110 ITEMS WERE RATED ESSENTIAL BY  
BOTH GROUPS, BUT NOT THE SAME 40. THE COMPARATIVE ANALYSIS REVEALED THAT THE  
EXECUTIVES PLACE VALUE ON TOPICS SUCH AS BUYING, PRICING, AND FINANCIAL  
ANALYSIS AND INTERPRETATION, WHILE EDUCATORS TEND TO PLACE VALUE ON TRENDS IN  
RETAILING, CONCEPTS AND PSYCHOLOGY OF PRICING, AND ACCOUNTING METHODS. CLOSER  
COLLABORATION BETWEEN THE TWO GROUPS WOULD HELP KEEP INSTRUCTION RELEVANT.  
(AUTHOR/JS)

AVAILABILITY: UNIVERSITY MICROFILMS, INC., P.O. BOX 1764, ANN ARBOR,  
MICHIGAN 48106 (MF \$4.00; XEROGRAPHY \$10.00)

ACCESSION NUMBER: ED056511

CLEARINGHOUSE ACCESSION NUMBER: EM009368

PUBLICATION DATE: 71

TITLE: OLYMPIC TRAINING FILM PROFILES. VOLUME III.

DESCRIPTOR: \*ABSTRACTS; \*CATALOGS; COMMUNICATION SKILLS; DISADVANTAGED GROUPS; EDUCATIONAL GUIDANCE; \*EVALUATION; GUIDANCE; HUMAN RELATIONS; \*INSTRUCTIONAL FILMS; MANAGEMENT DEVELOPMENT; SALESMANSHIP

EDRS PRICE: DOCUMENT NOT AVAILABLE FROM EDRS.

DESCRIPTIVE NOTE: 250P.

ISSUE: RIEMAR72

ABSTRACT: APPROXIMATELY 250 INSTRUCTIONAL FILMS ARE DESCRIBED IN VOLUME THREE (1970-1971) OF THIS REVIEW. AFTER AN INTRODUCTION WHICH CONSIDERS FILM DISCUSSIONS FROM THE INSTRUCTOR'S POINT OF VIEW AND OFFERS SOME IDEAS FOR CONDUCTING A FILM SHOWING AND ORDERING THE FILMS, PROFILES OF THE FILMS ARE PRESENTED GROUPED UNDER SUCH AREAS AS MANAGEMENT DEVELOPMENT, HUMAN RELATIONS, COMMUNICATION SKILLS, SALESMANSHIP, TRAINING THE DISADVANTAGED, AND GUIDANCE. EACH PROFILE CONSISTS OF A FULL-PAGE FACT SHEET THAT GIVES THE NAME OF THE FILM, THE PRIMARY AUDIENCE, THE RUNNING TIME, THE YEAR THE FILM WAS MADE, THE SPECIFIC CONTENT, A DETAILED SYNOPSIS, TITLES OF RELATED MATERIALS SUCH AS GUIDES AND WORKBOOKS, AND THE SOURCE OF THE FILM. DISCUSSION QUESTIONS AND AN EVALUATION OF EACH FILM ARE ALSO PROVIDED. (AUTHOR/SH)

AVAILABILITY: OLYMPIC FILM SERVICE, 161 WEST 22ND STREET, NEW YORK, N. Y. 10011 (ANNUAL SUBSCRIPTION \$125.00)

ACCESSION NUMBER: ED056190

CLEARINGHOUSE ACCESSION NUMBER: VT014070

PUBLICATION DATE: JUL 71

TITLE: E CURRICULUM MATERIALS FOR TEACHING STUDENTS THE COMPETENCIES NEEDED FOR EMPLOYMENT IN NONFARM AGRICULTURAL BUSINESS. FINAL REPORT.

PERSONAL AUTHOR: WILLIAMS, DAVID L.; AND OTHERS

DESCRIPTOR: \*AGRIBUSINESS; AGRICULTURAL EDUCATION; \*BEHAVIORAL OBJECTIVES; CURRICULUM DEVELOPMENT; EDUCATIONAL OBJECTIVES; HUMAN RELATIONS; INSTRUCTIONAL MATERIALS; OFF FARM AGRICULTURAL OCCUPATIONS; PERFORMANCE SPECIFICATIONS; \*RESEARCH UTILIZATION; RESOURCE MATERIALS; SALESMANSHIP; SECONDARY EDUCATION; TASK ANALYSIS; \*TEACHING GUIDES; TECHNICAL EDUCATION; \*VOCATIONAL AGRICULTURE

EDRS PRICE: EDRS PRICE MF-\$0.65 HC-\$6.58

DESCRIPTIVE NOTE: 120P.

ISSUE: RIEFER72

ABSTRACT: S DEVELOPED BY MEANS OF A RESEARCH PROJECT, THIS TEACHING GUIDE INCLUDES FIVE INSTRUCTIONAL MODULES IN WHICH COMPETENCIES FOR AGRIBUSINESS OCCUPATIONS ARE STRESSED. THESE COMPETENCIES WERE IDENTIFIED FROM A REVIEW OF THE LITERATURE AND EVALUATED BY A JURY OF TEACHERS AND AGRIBUSINESSMEN IN TERMS OF QUALIFICATIONS NEEDED FOR ENTRY-LEVEL EMPLOYMENT. USING A LIKERT-TYPE RATING SCALE, COMPETENCIES WERE IDENTIFIED FOR THE FOLLOWING AREAS OF MODULES: (1) HUMAN RELATIONS IN AGRIBUSINESS, (2) COMMUNICATIONS IN AGRIBUSINESS, (3) AGRICULTURAL SALESMANSHIP, (4) AGRICULTURAL SALES PROMOTION, AND (5) AGRIBUSINESS OPERATIONS. THE FIVE MODULES ARE FURTHER DIVIDED INTO 40 INSTRUCTIONAL AREAS WHICH INCLUDE A LIST OF COMPETENCIES TO BE DEVELOPED, RECOMMENDED REFERENCES, SUPPLEMENTARY REFERENCES, AND SUGGESTED LEARNING ACTIVITIES. THE FINAL REPORT OF THE RESEARCH EFFORTS, WHICH IDENTIFIED THE NEEDED COMPETENCIES FOR A SECONDARY EDUCATION PROGRAM IN AGRIBUSINESS, IS INCLUDED IN THIS DOCUMENT. (JS)

AVAILABILITY: DIVISION OF AGRICULTURAL EDUCATION, 357 AGRICULTURE EDUCATION BUILDING, UNIVERSITY OF ILLINOIS, URBANA, ILLINOIS 61801 (LIMITED NUMBER OF COPIES AVAILABLE WITHOUT CHARGE)

INSTITUTION NAME: ILLINOIS UNIV., URBANA. DIV. OF AGRICULTURAL EDUCATION.

SPONSORING AGENCY NAME: ILLINOIS STATE BOARD OF VOCATIONAL EDUCATION AND REHABILITATION, SPRINGFIELD.

ACCESSION NUMBER: ED054640

CLEARINGHOUSE ACCESSION NUMBER: EM009227

PUBLICATION DATE: 70

TITLE: I INFLUENCING ATTITUDES AND CHANGING BEHAVIOR: A BASIC INTRODUCTION TO RELEVANT METHODOLOGY, THEORY, AND APPLICATIONS. REVISED EDITION.

PERSONAL AUTHOR: ZIMBARDO, PHILIP; EBBERSEN, EBBE B.

DESCRIPTOR: BEHAVIORAL SCIENCE RESEARCH; \*BEHAVIOR CHANGE; BEHAVIOR THEORIS; BIAS; \*CHANGE AGENTS; \*CHANGING ATTITUDES; EXPERIMENTS; GROUP DYNAMICS; INFORMATION SOURCES; PROPAGANDA; SALESMANSHIP; SOCIAL ATTITUDES; SOCIAL CHANGE; \*SOCIAL PSYCHOLOGY; SOCIAL REINFORCEMENT; \*TEXTBOOKS

EDRS PRICE: DOCUMENT NOT AVAILABLE FROM EDRS.

DESCRIPTIVE NOTE: 162P.

ISSUE: RIEJAN72

ABSTRACT: IN THIS INTRODUCTORY TEXT TO THE FIELD OF ATTITUDE CHANGE, THE EMPHASIS IS ON ONE OF THE END PRODUCTS OF RESEARCH IN SOCIAL PSYCHOLOGY--MANIPULATION AND CONTROL OF ATTITUDES AND RELATED BEHAVIORS. THE TEXT FIRST DEFINES THE CONCEPT OF ATTITUDE, THEN IDENTIFIES IDEAS FROM THE AREAS OF HISTORY, LITERATURE, LAW, RELIGION, AND THE SOCIAL SCIENCES THAT EXPLORE CONCEPTS OF ATTITUDE CHANGE. IT EXAMINES THE EXPERIMENT AS A SOURCE OF GENERAL INFORMATION AND REVIEWS SOME REPRESENTATIVE STUDIES. A CRITICAL ANALYSIS OF THE CONCEPTUALIZATION, METHODOLOGY, AND INTERPRETATION OF ATTITUDE CHANGE RESEARCH IS GIVEN, ALONG WITH AN EXAMINATION OF THE ROLE OF THEORY IN EXPLAINING THE RESULTS OF EXPERIMENTS. IN CONSIDERING PRACTICAL APPLICATIONS OF PRINCIPLES OF ATTITUDE AND BEHAVIOR CHANGE, THE TEXT DETAILS SUCH REAL LIFE EXAMPLES AS PSYCHOLOGICAL WARFARE, PREJUDICE, POLICE INTERROGATION, CONSUMER MOTIVATION, AND SUPERSALESMANSHIP. FIVE APPENDED ESSAYS DEAL WITH: TECHNIQUES OF ATTITUDE MEASUREMENT, EXPERIMENT AS A SOURCE OF INFORMATION, SOURCES OF INVALIDITY IN EXPERIMENTAL DESIGNS, AN EFFICIENT METHOD FOR OUTLINING EXPERIMENTS, AND THE STUDENT AS AN AGENT OF POLITICAL AND SOCIAL REFORM. (JY)

AVAILABILITY: ADDISON-WESLEY PUBLISHING COMPANY, INC., READING, MASSACHUSETTS, 01867

ACCESSION NUMBER: ED054613

CLEARINGHOUSE ACCESSION NUMBER: FM009195

PUBLICATION DATE: 71

TITLE: CREATIVITY IN COMMUNICATIONS.

PERSONAL AUTHOR: ADAMS, ROBERT A., ED.

DESCRIPTOR: ACOUSTICS; \*COMMUNICATIONS; \*CREATIVE THINKING; \*CREATIVITY;  
DISCOVERY PROCESSES; FILMS; GRAPHIC ARTS; MARKETING; \*MASS MEDIA; \*PUBLICIZE

EDRS PRICE: DOCUMENT NOT AVAILABLE FROM EDRS.

DESCRIPTIVE NOTE: 152P.

ISSUE: RIEJAN72

ABSTRACT: A COLLECTION OF 20 ESSAYS ON CREATIVE PROBLEM SOLVING IN ADVERTISING AND SALES PROMOTION CONSIDERS THE RELATIONSHIP BETWEEN CLIENT AND AGENCY AND THE DEGREE OF CREATIVITY THAT IS NECESSARY OR DESIRABLE FOR EACH SIDE TO BRING TO THEIR COLLABORATION. THE DIFFERENT ESSAYS ARE FULLY ILLUSTRATED AND SPECIFICALLY FOCUS ON SUCH AREAS AS CREATIVITY IN MARKETING, AGENCIES, MANAGEMENT, THOUGHT PROCESSES, THE DIFFERENT MEDIA OF COMMUNICATION, RESEARCH, PRESS ADVERTISING, SOUND, IMAGES, GRAPHIC DESIGN, TELEVISION ADVERTISING, DIRECT MAIL ADVERTISING, OUTDOOR ADVERTISING, POINT OF PURCHASE ADVERTISING, CINEMA, PROMOTION, AND COMMUNICATION WITH CAPTIVE AUDIENCES. A FINAL ESSAY DEALS WITH THE FUTURE OF COMMUNICATIONS AND CREATIVITY. (SH)

AVAILABILITY: NEW YORK GRAPHIC SOCIETY, 140 GREENWICH AVENUE, GREENWICH, CONNECTICUT 06830 (\$20.00)

INSTITUTION NAME: NEW YORK GRAPHIC SOCIETY, GREENWICH, CONN.

ACCESSION NUMBER: FD053334

CLEARINGHOUSE ACCESSION NUMBER: VT013719

PUBLICATION DATE: 70

TITLE: SPORTING GOODS. PART I: HUNTING AND FISHING EQUIPMENT AND PART II: ATHLETIC, MARINE, AND CAMPING EQUIPMENT. A DISTRIBUTIVE EDUCATION MANUAL.

PERSONAL AUTHOR: DAY, BILL D., COMP.

DESCRIPTOR: R \*ATHLETIC EQUIPMENT; BIBLIOGRAPHIES; CAMPING; \*DISTRIBUTIVE EDUCATION; EDUCATIONAL OBJECTIVES; GLOSSARIES; \*INSTRUCTIONAL MATERIALS; MANUALS; RECREATIONAL ACTIVITIES; \*SALESMANSHIP; SALES WORKERS; \*TEACHING GUIDES

IDENTIFIER: . FISHING EQUIPMENT; HUNTING EQUIPMENT; MARINE EQUIPMENT; \*SPORTING GOODS

EDRS PRICE: DOCUMENT NOT AVAILABLE FROM EDRS.

DESCRIPTIVE NOTE: 336P.

ISSUE: RIENDV71

ABSTRACT: 9 THESE MANUALS WERE PREPARED TO INTRODUCE STUDENTS TO THE FUNDAMENTALS OF HUNTING AND FISHING (PART I) AND SPORTS REQUIRING ATHLETIC, MARINE AND CAMPING EQUIPMENT (PART II). THE SPORTS SALESMAN IS IN THE POSITION OF OFFERING A SERVICE TO THE CUSTOMER, AND HE CAN BEST DO SO BY UNDERSTANDING THE SPORTS AND THE VARIETY OF PRODUCTS WHICH MAY BE SOLD TO SATISFY ALL LEVELS OF SPORTS PARTICIPATION. EACH ASSIGNMENT INCLUDES DESCRIPTIVE INFORMATION, QUESTIONS, AND SUGGESTED PROJECTS, AND THEY ARE LIBERALLY ILLUSTRATED WITH PICTURES AND LINE DRAWINGS. GLOSSARIES AND BIBLIOGRAPHIES ARE INCLUDED. AN ANSWER BOOK TO ASSIGNMENT QUESTIONS IS AVAILABLE FROM THE SOURCE OF AVAILABILITY LISTED ABOVE. (CD)

AVAILABILITY: Y INSTRUCTIONAL MATERIALS LAB. DISTRIBUTIVE EDUCATION DEPT., DIV. OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 (PART I AND II \$12.95; ANSWER BOOK \$3.50)

INSTITUTION NAME: TEXAS UNIV., AUSTIN. DIV. OF EXTENSION.

ACCESSION NUMBER: FD051394

CLEARINGHOUSE ACCESSION NUMBER: VT013203

PUBLICATION DATE: 69

TITLE: THE NATURE AND CHARACTERISTICS OF MIDDLE MANAGEMENT IN RETAIL DEPARTMENT STORES.

PERSONAL AUTHOR: SAMSON, HARLAND E.

DESCRIPTOR: DISTRIBUTIVE EDUCATION; \*EMPLOYMENT OPPORTUNITIES; EMPLOYMENT PROJECTIONS; EMPLOYMENT QUALIFICATIONS; JOB ANALYSIS; \*MANAGEMENT DEVELOPMENT; MANAGERIAL OCCUPATIONS; MANPOWER DEVELOPMENT; MANPOWER NEEDS; OCCUPATIONAL SURVEYS; \*POST SECONDARY EDUCATION; \*RETAILING; \*SCHOOL ROLE

EDRS PRICE: EDRS PRICE MF-\$0.65 HC-\$6.58

DESCRIPTIVE NOTE: 190P.

ISSUE: RIESEP71

ABSTRACT: DEVELOPED OUT OF A CONCERN FOR THE ROLE POSTSECONDARY EDUCATION SHOULD PLAY IN MIDDLE MANAGEMENT DEVELOPMENT, THIS REPORT PRESENTS AN EXPLORATORY STUDY OF THOSE FACTORS INFLUENCING THE NATURE AND CHARACTERISTICS OF MIDDLE MANAGEMENT IN THE RETAIL DEPARTMENT STORE. THE RESEARCH INVOLVED PERSONAL INTERVIEWS WITH RETAIL DEPARTMENT STORE EXECUTIVES AND MIDDLE MANAGERS IN THE EAST NORTH CENTRAL REGION OF THE UNITED STATES AND SOUGHT ANSWERS TO QUESTIONS SUCH AS "WHAT KIND OF EDUCATION?" AND "WHAT IS THE APPROPRIATE SOURCE OF EDUCATION?" THE FINDINGS OF THIS RESEARCH PROVIDE NEW INSIGHTS AND IMPORTANT CLUES CONCERNING THE CHARACTERISTICS, EDUCATIONAL NEEDS, DUTIES, AND PROJECTED NEEDS FOR RETAIL MIDDLE MANAGERS. THE SIX CHAPTERS OF THIS REPORT INCLUDE INFORMATION ON (1) THE DYNAMICS OF RETAILING, (2) THE FUNCTIONS PERFORMED BY RETAIL FIRMS, (3) THE FUNCTIONS OF MIDDLE MANAGEMENT, (4) THE DESCRIPTION OF MIDDLE MANAGERS, (5) IDEAL SOURCE OF TRAINING, AND (6) MIDDLE MANAGEMENT NEEDS. THE REPORT INCLUDES 67 TABLES AND A COMPREHENSIVE APPENDIX OF SUPPORTING DATA. (AUTHOR/JS)

INSTITUTION NAME: WISCONSIN UNIV., MADISON. SCHOOL OF EDUCATION.

ACCESSION NUMBER: EC048224

CLEARINGHOUSE ACCESSION NUMBER: SP007139

TITLE: MARKETING; RETAIL MERCHANDISING. COURSES OF STUDY, THE BUSINESS AND COMMERCE BRANCH. CURRICULUM RP-32.

DESCRIPTOR: L \*CURRICULUM GUIDES; \*DISTRIBUTIVE EDUCATION; GRADE 9; GRADE 10; GRADE 11; GRADE 12; \*MARKETING; MERCHANDISING; \*RETAILING; \*SECONDARY EDUCATION

EDRS PRICE: EDRS PRICE MF-\$0.65 HC-\$3.29

DESCRIPTIVE NOTE: 53P.

ISSUE: RIEJUN71

ABSTRACT: GRADES OR AGES: GRADES 9, 10, 11 AND 12. SUBJECT MATTER: MARKETING AND RETAIL MERCHANDISING. ORGANIZATION AND PHYSICAL APPEARANCE: THE GUIDE PROVIDES OUTLINES FOR THREE PROGRAMS--A 4-YEAR PROGRAM ON MARKETING FOR GRADES 11 AND 12; A 5-YEAR PROGRAM, INCLUDING A 1-YEAR SENIOR BUSINESS OPTION, FOR GRADES 11 AND 12; AND A 2-YEAR PROGRAM FOR GRADES 9 AND 10. THE ALLOCATION OF TIME IS EXPLAINED AT THE BEGINNING OF THE GUIDE. THE GUIDE IS PRINTED BY LETTERPRESS AND SADDLE STITCHED WITH A SOFT COVER. OBJECTIVES AND ACTIVITIES: OBJECTIVES ARE SET OUT IN DETAIL AT THE BEGINNING OF EACH UNIT. FEW SPECIFIC ACTIVITIES ARE LISTED, BUT GENERAL SUGGESTIONS ARE GIVEN. INSTRUCTIONAL MATERIALS: DETAILS ARE PROVIDED OF THE FACILITIES AND EQUIPMENT NEEDED, TOGETHER WITH AN 82-ITEM BIBLIOGRAPHY. STUDENT ASSESSMENT: NO PROVISION IS MADE. (MBM)

INSTITUTION NAME: ONTARIO DEPT. OF EDUCATION, TORONTO.

ACCESSION NUMBER: ED046387

CLEARINGHOUSE ACCESSION NUMBER: JC710038

PUBLICATION DATE: 70

TITLE: > A DESIGN FOR COOPERATIVE MERCHANDISING MID-MANAGEMENT TRAINING IN THE CALIFORNIA PUBLIC COMMUNITY COLLEGE.

PERSONAL AUTHOR: BASSERI, JAMSHID

DESCRIPTOR: \*COOPERATIVE EDUCATION; DOCTORAL THESES; \*JUNIOR COLLEGES;  
\*MANAGEMENT EDUCATION; MANPOWER DEVELOPMENT; \*MERCHANDISING; WORK EXPERIENCE PROGRAMS; \*WORK STUDY PROGRAMS

IDENTIFIER: \*CALIFORNIA

EDRS PRICE: DOCUMENT NOT AVAILABLE FROM EDRS.

DESCRIPTIVE NOTE: 285P.; DOCTORAL DISSERTATION

ISSUE: RIEMAY71

ABSTRACT: COOPERATIVE EDUCATION DEPENDS ON EMPLOYERS AND EDUCATORS WORKING TOGETHER TO FORM A SUPERIOR TOTAL EDUCATIONAL CURRICULUM FOR THE STUDENT. IT IS BELIEVED THAT MID-MANAGEMENT TRAINING, A FIRST-LEVEL SUPERVISORY POSITION, CAN BE GIVEN TO THE COMMUNITY COLLEGE. IT IS ALSO BELIEVED THAT LEARNING TAKES PLACE BECAUSE OF WHAT THE STUDENT CAN BE LED TO WANT, THINK, AND DO. COOPERATIVE MID-MANAGEMENT TRAINING GIVES STUDENTS INCENTIVES TO LEARN WHAT IS SATISFYING TO THEM AND USEFUL IN FUTURE WORK. THIS STUDY WAS LIMITED TO CALIFORNIA PUBLIC COMMUNITY COLLEGES. THE LITERATURE OF THE FIELD WAS SURVEYED TO IDENTIFY CRITICAL NEEDS IN COOPERATIVE AND MID-MANAGEMENT TRAINING AND TO DEVELOP AN INQUIRY FORM AND JOB REQUIREMENTS. THESE REQUIREMENTS WERE VERIFIED WITH EXECUTIVE PERSONNEL IN MERCHANDISING WHO SUPERVISE MID-MANAGERS, AND MID-MANAGERS WHO OCCUPY SUCH MERCHANDISING POSITIONS. THE SUGGESTED CURRICULUM, COURSE OUTLINES, AND OTHER INFORMATION COMPILED IN THE COURSE OF THE STUDY CONSTITUTED THE BASIS OF THIS THESIS. (AUTHOR/CA)

AVAILABILITY: C UNIVERSITY MICROFILMS, 300 NORTH ZEEB ROAD, ANN ARBOR, MICHIGAN 48106 (ORDER NO. 70-22,801, MICROFILM \$4.00, XEROGRAPHY \$10.00)

ACCESSION NUMBER: ED046078

CLEARINGHOUSE ACCESSION NUMBER: EA003199

PUBLICATION DATE: 70

TITLE: SOME PROBLEMS IN USING DIFFUSION MODELS FOR NEW PRODUCTS.

PERSONAL AUTHOR: BERNHARDT, IRWIN; MACKENZIE, KENNETH J.

DESCRIPTOR: \*ADOPTION (IDFAS); \*DIFFUSION; ECONOMIC CHANGE; INNOVATION;  
\*MARKETING; MATHEMATICAL MODELS; \*MERCHANDISING; THEORIES

EDRS PRICE: EDRS PRICE MF-\$0.65 HC-\$3.29

DESCRIPTIVE NOTE: 58P.

ISSUE: RIEMAY71

ABSTRACT: THIS PAPER ANALYZES SOME OF THE PROBLEMS OF USING DIFFUSION MODELS TO FORMULATE MARKETING STRATEGIES FOR NEW PRODUCTS. THOUGH FUTURE WORK IN THIS AREA APPEARS JUSTIFIED, MANY UNRESOLVED PROBLEMS LIMIT ITS APPLICATION. THERE IS NO THEORY FOR ADOPTION AND DIFFUSION PROCESSES; SUCH A THEORY IS OUTLINED IN THIS PAPER. THE PRESENT MODELS ARE TOO RESTRICTIVE AND FAIL TO INCLUDE THE VARIABLES THAT A MARKETING MANAGER HAS AT HIS DISPOSAL. SIX MODELS THAT REMOVE SOME THEORETICAL AND METHODOLOGICAL RESTRICTIONS ARE PRESENTED. THE MARKETING IMPLICATIONS FOR THE ASSUMPTIONS IN THE MODELS ARE DISCUSSED, AND ESTIMATION PROBLEMS ARE CONSIDERED. (AUTHOR)

REPORT NUMBER: WP-11

INSTITUTION NAME: # PENNSYLVANIA STATE UNIV., UNIVERSITY PARK, DEPT. OF ECONOMICS.; WATERLOO UNIV. (ONTARIO), DEPT. OF MANAGEMENT SCIENCES.

SPONSORING AGENCY NAME: NATIONAL SCIENCE FOUNDATION, WASHINGTON, D.C.

ACCESSION NUMBER: E0045933

CLEARINGHOUSE ACCESSION NUMBER: AC008912

PUBLICATION DATE: 70

TITLE: THE MERCHANT APPRENTICES. A GUIDE TO THE TRAINING AND ADMINISTRATION OF STAFF IN THE DISTRIBUTIVE TRADES.

PERSONAL AUTHOR: DENNY, ELIZABETH

DESCRIPTOR: AUDIOVISUAL AIDS; COMMUNICATION (THOUGHT TRANSFER);  
 \*DISTRIBUTIVE EDUCATION; EDUCATIONAL METHODS; EMPLOYMENT; FRINGE BENEFITS;  
 INSTRUCTIONAL STAFF; JOB ANALYSIS; JOB SATISFACTION; LAWS; \*MANAGEMENT  
 DEVELOPMENT; \*OFFICE OCCUPATIONS; PROGRAMED INSTRUCTION; PROGRAM EVALUATION;  
 RECRUITMENT; SALARIES; \*SALES OCCUPATIONS; WAGES

EDRS PRICE: DOCUMENT NOT AVAILABLE FROM EDRS.

DESCRIPTIVE NOTE: 303P.

ISSUE: RIFMAY71

ABSTRACT: INTENDED AS A GUIDE TO STAFF TRAINING AND ADMINISTRATION IN THE BRITISH DISTRIBUTIVE TRADES, THIS BOOK BEGINS BY CONSIDERING THE SPECIAL MANAGERIAL NEEDS AND PROBLEMS OF RETAILERS. IT GOES ON TO DISCUSS JOB SATISFACTION AND DISSATISFACTION, JOB ANALYSIS, RECRUITMENT AND RECEPTION OF NEW EMPLOYEES, MANAGEMENT DEVELOPMENT (INCLUDING THE EVALUATION OF TRAINING), RESPONSIBILITIES OF COMPANY TRAINING OFFICERS, THE IMPROVEMENT OF COMMUNICATIONS WITHIN FIRMS, PLANNING AND ADMINISTERING TRAINING FOR CLERICAL AND OTHER PERSONNEL, VISUAL AND AUDIOVISUAL AIDS, PREPARATION OF TRAINING SESSIONS, USE OF GROUP DISCUSSION AND CASE STUDIES, SPECIAL FEATURES OF PROGRAMED INSTRUCTION, THE DETERMINATION OF WAGES AND SALARIES, AND THE ROLE OF FRINGE BENEFITS, EMPLOYEE SERVICES, AND AMENITIES. PROVISIONS OF THE RACE RELATIONS ACT (1968) AND THE INDUSTRIAL TRAINING ACT OF 1964 ARE ALSO COVERED. THE DOCUMENT INCLUDES AN INDEX, 55 CHAPTER REFERENCES, A DIRECTORY OF TRADE ASSOCIATIONS, AND APPENDIXES ON FURTHER EDUCATION AND TRAINING, PROGRAMED MATERIALS, AND THE IMPACT OF GOVERNMENT POLICIES ON RETAILING. (L)

AVAILABILITY: ; WILLIAM COLLINS SONS AND COMPANY, LTD., 144 CATHEDRAL STREET, GLASGOW, C.4, SCOTLAND (635)

ACCESSION NUMBER: ED045820

CLEARINGHOUSE ACCESSION NUMBER: VT011989

PUBLICATION DATE: DEC 70

TITLE: REVIEW AND ANALYSIS OF CURRICULA FOR OCCUPATIONS IN FOOD PROCESSING AND DISTRIBUTION. INFORMATION SERIES NO. 32.

PERSONAL AUTHOR: LEWIS, WILFY B.

DESCRIPTOR: BIBLIOGRAPHIES; \*CURRICULUM DEVELOPMENT; EDUCATIONAL PLANNING; EDUCATIONAL RESEARCH; \*FOOD; FOOD PROCESSING OCCUPATIONS; FOOD SERVICE OCCUPATIONS; JOB TRAINING; \*MARKETING; \*RESEARCH REVIEWS (PUBLICATIONS); SYSTEMS APPROACH; \*VOCATIONAL EDUCATION

EDRS PRICE: EDRS PRICE MF-\$0.25 HC-\$2.05

DESCRIPTIVE NOTE: 39P.

ISSUE: RIEAPR71

ABSTRACT: R A REVIEW AND ANALYSIS OF EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC) PUBLICATIONS AND NON-ERIC PUBLICATIONS WAS MADE TO ASSESS AVAILABILITY AND IDENTIFY MAJOR FINDINGS, PROMISING DEVELOPMENTS, STRATEGIES, AND METHODOLOGICAL STRENGTHS AND WEAKNESSES WHICH EXIST IN CURRICULA DESIGNED FOR PREPARING FOOD INDUSTRY WORKERS. PROJECT NATIONAL FIGURES AND TRENDS REVEAL THAT THERE IS A NEED FOR EDUCATIONAL PROGRAMS TO PREPARE STUDENTS TO ENTER FOOD SERVING, MARKETING, AND PROCESSING OCCUPATIONS. HOWEVER, DATA CONCERNING PERSONNEL NEEDS IN A SPECIFIC EMPLOYMENT AREA SHOULD BE USED TO DETERMINE IF THERE IS A NEED FOR THESE PROGRAMS. WHILE A NUMBER OF CURRICULA ARE AVAILABLE TO PREPARE STUDENTS FOR A SINGLE OCCUPATION OR A CLUSTER OF OCCUPATIONS, IMPROVEMENTS ARE NEEDED AND CHANGES WILL BE NECESSARY. CURRICULA SHOULD BE DEVELOPED AND EVALUATED THROUGH AN EDUCATIONAL PLANNING SYSTEM COMPOSED OF OCCUPATIONAL ANALYSIS, PROGRAM PLANNING, PROGRAM DEVELOPMENT AND TESTING, AND DOCUMENTATION AND DISSEMINATION OF RESULTS. TO PROVIDE AND TRAIN THE NECESSARY WORKERS, IMPROVED COUNSELING AND RECRUITING MATERIALS ARE NEEDED. THE BIBLIOGRAPHY INCLUDES ERIC AVAILABILITY AND ORDERING INFORMATION FOR MICROFICHE AND HARD COPY REPRODUCTION. (SB)

AVAILABILITY: THE CENTER FOR VOCATIONAL AND TECHNICAL EDUCATION, THE OHIO STATE UNIVERSITY, 1900 KENNY ROAD, COLUMBUS, OHIO 43210

INSTITUTION NAME: + OHIO STATE UNIV., COLUMBUS. CENTER FOR VOCATIONAL AND TECHNICAL EDUCATION.

SPONSORING AGENCY NAME: OFFICE OF EDUCATION (DHEW), WASHINGTON, D.C.

ACCESSION NUMBER: E0044570

CLEARINGHOUSE ACCESSION NUMBER: AC008657

PUBLICATION DATE: 69

TITLE: MANAGEMENT TRAINING IN THE DISTRIBUTIVE TRADES.

DESCRIPTOR: \*DISTRIBUTIVE EDUCATION; EDUCATIONAL NEEDS; \*MANAGEMENT DEVELOPMENT; MERCHANDISING; OBJECTIVES; OCCUPATIONAL INFORMATION; \*PROGRAM PLANNING; RETAILING; TASK ANALYSIS; TRAINING OBJECTIVES; TRAINING TECHNIQUES; WHOLESALING

IDENTIFIER: GREAT BRITAIN

EDRS PRICE: DOCUMENT NOT AVAILABLE FROM EDRS.

DESCRIPTIVE NOTE: 45P.

ISSUE: RIEAPR71

ABSTRACT: THIS BOOKLET EXAMINES BRIEFLY THE PRACTICAL JUSTIFICATION FOR PLANNED TRAINING IN THE DISTRIBUTIVE TRADES; DESCRIBES WHAT AND WHO SHOULD BE TRAINED; AND INDICATES THE STEPS NEEDED TO DESIGN A SYSTEM OF TRAINING WHICH THE INDUSTRIAL TRAINING BOARD FOR THE DISTRIBUTIVE TRADES WILL FIND ACCEPTABLE AND GRANT-WORTHY. IT IS DIVIDED INTO THREE PARTS: PART ONE--WHY. THE CASE FOR MANAGEMENT TRAINING IN DISTRIBUTION; PART TWO--WHAT AND WHO. WHAT MANAGEMENT DOES. WHAT TRAINING SHOULD BE GIVEN. WHO SHOULD BE TRAINED. PART THREE--HOW. TOPICS DISCUSSED IN THIS PART RANGE FROM BASIS OF SOUND TRAINING SCHEMES, AND ADMINISTRATION AND PREPARATORY STEPS, TO CAREFUL INDUCTION OF THE NEWCOMER. APPENDIXES COVER THE ROLE OF THE COMPANY TRAINING OFFICER, EXAMPLES OF JOB DESCRIPTIONS, OUTLINE OF A TRAINING PROGRAM FOR A STORE MANAGER TRAINEE, AND A 3-1/2 DAY BASIC COURSE FOR BRANCH MANAGERS. (PT)

AVAILABILITY: HER MAJESTY'S STATIONERY OFFICE, 49 HIGH HOLBORN. LONDON WC1 GREAT BRITAIN (9S 00)

INSTITUTION NAME: NATIONAL ECONOMIC DEVELOPMENT OFFICE, LONDON (ENGLAND).

ACCESSION NUMBER: ED044498

CLEARINGHOUSE ACCESSION NUMBER: VT011764

PUBLICATION DATE: 70

TITLE: COMPETENCIES NEEDED BY LIVESTOCK SALE BARN EMPLOYEES.

PERSONAL AUTHOR: REIDFL, WALLACE FRANKLIN, JR.

DESCRIPTOR: AGRICULTURAL OCCUPATIONS; \*AGRICULTURAL SKILLS; EDUCATIONAL IMPROVEMENT; \*LIVESTOCK; MANAGEMENT; \*MANAGERIAL OCCUPATIONS; \*MARKETING; MASTERS THESES; QUESTIONNAIRES; \*SALES OCCUPATIONS

IDENTIFIER: \*LIVESTOCK SALE BARN EMPLOYEE COMPETENCIES

EDRS PRICE: EDRS PRICE MF-\$0.50 HC-\$4.60

DESCRIPTIVE NOTE: 90P.

ISSUE: RIEMAR71

ABSTRACT: TO DETERMINE THE COMPETENCIES NEEDED BY MANAGERS, ASSISTANT MANAGERS, AND AUCTIONEERS IN THE LIVESTOCK AUCTION SALE BUSINESS AND TO DETERMINE THE IMPLICATIONS FOR EDUCATIONAL PROGRAMS, A QUESTIONNAIRE OF 20 COMPETENCIES COMPILED FROM A SURVEY OF LIVESTOCK AUCTION BUSINESSES WAS SENT TO EVERY LIVESTOCK AUCTION SALE BARN LISTED WITH THE IOWA DEPARTMENT OF AGRICULTURE. AN ANALYSIS OF THE RETURNED QUESTIONNAIRES INDICATED THAT COMPETENCIES MOST NEEDED ARE: (1) KNOWLEDGE OF CURRENT MARKETS, (2) FAMILIARITY WITH MARKET OUTLETS, (3) UNDERSTANDING OF BOOKKEEPING PROCEDURES, (4) ABILITY TO PROPERLY USE SCALES, (5) ABILITY TO GET ALONG WITH PEOPLE, (6) ABILITY TO IDENTIFY QUALITY LIVESTOCK, (7) ABILITY TO MANAGE MONEY, (8) UNDERSTANDING THE PROPER CARE AND HANDLING OF LIVESTOCK, (9) ABILITY TO BE A COMMUNITY LEADER, AND (10) MECHANICAL ABILITY. THE RESULTS SHOW, HOWEVER, THAT ALL 20 OF THE IDENTIFIED COMPETENCIES ARE NEEDED IN THE LIVESTOCK SALE BUSINESS, AND THESE COMPETENCIES SHOULD INFLUENCE THE CONTENT OF INSTRUCTIONAL PROGRAMS PREPARING STUDENTS FOR THESE OCCUPATIONS. THIS M.S. THESIS WAS SUBMITTED TO IOWA STATE UNIVERSITY. (GB)

ACCESSION NUMBER: ED043731

CLEARINGHOUSE ACCESSION NUMBER: VT011119

PUBLICATION DATE: FEB 70

TITLE: CURRICULUM GUIDE FOR MARKETING.

DESCRIPTOR: \*CURRICULUM GUIDES; \*DISTRIBUTIVE EDUCATION; ENTRY WORKERS;  
MANPOWER NEEDS; \*MARKETING; \*OCCUPATIONAL CLUSTERS; POST SECONDARY EDUCATION;  
\*PROGRAM GUIDES

FDRS PRICE: FDRS PRICE MF-\$0.75 HC-\$8.65

DESCRIPTIVE NOTE: 171P.

ISSUE: RIEFE871

ABSTRACT: OREGON IS EMBARKING ON A NEW APPROACH TO SECONDARY EDUCATION, AND THIS MARKETING CURRICULUM GUIDE WAS PREPARED TO ASSIST CURRICULUM SPECIALISTS IN DEVELOPING HIGH SCHOOL, ENTRY-LEVEL EMPLOYMENT PROGRAMS. DEVELOPED IN CONSULTATION WITH REPRESENTATIVES OF INDUSTRY AND EDUCATION, THE GUIDE MAKES EXTENSIVE USE OF THE CLUSTER CONCEPT, MANPOWER DATA, THE DICTIONARY OF OCCUPATIONAL TITLES, BEHAVIORAL OBJECTIVES, AND SUGGESTED LEARNING ACTIVITIES. INCLUDED WITH THE MARKETING CLUSTER CURRICULUM AND THE OCCUPATIONAL SPECIALITY COURSES ARE INSTRUCTIONAL SPECIFICATIONS FOR 18 AREAS IN TABLE FORMAT, AMONG WHICH ARE TOPICS ON (1) SALESMANSHIP, (2) PRODUCT TECHNOLOGY, (3) MARKET RESEARCH, (4) RECORD KEEPING, (5) MERCHANDISE MATHEMATICS, AND (6) JOB SEEKING. INFORMATION ON FACILITIES AND EQUIPMENT, A SAMPLE QUESTIONNAIRE ON MARKETING TASKS, AND A BIBLIOGRAPHY MAKE UP THE APPENDIXES. (JS)

AVAILABILITY: - THE OREGON STATE BOARD OF EDUCATION, 942 LANCASTER DRIVE, N.E., SALEM, OREGON 97310 (\$2.50)

INSTITUTION NAME: \* OREGON STATE BOARD OF EDUCATION, SALEM. DIV. OF COMMUNITY COLLEGES AND CAREER EDUCATION.

SPONSORING AGENCY NAME: OREGON STATE BOARD OF EDUCATION, SALEM.

ACCESSION NUMBER: ED042954

CLEARINGHOUSE ACCESSION NUMBER: AC008493

PUBLICATION DATE: 69

TITLE: BUSINESS GAMES HANDBOOK.

PERSONAL AUTHOR: GRAHAM, ROBERT G.; GRAY, CLIFFORD F.

DESCRIPTOR: AEROSPACE INDUSTRY; AGRICULTURE; BANKING; BIBLIOGRAPHIES;  
\*BUSINESS; COMPUTERS; \*DECISION MAKING; FORESTRY; \*INDUSTRY; INSURANCE  
OCCUPATIONS; \*MANAGEMENT DEVELOPMENT; \*MANAGEMENT GAMES; PARTICIPATION;  
PETROLEUM INDUSTRY; RETAILING; SIMULATION; TRANSPORTATION; WHOLESALING

EDRS PRICE: DOCUMENT NOT AVAILABLE FROM EDRS.

DESCRIPTIVE NOTE: 480P.

ISSUE: RIFFER71

ABSTRACT: % THE AIM OF THIS HANDBOOK IS TO PROVIDE TRAINING DIRECTORS AND ALL OTHERS INTERESTED IN BUSINESS GAMES WITH AN ORGANIZED LISTING AND DESCRIPTION OF BUSINESS GAMES AND THEIR SOURCES; AND TO PROVIDE A SOURCE OF SUFFICIENT DATA TO HELP THEM SELECT GAMES FOR A PARTICULAR PURPOSE. THE GAMES ARE CATEGORIZED AS GENERAL PURPOSE GAMES, USED IN MANAGEMENT AND DECISION MAKING; AND PARTICULAR PURPOSE GAMES, DEVELOPED FOR USE IN DECISION MAKING IN PARTICULAR OCCUPATIONAL AREAS. THE BOOK IS DIVIDED INTO THREE PARTS. THE FIRST PART INCLUDES INTRODUCTORY READINGS AIMED AT INTRODUCING THE CONCEPT OF THE GAME, USE OF GENERAL AND SPECIAL PURPOSE GAMES; AND INDUSTRY USE OF GAMES FOR TRAINING. THE SECOND PRESENTS ABSTRACTS OF MORE THAN 200 GAMES CURRENTLY BEING USED--DESCRIPTION, PURPOSE, AND ADMINISTRATION OF THE GAME, SOURCES OF INFORMATION, AND DECISIONS MADE BY THE PARTICIPANT. OCCUPATIONAL AREAS COVERED BY INDUSTRIAL GAMES INCLUDE: ADVERTISING, AEROSPACE, AGRIBUSINESS, BANKING, FOREST PRODUCTS, INSURANCE, PETROLEUM, TRANSPORTATION, AND RETAILING AND WHOLESALING. THE THIRD PART CONTAINS A BIBLIOGRAPHY OF ARTICLES AND BOOKS.  
(PT)

AVAILABILITY: ; AMERICAN MANAGEMENT ASSOCIATION, INC., 135 WEST 50TH STREET, NEW YORK, N.Y. 10020 (\$22.00)

ACCESSION NUMBER: ED041198

CLEARINGHOUSE ACCESSION NUMBER: AC006986

PUBLICATION DATE: 69

TITLE: ; SALEABLE SKILLS FOR ADULTS WITH SPECIAL NEEDS: STRATEGIES IN ADULT DISTRIBUTIVE EDUCATION.

PERSONAL AUTHOR: CCAKLEY, CARROLL B., ED.

DESCRIPTOR: \*ADULTS; CONFERENCE REPORTS; \*DISTRIBUTIVE EDUCATION;  
INSTRUCTIONAL STAFF; MERCHANDISING; METROPOLITAN AREAS; \*OUT OF SCHOOL YOUTH;  
PROGRAM DEVELOPMENT; PUBLICIZE; RECRUITMENT; \*SKILL DEVELOPMENT; \*URBAN AREAS;  
VOCATIONAL EDUCATION

FOPS PRICE: DOCUMENT NOT AVAILABLE FROM EDRS.

DESCRIPTIVE NOTE: 116P.; PROCEEDINGS OF THE THIRD NATIONAL ADULT  
DISTRIBUTIVE EDUCATION CONFERENCE, MEMPHIS, TENN., JAN 27-30, 1969

ISSUE: RIEDEC70

ABSTRACT: THIS PUBLICATION OF THE PROCEEDINGS AND RECOMMENDATIONS OF THE  
THIRD NATIONAL ADULT DISTRIBUTIVE EDUCATION CONFERENCE (HELD JANUARY 27-30,  
1969 IN MEMPHIS, TENNESSEE) INCLUDES PRESENTATIONS MADE AT THE CONFERENCE;  
OCCUPATIONAL GROUP REPORTS; TASK FORCE REPORTS (UNEMPLOYED TO EMPLOYMENT;  
EMPLOYMENT TO SUPERVISION; AND MOVING TO BUSINESS OWNERSHIP); AND A SUMMARY.  
THE TWO MAJOR PURPOSES OF THE CONFERENCE WERE TO IMPLEMENT PROVISIONS OF  
LEGISLATION RELATING TO ADULT DISTRIBUTIVE EDUCATION SERVICES FOR OUT-OF-SCHOOL  
YOUTH AND ADULTS, AND TO IDENTIFY POSSIBLE SOLUTIONS TO PROVIDE ADULT  
DISTRIBUTIVE EDUCATION SERVICES TO INDIVIDUALS IN THE METROPOLITAN AREA. (MF)

AVAILABILITY: THE INTERSTATE PRINTERS AND PUBLISHERS, INC., DANVILLE, ILL.  
61832

ACCESSION NUMBER: EC041172

CLEARINGHOUSE ACCESSION NUMBER: VT011530

PROGRAM AREA: 08

PUBLICATION DATE: 69

TITLE: MARKETING AND MERCHANDISING, COURSE DESCRIPTION.

PERSONAL AUTHOR: BOYER, JEROME L.; ANDERSON, FLOYD L.

DESCRIPTOR: ANNOTATED BIBLIOGRAPHIES; COURSE DESCRIPTIONS; COURSE OBJECTIVES; \*CURRICULUM GUIDES; \*DISADVANTAGED YOUTH; \*DISTRIBUTIVE EDUCATION; DROPOUT PROGRAMS; \*DROPOUT REHABILITATION; EDUCATIONAL INNOVATION; INDIVIDUALIZED INSTRUCTION; \*MARKETING; MOTIVATION TECHNIQUES; OUT OF SCHOOL YOUTH; TEACHING TECHNIQUES; UNEMPLOYED

IDENTIFIER: \*ELEMENTARY SECONDARY EDUCATION ACT TITLE III; ESEA TITLE III

EDRS PRICE: EDRS PRICE MF-\$0.25 HC-\$2.10

DESCRIPTIVE NOTE: 40P.

ISSUE: RIENOV70

ABSTRACT: 7 THIS COURSE DESCRIPTION WAS DEVELOPED BY EDUCATORS FOR USE AT THE WORK OPPORTUNITY CENTER WHICH WAS ESTABLISHED TO TEACH HIGH SCHOOL DROPOUTS AND/OR HARD-CORE UNEMPLOYED YOUTH. THE ULTIMATE OBJECTIVES OF THE MARKETING AND MERCHANDISING CURRICULUM ARE TO PREPARE STUDENTS FOR CAREERS IN DISTRIBUTION AND TO ASSIST THEM IN GRADUATING FROM HIGH SCHOOL. INSTRUCTION INCLUDES TOPICS ON RETAILING, THE SALES PROCESS, AND HUMAN RELATIONS ON AN INDIVIDUALIZED BASIS CONDUCTED IN AN INNOVATIVE ATMOSPHERE OF "LEARNING BY DOING." FEATURES OF THIS COURSE DESCRIPTION INCLUDE A PROGRAM EVALUATION, AN ANNOTATED BIBLIOGRAPHY, A SUMMARY OF TEACHING TECHNIQUES AND MATERIALS, AND CASE STUDIES. RELATED DOCUMENTS ARE AVAILABLE AS VT 011 518-VT 011 533 IN THIS ISSUE. (JS)

GRANT NUMBER: OEG-3-6-000393-0848

BUREAU NUMBER: BR-5-0187

INSTITUTION NAME: MINNEAPOLIS PUBLIC SCHOOLS, MINN. WORK OPPORTUNITY CENTER.

SPONSORING AGENCY NAME: OFFICE OF EDUCATION (DHEW), WASHINGTON, D.C. BUREAU OF RESEARCH.

ACCESSION NUMBER: ED039890

CLEARINGHOUSE ACCESSION NUMBER: LI001943

PUBLICATION DATE: 30 SEP 68

TITLE: FOUNDATIONS OF CONSTRUCTING A MARKETING DATA BASE; PROFITABLE APPLICATIONS OF THE COMPUTER TO MARKETING MANAGEMENT.

PERSONAL AUTHOR: PODELL, HAROLD J.

DESCRIPTOR: \*AUTOMATION; \*COMPUTER PROGRAMS; \*DATA BASES; INFORMATION SYSTEMS; \*INPUT OUTPUT ANALYSIS; \*MANAGEMENT SYSTEMS

IDENTIFIER: \*MANAGEMENT INFORMATION SYSTEMS; MARKETING DATA BASE; MIS

EDRS PRICE: EDRS PRICE MF-\$0.50 HC-\$4.20

DESCRIPTIVE NOTE: 82P.; PAPER GIVEN AT AMERICAN MANAGEMENT ASSOCIATION BRIEFING SESSION # 6310-04

ISSUE: RIFOC70

ABSTRACT: AN INTRODUCTION INTO THE FOUNDATIONS OF CONSTRUCTING A MARKETING DATA BASE IS PRESENTED FOR THE SYSTEMS AND MARKETING EXECUTIVES WHO ARE FAMILIAR WITH BASIC COMPUTER TECHNOLOGY METHODS. THE TECHNIQUES AND CONCEPTS PRESENTED ARE NOW BEING IMPLEMENTED BY MAJOR ORGANIZATIONS IN THE DEVELOPMENT OF MANAGEMENT INFORMATION SYSTEMS (MIS). A MARKETING DATA BASE IN THIS PRESENTATION IS CONSIDERED TO BE A LOGICAL OR CONCEPTUAL DATA BASE WHICH DOES NOT EXIST AS A PHYSICAL ENTITY IN ONE SEGMENT OF THE CORPORATE MIS, BUT, RATHER, EXISTS AS A LOGICAL SET OF DATA THAT CAN BE LOCATED BY A SOFTWARE "DEFINITION TABLE." OTHER DATA BASES CAN UTILIZE ANY APPROPRIATE ELEMENTS FROM THE CORPORATE MIS. A DEFINITION TABLE DEFINES EACH DATA BASE WITHIN THE MIS. THE CONCEPT DEVELOPED HERE RELIES UPON THE ABILITY TO UTILIZE ONE COMMON DATA BASE AS SEVERAL DATA BASES THROUGH THE PROCESS OF SOFTWARE MANIPULATION, THIS SERVES AS THE CORPORATE MIS AND IS UPDATED IN A UNIFIED MANNER. THE ADVANTAGES ARE SEEN IN TERMS OF FILE MAINTENANCE, TIME AND STORAGE REQUIREMENTS. (NH)

INSTITUTION NAME: LEASCO SYSTEMS AND RESEARCH CORP., BETHESDA, MD.

ACCESSION NUMBER: ED039362

CLEARINGHOUSE ACCESSION NUMBER: VT011133

PUBLICATION DATE: SEP 69

TITLE: " DISTRIBUTIVE EDUCATION IN THE HIGH SCHOOL. A SUGGESTED GUIDE FOR ADMINISTRATORS AND TEACHERS OF DISTRIBUTION AND MARKETING.

DESCRIPTOP: K \*ADMINISTRATOR GUIDES; \*CURRICULUM PLANNING; \*DISTRIBUTIVE EDUCATION; ECONOMIC CLIMATE; \*EDUCATIONAL PLANNING; INSTRUCTIONAL PROGRAMS; MARKETING; \*PROGRAM GUIDES; RELEVANCE (EDUCATION); VOCATIONAL EDUCATION

EDRS PRICE: EDRS PRICE MF-\$0.50 HC NOT AVAILABLE FROM EDRS.

DESCRIPTIVE NOTE: 68P.

ISSUE: RIESEP70

ABSTRACT: THIS GUIDE WAS PREPARED BY A RESEARCHER-CONSULTANT TO HELP SCHOOL ADMINISTRATORS AND TEACHERS IMPROVE, REDIRECT, AND EXPAND INSTRUCTIONAL PROGRAMS PREPARING HIGH SCHOOL YOUTH TO ENTER AND PROGRESS IN DISTRIBUTIVE EMPLOYMENT. IT PRESENTS DISTRIBUTIVE EDUCATION IN ITS EDUCATIONAL, SOCIAL, AND ECONOMIC ENVIRONMENT AND IS CONCERNED WITH A BROADLY CONCEIVED PROGRAM. CHAPTERS COVER: (1) ENVIRONMENT FOR DISTRIBUTIVE EDUCATION, ITS EDUCATIONAL, SOCIAL AND ECONOMIC RESPONSIBILITIES, (2) DISTRIBUTIVE EDUCATION AS A PROGRAM, AS IT IS AFFECTED BY THE 1968 VOCATIONAL EDUCATION AMENDMENTS, (3) AREAS OF INSTRUCTION IN PREPARATORY CURRICULUMS, AND HOW THEY RELATE TO EACH OTHER AND TO THE FIELD OF DISTRIBUTION, (4) METHODS TO ASSURE APPLICATION TO EMPLOYMENT REQUIREMENTS IN PREPARATORY PLANS, (5) IMPLICATIONS OF LEVELS OF TRAINING OPPORTUNITIES, AND (6) ORGANIZING AND ADMINISTERING PREPARATORY INSTRUCTION IN THE HIGH SCHOOL. A BIBLIOGRAPHY AND A GLOSSARY ARE APPENDED. (GR)

REPORT NUMBER: OE-82019

AVAILABILITY: SUPERINTENDENT OF DOCUMENTS, U.S. GOVERNMENT PRINTING OFFICE, WASHINGTON, D.C., (FS5.282:82109, \$.65)

INSTITUTION NAME: VIRGINIA COMMONWEALTH UNIV., RICHMOND.

SPONSORING AGENCY NAME: \* OFFICE OF EDUCATION (DHEW), WASHINGTON, D.C. DIV. OF VOCATIONAL AND TECHNICAL EDUCATION.

ACCESSION NUMBER: ED036712

CLEARINGHOUSE ACCESSION NUMBER: AC006432

PUBLICATION DATE: 69

TITLE: MANAGEMENT TRAINING IN RETAILING.

PERSONAL AUTHOR: VENESS, C. ROSINA

DESCRIPTOR: N BIBLIOGRAPHIES; CURRICULUM; EDUCATIONAL METHODS; \*GUIDELINES;  
INSTRUCTIONAL AIDS; INSTRUCTIONAL STAFF; \*MANAGEMENT EDUCATION; \*PROGRAM  
PLANNING; \*RETAILING; SCHEDULING; SELECTION; TRAINEES; TRAINING TECHNIQUES

IDENTIFIER: \*GREAT BRITAIN

EDRS PRICE: DOCUMENT NOT AVAILABLE FROM EDRS.

DESCRIPTIVE NOTE: 103P.

ISSUE: RIEJUL70

ABSTRACT: INTENDED FOR PROSPECTIVE MEMBERS OF THE NEW DISTRIBUTIVE  
INDUSTRIAL TRAINING BOARD IN GREAT BRITAIN, THIS TRAINING GUIDE CONCENTRATES ON  
MANAGERIAL FUNCTIONS IN RETAILING; THE SELECTION OF TRAINEES; THE PLANNING OF  
IN-COMPANY AND EXTERNAL TRAINING PROGRAMS; SCHEDULING AND CONTINUITY OF  
TRAINING; ROLES OF TRAINING PERSONNEL; AND THE USE OF VARIOUS METHODS,  
TECHNIQUES, AND AIDS. THE DOCUMENT INCLUDES A BIBLIOGRAPHY, INDEX, AND  
PERTINENT LEGISLATION. (LY)

AVAILABILITY: \$ - LONGMANS, GREEN AND COMPANY LIMITED, 48 GROSVENOR STREET,  
LONDON W.1, ENGLAND (12S 11D)

ACCESSION NUMBER: FD036537

CLFARINGHOUSE ACCESSION NUMBER: TE499866

PROGRAM AREA: 24

PUBLICATION DATE: 67

TITLE: THE RAILROAD ERA: BUSINESS COMPETITION AND THE PUBLIC INTEREST.  
PUBLIC ISSUES SERIES/HARVARD SOCIAL STUDIES PROJECT.

PERSONAL AUTHOR: OLIVER, DONALD W.; NEWMANN, FRED M.

DESCRIPTOR: L \*BUSINESS; MARKETING; \*RAIL TRANSPORTATION; SECONDARY  
EDUCATION; \*SOCIAL PROBLEMS; \*SOCIAL STUDIES; TEACHING GUIDES; TELEVISION;  
TRANSPORTATION

EDPS PRICE: DOCUMENT NOT AVAILABLE FROM EDPS.

DESCRIPTIVE NOTE: 64P.

ISSUE: RIEJUN70

ABSTRACT: SEE TF 499 864, ABOVE.

GRANT NUMBER: OEG-3-10-142

BUREAU NUMBER: BR-5-0669

INSTITUTION NAME: HARVARD UNIV., CAMBRIDGE, MASS. GRADUATE SCHOOL OF  
EDUCATION.

SPONSORING AGENCY NAME: OFFICE OF EDUCATION (DHEW), WASHINGTON, D.C. BUREAU  
OF RESEARCH.

ACCESSION NUMBER: ED036085

CLEARINGHOUSE ACCESSION NUMBER: EF003643

PUBLICATION DATE: 68

TITLE: RESEARCH ON POTENTIAL OF ADVANCED TECHNOLOGY FOR HOUSING. A BUILDING SYSTEM BASED ON FILAMENT WINDING AND NEW DEVELOPMENTS IN WATER AND WASTE MANAGEMENT.

DESCRIPTOR: BUILDING DESIGN; \*BUILDING MATERIALS; \*COMPONENT BUILDING SYSTEMS; CONSTRUCTION (PROCESS); CONSTRUCTION COSTS; \*HOUSING; \*HOUSING INDUSTRY; MARKETING; PREFABRICATION; RESEARCH; STRUCTURAL BUILDING SYSTEMS; \*TECHNOLOGICAL ADVANCEMENT

EDRS PRICE: DOCUMENT NOT AVAILABLE FROM EDRS.

DESCRIPTIVE NOTE: 85P.; AN ARCHITECTURAL RESEARCH LABORATORY PROJECT IN ASSOCIATION WITH AEROJET-GENERAL CORPORATION

ISSUE: RIFJUN70

ABSTRACT: THE UNIVERSITY OF MICHIGAN AND AEROJET CORPORATION REPORT THEIR DEVELOPMENT OF A NEW BUILDING SYSTEM WHICH WILL OFFER THE CONSUMER A HIGHER QUALITY PRODUCT AT LOWER COST. TO ACHIEVE THIS GOAL, THE UNIVERSITY-AEROJET PROPOSAL SUGGESTED FILAMENT WINDING (A PROCESS DERIVED FROM THE AEROSPACE PROGRAM FOR THE MANUFACTURE OF REINFORCED PLASTIC STRUCTURES) AS THE BASIS FOR THE DEVELOPMENT OF A NEW BUILDING SYSTEM FOR FAMILY HOUSING. THE STUDY CONCENTRATED FIRST ON CONCEPTUALIZING THE BUILDING SYSTEM TO BE DEVELOPED AND PROCEEDED WITH AN IDENTIFICATION OF ITS POTENTIAL EFFECTIVE PARAMETERS AS DETERMINED BY INHERENT ADVANTAGES, THE LIMITATIONS IMPOSED BY THE NATURE OF THE SYSTEM, AND THE PROBABLE EXTENT OF MARKET SUPPORT. (TC)

AVAILABILITY: ARCHITECTURAL RESEARCH LABORATORY, UNIVERSITY OF MICHIGAN, ANN ARBOR, MICHIGAN 48104

INSTITUTION NAME: MICHIGAN UNIV., ANN ARBOR.

SPONSORING AGENCY NAME: DEPARTMENT OF DEFENSE, WASHINGTON, D.C.

ACCESSION NUMBER: ED035834

CLEARINGHOUSE ACCESSION NUMBER: AC006348

PUBLICATION DATE: 69

TITLE: G OBJECTIVES FOR MANAGEMENT DEVELOPMENT PROGRAMS IN LARGE DEPARTMENT STORES: THEIR DETERMINATION AND IMPLICATIONS FOR PROGRAM DESIGN.

PERSONAL AUTHOR: WENTOPF, DOROTHY ARLENE

DESCRIPTOR: DISTRIBUTIVE EDUCATION; DOCTORAL THESES; \*MANAGEMENT DEVELOPMENT; \*OBJECTIVES; \*ORGANIZATION SIZE (GROUPS); ORIENTATION; \*PROGRAM PLANNING; QUESTIONNAIRES; \*RETAILING; RETRAINING; SKILL DEVELOPMENT; STANDARDS; SURVEYS

EDRS PRICE: DOCUMENT NOT AVAILABLE FROM EDRS.

DESCRIPTIVE NOTE: 227P.; PH. D. THESIS

ISSUE: R1EJUN70

ABSTRACT: THIS STUDY OF SUPERVISORY/MIDDLE MANAGEMENT DEVELOPMENT PROGRAMS FOR LARGE DEPARTMENT STORES FOCUSES ON THE DETERMINATION OF TRAINING OBJECTIVES AND THE IMPLICATIONS OF THESE OBJECTIVES FOR PROGRAM DESIGN. TO SURVEY CURRENT PRACTICE IN LARGE DEPARTMENT STORES, A QUESTIONNAIRE WAS SENT TO 71 LARGE STORES WHICH HAD AT LEAST 1000 EMPLOYEES. THIRTY ORGANIZATIONS REPRESENTING A TOTAL OF 281 STORE UNITS AND APPROXIMATELY 252,000 EMPLOYEES RESPONDED WITH COMPLETED QUESTIONNAIRES. GENERAL FINDINGS OF THE SURVEY SHOW THAT, ON THE WHOLE, SUPERVISORY/MANAGEMENT PROGRAMS IN THE LARGE DEPARTMENT STORES STUDIED ARE RATHER NARROW IN SCOPE AND AIMED AT RELATIVELY LOW LEVEL OBJECTIVES. THIS IS INDICATED BY THE TENDENCIES TO CONCEIVE OF DEVELOPMENT FOR THIS LEVEL AS A COURSE OR SERIES OF COURSES RATHER THAN A MANY-FACETED, SEQUENTIAL APPROACH; TO DEVOTE MOST EFFORTS TO TRAINING OF NEW SUPERVISORS AS OPPOSED TO CONTINUING DEVELOPMENT OR RETRAINING OF THE ENTIRE GROUP OF SUPERVISORS; TO CONCENTRATE ON PRESENT JOB RESPONSIBILITIES, COMPARED TO PREPARATION FOR POSSIBLE FUTURE PROMOTION; AND TO EMPHASIZE THE MANAGEMENT FUNCTIONS WHICH ARE USUALLY MOST ASSOCIATED WITH LOWER LEVELS OF SUPERVISION (SUPERVISION OF PEOPLE AND CONTROL OF DAY-TO-DAY OPERATIONS IN CONTRAST TO PLANNING AND INNOVATION AND HANDLING OF RISK AND UNCERTAINTY). (AUTHOR/NL)

AVAILABILITY: UNIVERSITY MICROFILMS, 300 N. ZEEB RD., ANN ARBOR, MICHIGAN, 48106 (ORDER NO. 69-9735, MF \$3.00, XEROGRAPHY \$10.35)

INSTITUTION NAME: WISCONSIN UNIV., MADISON.

ACCESSION NUMBER: ED035833

CLEARINGHOUSE ACCESSION NUMBER: AC006346

PUBLICATION DATE: 68

TITLE: VIDEO TAPE FEEDBACK IN THE DEVELOPMENT OF LISTENING SKILLS BY INDUSTRIAL SALESMEN.

PERSONAL AUTHOR: STPOH, THOMAS FREDERICK

DESCRIPTOR: ANALYSIS OF VARIANCE; BEHAVIOR CHANGE; CONTROL GROUPS; DOCTORAL THESES; EVALUATION; EXPERIMENTAL GROUPS; FEEDBACK; \*LISTENING; NONVERBAL COMMUNICATION; PERCEPTION; PHONOTAPE RECORDINGS; RESEARCH; ROLE PLAYING; \*SALESMANSHIP; \*SKILL DEVELOPMENT; TESTS; \*TRAINING TECHNIQUES; VERBAL COMMUNICATION; \*VIDEO TAPE RECORDINGS

EDRS PRICE: DOCUMENT NOT AVAILABLE FROM EDRS.

DESCRIPTIVE NOTE: 142P.; ED. D. THESIS

ISSUE: RIEJUN70

ABSTRACT: USING ROLE PLAYING AND CRITIQUE METHODOLOGY, THIS RESEARCH STUDY INVESTIGATED EFFECTS ON LEARNING CAUSED BY SELF-CONFRONTATION VIA VIDEO TAPE REPLAY COMPARED WITH AUDIO TAPE REPLAY. TWENTY-FIVE EXPERIENCED INDUSTRIAL SALESMEN WERE TAUGHT LISTENING SKILLS, THE USE OF OPEN-ENDED AND REFLECTIVE QUESTIONS, AND RELATED TECHNIQUES; AND EACH ROLE PLAYED THREE SALES INTERVIEWS IN PRIVATE WITH THE INVESTIGATOR. THEY WERE THEN DIVIDED INTO A CONTROL GROUP (AUDIO TAPE FEEDBACK) AND AN EXPERIMENTAL GROUP (VIDEO TAPE FEEDBACK). ALL SUBJECTS DEVELOPED AND APPLIED EFFECTIVE LISTENING SKILLS DURING TRAINING. OVERALL DIFFERENCES BETWEEN METHODS WERE NOT SIGNIFICANT. HOWEVER, VIDEO TAPE PROVED SUPERIOR IN REDUCING INTERRUPTIONS AND INCREASING THE SHARING OF THE CONVERSATION, WHILE AUDIO TAPE WAS SUPERIOR FOR ACTIVE LISTENING, NONVERBAL PERCEPTION, USE OF QUESTIONS, AND THE USE OF SUPPORTIVE STATEMENTS. VIDEO TAPE SUBJECTS DECREASED IN EFFECTIVENESS AFTER THE FIRST PERFORMANCE AND SELF-CONFRONTATION, BUT GAINED AFTER THE SECOND. CONTROL SUBJECTS IMPROVED STEADILY WITH EACH PERFORMANCE, AND MORE OR LESS EVENLY ON ALL CRITERIA. THE FACTORS OF AGE, SELLING EXPERIENCE, AND EDUCATION PROVED INSIGNIFICANT. (AUTHOR/LY)

AVAILABILITY: UNIVERSITY MICROFILMS, 300 N. ZEEB RD., ANN ARBOR, MICHIGAN, 48106 (ORDER NO. 69-15,170, MF \$3.00, XEROGRAPHY \$6.80)

INSTITUTION NAME: COLUMBIA UNIV., NEW YORK, N.Y.

ACCESSION NUMBER: ED034921

CLEARINGHOUSE ACCESSION NUMBER: AC006166

PUBLICATION DATE: 69

TITLE: TRAINING FOR RESULTS; A SYSTEMS APPROACH TO THE DEVELOPMENT OF HUMAN RESOURCES IN INDUSTRY.

PERSONAL AUTHOR: WARREN, MALCOLM W.

DESCRIPTOR: BIBLIOGRAPHIES; \*COST EFFECTIVENESS; EDUCATIONAL NEEDS; ESTIMATED COSTS; EVALUATION TECHNIQUES; FINANCIAL SUPPORT; \*GUIDES; \*INDUSTRIAL TRAINING; INSTRUCTIONAL DESIGN; INSTRUCTIONAL STAFF; \*MANAGEMENT DEVELOPMENT; PROFESSIONAL TRAINING; SALESMANSHIP; STATISTICAL DATA; SUPERVISORY TRAINING; \*SYSTEMS APPROACH

EDRS PRICE: DOCUMENT NOT AVAILABLE FROM EDRS.

DESCRIPTIVE NOTE: 249P.

ISSUE: RIEMAY70

ABSTRACT: USING THE SYSTEMS APPROACH, THIS BOOK EXPLORES TRAINING IN INDUSTRY AS AN ORGANIZATIONAL TOOL FOR DEVELOPING HUMAN RESOURCES, AND STRESSES TRAINING RESULTS AND RETURN ON INVESTMENT RATHER THAN TRAINING PROGRAMS AS SUCH. IT IS INTENDED AS A GUIDE FOR GENERAL MANAGERS, PERSONNEL AND INDUSTRIAL RELATIONS DIRECTORS, AND TRAINING DIRECTORS ON HOW TRAINING FUNCTIONS, HOW AND WHEN IT IS COST EFFECTIVE, HOW TO EVALUATE IT, AND HOW IT SHOULD BE STRUCTURED WITHIN THE MASS PRODUCTION, SALES, SUPERVISORY, ADMINISTRATIVE, AND TECHNICAL TRAINING FIELDS. INCLUDED ARE SECTIONS ON COST ESTIMATING AND EVALUATING TRAINING IN TERMS OF OBJECTIVES AND RESULTS. TRAINING SYSTEMS ELEMENTS (RESEARCH, ANALYSIS, DEVELOPMENT, OPERATIONS, EVALUATION) ARE ALSO EXPLAINED, TOGETHER WITH SUCH OTHER ASPECTS AS INSTRUCTIONAL DESIGN, FEEDBACK, FINANCIAL SUPPORT FOR EMPLOYEE SELF-IMPROVEMENT, AND THE ORGANIZATION AND STAFFING OF THE TRAINING FUNCTION. AN INDEX, BIBLIOGRAPHY, AND 19 TABLES AND FIGURES ARE ALSO INCLUDED. (LY)

AVAILABILITY: ADDISON-WESLEY PUBLISHING COMPANY, INC., READING, MASSACHUSETTS 01867

ACCESSION NUMBER: E0034144

CLFARINGHOUSE ACCESSION NUMBER: AC006157

PUBLICATION DATE: AUG 68

TITLE: MANAGEMENT TRAINING PROGRAM IN A DISCOUNT STORE.

PERSONAL AUTHOR: SETHI, MAMMOHAN SINGH

DESCRIPTOR: 7 BUSINESS ADMINISTRATION; CHIEF ADMINISTRATORS; DECISION MAKING; INVESTIGATIONS; \*MANAGEMENT DEVELOPMENT; MASTERS THESES; \*ON THE JOB TRAINING; PARTICIPANT SATISFACTION; PERCEPTION; \*PROGRAM EVALUATION; \*RETAILING; TRAINEES; TRAINING OBJECTIVES

EDRS PRICE: EDRS PRICE MF-\$0.25 HC-\$2.75

DESCRIPTIVE NOTE: 53P.; M.B.A. THESIS

ISSUE: RTEAPR70

ABSTRACT: THIS STUDY INQUIRED INTO THE OBJECTIVES OF MANAGEMENT TRAINING PROGRAMS IN TWO CHAINS OF DISCOUNT STORES, AND WHETHER THOSE WHO COMPLETE TRAINING BELIEVE THAT PROGRAM OBJECTIVES HAVE BEEN MET. QUESTIONNAIRE INTERVIEWS WERE HELD WITH TWO MANAGERS AND FOUR TRAINEES FROM ONE CHAIN, AND WITH TWO MANAGERS AND TWO TRAINEES FROM THE OTHER. TEN HYPOTHESES CONCERNING THE ACCEPTANCE AND THE REALIZATION OF CERTAIN OBJECTIVES WERE TESTED. THESE WERE AMONG THE CONCLUSIONS REACHED: (1) ALTHOUGH, AS INDICATED BY MANAGERS, TRAINING PROGRAMS STRESSED THE NEED FOR A BROAD VIEW OF THE COMPANY AND BETTER UNDERSTANDING OF HUMAN RELATIONS AND INTERACTION, TRAINEES FELT THAT SUCH OBJECTIVES WERE NOT BEING REALIZED, AT LEAST INITIALLY; (2) MANAGERS AND TRAINEES NEED A CLOSER INTERRELATIONSHIP TO ACHIEVE OVERALL PROGRAM OBJECTIVES; (3) AS FAR AS THE MANAGERS ARE CONCERNED, THE PROGRAMS HAVE MET MOST OF THEIR OBJECTIVES; (4) PROGRAMS HAVE GIVEN TRAINEES A KNOWLEDGE OF ORGANIZATIONAL FUNCTIONS, HELPED THEM TOWARD BETTER DECISION MAKING, APPARENTLY HAVE GIVEN THEM SELF-CONFIDENCE FOR ADVANCING TO POSITIONS OF INCREASED RESPONSIBILITY, AND SEEMINGLY HAVE ENABLED TRAINEES TO ADAPT THEIR THINKING TO NEW ENVIRONMENTAL SITUATIONS. (LY)

INSTITUTION NAME: ATLANTA UNIV., GA.

ACCESSION NUMBER: FDC33209

CLEARINGHOUSE ACCESSION NUMBER: VT009196

PUBLICATION DATE: 69

TITLE: DISADVANTAGED AND NON-DISADVANTAGED URBAN HIGH SCHOOL STUDENTS  
PERCEPTIONS OF WORK WITHIN GENERAL MERCHANDISE RETAIL DEPARTMENT STORES.

PERSONAL AUTHOR: BENNETT, JAMES GORDON

DESCRIPTOR: \*DISADVANTAGED YOUTH; \*DISTRIBUTIVE EDUCATION; EMPLOYEE  
ATTITUDES; EMPLOYMENT OPPORTUNITIES; EMPLOYMENT PRACTICES; EMPLOYMENT  
QUALIFICATIONS; JOB SATISFACTION; OCCUPATIONAL MOBILITY; PERCEPTION; RACIAL  
DISCRIMINATION; RATING SCALES; RETAILING; \*SALES OCCUPATIONS; \*STUDENT  
ATTITUDES; \*SURVEYS; WORK ATTITUDES

EDRS PRICE: DOCUMENT NOT AVAILABLE FROM EDRS.

DESCRIPTIVE NOTE: 119P.

ISSUE: RIEFEB70

ABSTRACT: IN THREE OHIO CITIES, A PERCEPTION SCALE OF 55 STATEMENTS WAS ADMINISTERED TO: (1) 350 BLACK STUDENTS IN SCHOOLS SERVING DISADVANTAGED YOUTH, (2) 600 WHITE STUDENTS IN SCHOOLS SERVING NON-DISADVANTAGED YOUTH, (3) 27 WHITE STUDENTS IN A SCHOOL SERVING DISADVANTAGED YOUTH, AND (4) 154 DEPARTMENT STORE WORKERS. AMONG EXTENSIVE FINDINGS WERE THE FOLLOWING: (1) THE PERCEPTIONS OF THE WHITE STUDENTS IN THE "DISADVANTAGED SCHOOL" MOST CLOSELY APPROXIMATED THE PERCEPTIONS OF THE STORE EMPLOYEES; THE BLACK STUDENTS WERE THE FARTHEST REMOVED, (2) LIKE THE EMPLOYEE GROUP, THE WHITE STUDENTS IN THE "DISADVANTAGED SCHOOL" BELIEVED THAT MINORITY AND WHITE APPLICANTS HAVE EQUAL CHANCES OF BEING HIRED AS SALESMEN, (3) WHITE STUDENTS IN "NON-DISADVANTAGED SCHOOLS" AGREED WITH EMPLOYEES THAT PERSONALITY, EDUCATIONAL ATTAINMENT, HEALTH, AND SPEAKING ABILITY ARE IMPORTANT, AND (4) THE BLACK STUDENTS ATTACHED IMPORTANCE TO EDUCATION BUT WERE LESS AWARE OF THE TRADITIONAL EMPLOYMENT REQUISITES AND GENERAL WORK RULES; THEY WERE MORE WILLING TO WORK FOR A MINIMUM WAGE AND BELIEVED FACTORY WORK WAS MORE STABLE. ALL AGREED THERE ARE FEW NON-WHITE MANAGEMENT PERSONNEL. THIS PH.D. DISSERTATION WAS SUBMITTED TO THE OHIO STATE UNIVERSITY. (JK)

AVAILABILITY: | UNIVERSITY MICROFILMS, INC., 300 NORTH ZEEB ROAD, ANN ARBOR,  
MICHIGAN 48106

ACCESSION NUMBER: ED032508

CLEARINGHOUSE ACCESSION NUMBER: AC005542

PUBLICATION DATE: 68

TITLE: INDUSTRIAL TRAINING PRACTICES.

PERSONAL AUTHOR: BEVERSTOCK, A.G.

DESCRIPTOR: AUDIOVISUAL AIDS; BIBLIOGRAPHIES; \*EDUCATIONAL LEGISLATION;  
HIGHER EDUCATION; \*INDUSTRIAL TRAINING; JOB ANALYSIS; \*MANAGEMENT DEVELOPMENT;  
OFFICE OCCUPATIONS; \*ORGANIZATIONS (GROUPS); PROGRAM PLANNING; SALES  
OCCUPATIONS; SUPERVISORY TRAINING; TECHNICAL EDUCATION; \*TRAINING TECHNIQUES

IDENTIFIER: \*GREAT BRITAIN; INDUSTRIAL TRAINING ACT OF 1964

EDRS PRICE: DOCUMENT NOT AVAILABLE FROM EDRS.

DESCRIPTIVE NOTE: 196P.

ISSUE: RIEFEB70

ABSTRACT: BASED PRIMARILY ON BRITISH CONDITIONS, THIS VOLUME CONCENTRATES ON METHODS OF INDUSTRIAL TRAINING FOR PRODUCTION WORKERS, CRAFTSMEN AND TECHNICIANS, OFFICE PERSONNEL, TECHNICIANS AND TECHNOLOGISTS, SUPERVISORS, MARKETING AND SALES PERSONNEL, AND THE JUNIOR, MIDDLE, AND SENIOR OR EXECUTIVE LEVELS OF MANAGEMENT. GENERAL PRINCIPLES AND FUNDAMENTAL CONCEPTS ARE INTRODUCED, FOLLOWED BY PROVISIONS OF THE INDUSTRIAL TRAINING ACT OF 1964 AND THE FUNCTIONS OF VARIOUS IMPLEMENTING BODIES. SUCH ASPECTS AS CRAFT TRAINING, ON THE JOB TRAINING, RECRUITMENT AND SCREENING, JOB ANALYSIS, THE INDUCTION AND ORIENTATION OF YOUNG WORKERS, RELEASED-TIME TECHNICAL HIGHER EDUCATION, DEVELOPMENT OF TRAINING OFFICERS, PROGRAM EVALUATION, AND COOPERATION WITH EDUCATIONAL INSTITUTIONS AND TRADE UNIONS, ARE COVERED. GUIDELINES ARE ALSO OFFERED FOR USING LECTURES, GROUP DISCUSSION, PROGRAM INSTRUCTION, CASE STUDIES, FILMS, AND OTHER ACTIVITIES AND RESOURCES. THE DOCUMENT INCLUDES CHAPTER REFERENCES, INDEX, BIBLIOGRAPHY, ORGANIZATIONS, ADULT SCHOOLS, TRAINING SCHEMES AT DIFFERENT LEVELS, AND RECENT ACTIVITIES OF THE INDUSTRIAL TRAINING BOARDS. (LY)

AVAILABILITY: CLASSIC PUBLICATIONS LTD., RECORDER HOUSE, CHURCH STREET,  
LONDON N. 16, ENGLAND (50S)

ACCESSION NUMBER: E0032435

CLEARINGHOUSE ACCESSION NUMBER: VT009503

PUBLICATION DATE: JUN 69

TITLE: I A COMPETENCY PATTERN APPROACH TO CURRICULUM CONSTRUCTION IN DISTRIBUTIVE TEACHER EDUCATION. FINAL REPORT OF RESEARCH PROJECT, VOL. V.

PERSONAL AUTHOR: CRAWFORD, LUCY C.

DESCRIPTOR: CHARTS; CURRICULUM DEVELOPMENT; \*CURRICULUM RESEARCH; \*DISTRIBUTIVE EDUCATION; DISTRIBUTIVE EDUCATION TEACHERS; INSTRUCTOR COORDINATORS; \*JOB SKILLS; NATIONAL SURVEYS; OCCUPATIONAL INFORMATION; OCCUPATIONS; \*RETAILING; \*TASK ANALYSIS; TEACHER EDUCATION; TEACHING SKILLS

EDRS PRICE: EDRS PRICE MF-\$1.00 HC-\$12.60

DESCRIPTIVE NOTE: 250P.

ISSUE: R1EJAN70

ABSTRACT: THIS STUDY INVOLVED ALL DISTRIBUTIVE EDUCATION STATE SUPERVISORY AND TEACHER EDUCATION PERSONNEL IN THE UNITED STATES, 48 DISTRIBUTIVE EDUCATION TEACHER COORDINATORS, AND 400 DISTRIBUTIVE WORKERS AT ENTRY, SUPERVISORY, AND MANAGEMENT LEVELS. THIS DOCUMENT, VOLUME V, IS THE FINAL VOLUME IN THE REPORT OF THE PROJECT, AND INCLUDES FINAL REPORTS OF PHASES II AND III OF THE STUDY. THE CRITICAL TASKS, COMPETENCIES NEEDED TO PERFORM THE TASKS, AND A CROSS-TABULATION OF COMPETENCIES NEEDED BY WORKERS ARE PRESENTED FOR SELECTED CATEGORIES OF DEPARTMENT AND VARIETY STORES IN VOLUME II (VT 005 974), FOOD STORES, SERVICE STATIONS, AND WHOLESALING IN VOLUME III (VT 005 975), AND HOTEL-MOTEL AND RESTAURANTS IN VOLUME IV (VT 005 976). VOLUME I (VT 005 973) INCLUDES A PHILOSOPHY OF DISTRIBUTIVE EDUCATION, THE CRITICAL TASKS OF HIGH SCHOOL DISTRIBUTIVE EDUCATION TEACHER COORDINATOR, THE PROFESSIONAL COMPETENCIES NEEDED TO PERFORM THE CRITICAL TASKS, THE TECHNICAL COMPETENCIES NEEDED TO DEVELOP IDENTIFIED COMPETENCIES OF SELECTED DISTRIBUTIVE WORKERS, AND A CROSS TABULATION OF COMPETENCIES NEEDED BY SELECTED DISTRIBUTIVE WORKERS. (CH)

GRANT NUMBER: OEG-6-85-044

INSTITUTION NAME: VIRGINIA POLYTECHNIC INST., BLACKSBURG.

SPONSORING AGENCY NAME: OFFICE OF EDUCATION (DHEW), WASHINGTON, D.C. BUREAU OF RESEARCH.

ACCESSION NUMBER: FD032385

CLEARINGHOUSE ACCESSION NUMBER: VT005975

PUBLICATION DATE: 31 DEC 67

TITLE: A COMPETENCY PATTERN APPROACH TO CURRICULUM CONSTRUCTION IN  
DISTRIBUTIVE TEACHER EDUCATION. FINAL REPORT, VOLUME III.

PERSONAL AUTHOR: CRAWFORD, LUCY C.

DESCRIPTOR: 1 CRITICAL INCIDENTS METHOD; CURRICULUM DEVELOPMENT; \*CURRICULUM  
RESEARCH; \*DISTRIBUTIVE EDUCATION; INSTRUCTOR COORDINATORS; \*JOB SKILLS;  
OCCUPATIONAL INFORMATION; OCCUPATIONS; \*RETAILING; \*TASK ANALYSIS; TEACHER  
EDUCATION; TEACHING SKILLS

FDRS PRICE: FDRS PRICE MF-\$1.25 HC-\$15.95

DESCRIPTIVE NOTE: 317P.

ISSUE: RIEJAN70

ABSTRACT: THIS STUDY INVOLVES ALL DISTRIBUTIVE EDUCATION STATE SUPERVISORY  
AND TEACHER EDUCATION PERSONNEL IN THE UNITED STATES, 48 DISTRIBUTIVE EDUCATION  
TEACHER COORDINATORS, AND 400 DISTRIBUTIVE WORKERS AT THE ENTRY, SUPERVISORY,  
AND MANAGEMENT LEVELS. THIS DOCUMENT, VOLUME III, INCLUDES THE CRITICAL TASKS,  
COMPETENCIES NEEDED TO PERFORM THE TASKS, AND A CROSS TABULATION OF  
COMPETENCIES NEEDED BY WORKERS IN SELECTED CATEGORIES OF FOOD STORES, SERVICE  
STATIONS, AND WHOLESALE. VOLUME II (VT 005 974) AND VOLUME IV (VT 005 976)  
INCLUDE THE SAME INFORMATION FOR THE AREAS OF DEPARTMENT STORES, VARIETY  
STORES, HOTELS-MOTELS, AND RESTAURANTS. VOLUME I (VT 005 973) INCLUDES A  
PHILOSOPHY OF DISTRIBUTIVE EDUCATION, THE CRITICAL TASKS OF THE HIGH SCHOOL  
DISTRIBUTIVE EDUCATION TEACHER COORDINATOR, THE PROFESSIONAL COMPETENCIES  
NEEDED TO PERFORM THE CRITICAL TASKS, THE TECHNICAL COMPETENCIES NEEDED TO  
DEVELOP IDENTIFIED COMPETENCIES OF SELECTED DISTRIBUTIVE WORKERS AND A CROSS  
TABULATION OF COMPETENCIES NEEDED BY SELECTED DISTRIBUTIVE WORKERS. VOLUME V  
(VT 009 085) INCLUDES FINAL REPORTS OF PHASES II AND III OF THE STUDY. (MM)

GRANT NUMBER: OEG-6-85-044

INSTITUTION NAME: VIRGINIA POLYTECHNIC INST., BLACKSBURG.

SPONSORING AGENCY NAME: OFFICE OF EDUCATION (DHEW), WASHINGTON, D.C. BUREAU  
OF RESEARCH.

ACCESSION NUMBER: FD031652

CLEARINGHOUSE ACCESSION NUMBER: AC005047

PUBLICATION DATE: JUL 68

TITLE: \* BACIE REGISTER OF PROGRAMMED INSTRUCTION IN THE FIELD OF EDUCATION AND TRAINING IN COMMERCE AND INDUSTRY. VOLUME 2, 1968.

DESCRIPTOR: X \*BUSINESS EDUCATION; CHEMISTRY; ELECTRICITY; ELECTRONICS; ENGINEERING EDUCATION; \*INDUSTRIAL TRAINING; INFORMATION SOURCES; \*MANAGEMENT EDUCATION; \*MATHEMATICS; PHYSICS; \*PROGRAMED INSTRUCTION; \*PROGRAMED MATERIALS; SALESMANSHIP

IDENTIFIER: GREAT BRITAIN

EDPS PRICE: DOCUMENT NOT AVAILABLE FROM EDPS.

DESCRIPTIVE NOTE: 203P.

ISSUE: RIEJAN70

ABSTRACT: THE BRITISH ASSOCIATION FOR COMMERCIAL AND INDUSTRIAL EDUCATION HAS INCLUDED IN ITS REGISTER OF ANNOTATED PROGRAMED INSTRUCTIONAL MATERIALS: PROGRAMS AVAILABLE IN THE UNITED KINGDOM; PROGRAMS DEALING WITH INDUSTRIAL AND COMMERCIAL TRAINING AND RELATED FURTHER EDUCATION; AND INFORMATION AS SUPPLIED BY THE AUTHORS OR PRODUCERS OF PROGRAMS. THE AREAS COVERED ARE: CHEMISTRY; COMMERCIAL SUBJECTS 12 SUBHEADS ; COMPUTERS; ELECTRICITY; ELECTRONICS; ENGINEERING 13 SUBHEADS ; INDUSTRIAL PROCESSES AND TECHNIQUES 6 SUBHEADS ; MANAGEMENT SUBJECTS 5 SUBHEADS ; MATHEMATICS 11 SUBHEADS ; PHYSICS; POLICE PROCEDURES; SALES 4 SUBHEADS ; TRAINING 2 SUBHEADS . ALSO INCLUDED ARE A SUBJECT INDEX AND A LIST OF PRODUCERS -- PUBLISHERS, CONSULTANTS, FIRMS, GOVERNMENT DEPARTMENTS, AND EDUCATIONAL ESTABLISHMENTS. (NL)

AVAILABILITY: BRITISH ASSOCIATION FOR COMMERCIAL AND INDUSTRIAL EDUCATION, 16 PARK CRESCENT, REGENT'S PARK, LONDON, ENGLAND (MEMBERS 30S; 45S NON-MEMBERS)

INSTITUTION NAME: BRITISH ASSOCIATION FOR COMMERCIAL AND INDUSTRIAL EDUCATION, LONDON (ENGLAND).

ACCESSION NUMBER: F0029946

CLEARINGHOUSE ACCESSION NUMBER: VT006188

PUBLICATION DATE: MAR 68

TITLE: OCCUPATIONS FOR YOU. PART TWO.

DESCRIPTOR: \*CAREER PLANNING; CLERICAL OCCUPATIONS; EDUCATIONAL NEEDS;  
EMPLOYMENT PROJECTIONS; EMPLOYMENT QUALIFICATIONS; INFORMATION SOURCES; JOB  
SKILLS: \*OCCUPATIONAL GUIDANCE; \*OCCUPATIONAL INFORMATION; SALES OCCUPATIONS;  
SERVICE OCCUPATIONS; \*STUDY GUIDES; WAGES; WORK ENVIRONMENT

EDRS PRICE: EDRS PRICE MF-\$0.50 HC-\$5.70

DESCRIPTIVE NOTE: 112P.

ISSUE: R1E0CT69

ABSTRACT: 6 THE BOOKLET IS INTENDED TO ASSIST YOUNG PEOPLE TO SECURE INFORMATION IMPORTANT TO MAKING VOCATIONAL CHOICES. INFORMATION ABOUT THE FOLLOWING WORKERS IS INCLUDED: (1) CASHIERS, (2) KEYPUNCH OPERATORS, (3) MAIL CARRIERS AND POSTAL CLERKS, (4) SECRETARIES, (5) SHIPPING AND RECEIVING CLERKS, (6) STOCK CLERKS AND GENERAL STOCK HANDLERS, (7) TYPISTS, (8) OUTSIDE SALESMEN, (9) SALES CLERKS, (10) BARBERS, (11) BEAUTY OPERATORS, (12) DRYCLEANERS, (13) HOSPITAL ATTENDANTS AND NURSE AIDES, (14) LAUNDRY WORKERS, (15) LICENSED PRACTICAL NURSES, (16) TAXI DRIVERS, (17) TELEPHONE OPERATORS, (18) WAITERS AND WAITRESSES, (19) COMMERCIAL ARTISTS, (20) FACTORY ASSEMBLERS, (21) FIREMEN, (22) POLICEMEN AND POLICEWOMEN. FOR EACH GROUP, INFORMATION IS ORGANIZED UNDER THE HEADINGS: (1) WHAT THEY DO, (2) TRAINING AND REQUIREMENTS, (3) EARNINGS AND WORKING CONDITIONS, (4) EMPLOYMENT OUTLOOK, AND (5) WHERE TO GET FURTHER INFORMATION. ED 017 704 IS A RELATED DOCUMENT WHICH SUPPLIES INFORMATION ABOUT OTHER OCCUPATIONS. (JK)

INSTITUTION NAME: ALLINGTON CORP., ALEXANDRIA, VA.

ACCESSION NUMBER: ED029635

CLEARINGHOUSE ACCESSION NUMBER: JC690159

PUBLICATION DATE: 69

TITLE: BUSINESS'S BEST SELLER--IT'S CALLED RETAILING.

PERSONAL AUTHOR: BERNARD, LOUISE

DESCRIPTOR: \*DISTRIBUTIVE EDUCATION; \*JUNIOR COLLEGES; \*MERCHANDISING;  
\*RETAILING; \*SALES OCCUPATIONS; WORKSHOPS

EDRS PRICE: EDRS PRICE MF-\$0.25 HC-\$0.40

DESCRIPTIVE NOTE: 6P.

ISSUE: RIEOCT69

ABSTRACT: THIS ADDRESS, GIVEN AT A WORKSHOP ON DISTRIBUTIVE EDUCATION, DEALT PRIMARILY WITH THE COORDINATION OF CLASSROOM THEORIES OF RETAIL SELLING WITH THEIR APPLICATION IN THE STORE. THE TEACHER-COORDINATOR, WHO IS RESPONSIBLE FOR THIS STEP, OFTEN HAS SUCH A FULL PROGRAM THAT HE TENDS TO OVERLOOK IT. THE TEACHER MUST WORK WITH THE MERCHANT FOR AN EFFECTIVE COORDINATING PLAN, ADHERE TO IT, AND RECORD THE FINDINGS FOR EVALUATION. HE SHOULD MAKE MORE USE OF THE "DOWNTOWN TEACHER," SOMEONE DESIGNATED BY MANAGEMENT TO SPONSOR THE STUDENT WHILE HE IS ACTUALLY WORKING AT THE STORE. THUS, THE TEACHER, THE SPONSOR, AND MANAGEMENT ALL HAVE A PART IN THIS COORDINATION. A WELL-TRAINED AND ENTHUSIASTIC SPONSOR CAN ADD EFFECTIVENESS AND MEANING TO CLASSROOM LEARNING AND, AT THE SAME TIME, IMPROVE HIS OWN SUPERVISORY TECHNIQUES. HE SHOULD RECEIVE RECOGNITION FOR THIS TASK NOT ONLY FROM MANAGEMENT BUT ALSO FROM HIS COLLEAGUES. AN ACTIVE TEACHER-COORDINATOR WILL KEEP UP TO DATE ON RETAIL ACTIVITY AND CHANGE, BUILD UP THE CONFIDENCE OF MANAGEMENT IN THE PROGRAM, PROVIDE GOOD PUBLIC RELATIONS FOR THE COLLEGE, AND FIND RELEVANT CASE STUDIES FOR THE CLASSROOM. COORDINATION MAY BE HANDLED AS (1) ROUTINE OBSERVATIONS AT THE STORE, (2) VISITS WITH THE STUDENT TO DEMONSTRATE ON-THE-JOB TRAINING, (3) DISCUSSIONS WITH THE SPONSOR ON SPECIAL TECHNIQUES NEEDED BY THE STUDENT, OR (4) FORMAL CONFERENCES WITH THE SPONSOR ON THE STUDENT'S PROGRESS. (HH)

ACCESSION NUMBER: EC028399

CLEARINGHOUSE ACCESSION NUMBER: AC004260

PUBLICATION DATE: 67

TITLE: L AN EMPIRICAL INVESTIGATION OF THE EFFECTIVENESS OF EXECUTIVE DEVELOPMENT PROGRAMS AS PERCEIVED BY PARTICIPATING MARKETING AND SALES EXECUTIVES.

PERSONAL AUTHOR: TRICKETT, WILSON L.

DESCRIPTOR: \*CHIEF ADMINISTRATORS; DOCTORAL THESES; FOLLOWUP STUDIES; HETEROGENEOUS GROUPING; HOMOGENEOUS GROUPING; \*MANAGEMENT DEVELOPMENT; \*MARKETING; \*PARTICIPANT SATISFACTION; PROGRAM CONTENT; \*PROGRAM EVALUATION; TEACHING TECHNIQUES; UNIVERSITY EXTENSION

EDRS PRICE: DOCUMENT NOT AVAILABLE FROM EDRS.

DESCRIPTIVE NOTE: 122P.; PH. D. THESIS.

ISSUE: RIESEP69

ABSTRACT: A STUDY OF THE EFFECTIVENESS OF EXECUTIVE DEVELOPMENT PROGRAMS FOR MARKETING AND SALES EXECUTIVES TESTED THREE HYPOTHESES: (1) PARTICIPATION IN SUCH PROGRAMS RESULTS IN IDENTIFIABLE BENEFITS AS PERCEIVED BY THE PARTICIPANTS; (2) ACADEMICALLY ORIENTED EXECUTIVE DEVELOPMENT PROGRAMS HAVE SIGNIFICANT ADVANTAGES OVER COMPANY ORIENTED PROGRAMS AS PERCEIVED BY PARTICIPANTS; AND (3) PROGRAM BENEFITS AS SEEN BY PARTICIPANTS ARE ENDURING. PHASES OF THE STUDY WERE AN EVALUATION OF A 2 1/2 WEEK GRADUATE SCHOOL OF SALES MANAGEMENT AND MARKETING (1962), A QUESTIONNAIRE SURVEY OF 84 MANAGEMENT AND MARKETING EXECUTIVES (1964), AND A FOLLOWUP EVALUATION IN 1965 OF THE EFFECTIVENESS OF THE PROGRAMS. THE HYPOTHESES WERE BASICALLY SUBSTANTIATED. HOWEVER, THERE WAS RELATIVELY LITTLE ENTHUSIASM FOR COMPANY PROGRAMS AS COMPARED TO ACADEMICALLY ORIENTED PROGRAMS. THREE MAJOR FEATURES OF THE MORE SUCCESSFUL PROGRAMS WERE: (1) PARTICIPANTS HAD BOTH THE DESIRE AND THE CAPACITY TO DEVELOP; (2) THE BEST QUALIFIED INSTRUCTORS WERE UNIVERSITY FACULTY WITH A BUSINESS OR BUSINESS CONSULTING BACKGROUND; (3) THE CURRICULUM FITTED EXECUTIVES' DAILY EMPLOYMENT NEEDS, USED THE BEST LEARNING TECHNIQUES, AND INVOLVED DISCUSSION AMONG PARTICIPANTS AND WITH FACULTY. (AUTHOR/LY)

AVAILABILITY: UNIVERSITY MICROFILMS, 300 N. ZEEB RD., ANN ARBOR, MICHIGAN 48106 (ORDER NO. 68-4228, MF \$3.00, XEROGRAPHY \$6.00).

INSTITUTION NAME: MICHIGAN STATE UNIV., EAST LANSING.

ACCESSION NUMBER: E0028322

CLEARINGHOUSE ACCESSION NUMBER: AC003299

PUBLICATION DATE: JAN 68

TITLE: A CONSPECTUS OF MANAGEMENT COURSES.

DESCRIPTOR: AUTOMATION; \*COLLEGES; COMMUNICATION SKILLS; COMPUTERS;  
\*CONTINUING EDUCATION CENTERS; \*COURSE DESCRIPTIONS; CREDIT COURSES; DECISION  
MAKING; ECONOMICS; HUMAN RELATIONS; \*MANAGEMENT DEVELOPMENT; MARKETING;  
MATHEMATICS; MONEY MANAGEMENT; PERSONNEL; PRODUCTIVITY; PSYCHOLOGY; SOCIOLOGY;  
STUDENT COSTS; \*UNIVERSITIES

IDENTIFIER: DIPLOMA IN MANAGEMENT STUDIES; GREAT BRITAIN

EDRS PRICE: DOCUMENT NOT AVAILABLE FROM EDRS.

DESCRIPTIVE NOTE: 308P.; SEVENTH EDITION.

ISSUE: RIESEP69

ABSTRACT: \$ THIS CATALOG OF MANAGEMENT COURSES LISTS ONLY DIPLOMA IN  
MANAGEMENT STUDIES AVAILABLE IN THE BRITISH ISLES AT BUSINESS SCHOOLS,  
UNIVERSITIES, COLLEGES OF TECHNOLOGY, COMMERCE, AND FURTHER EDUCATION, AND  
SELECTED INDEPENDENT COLLEGES, MANAGEMENT CONSULTANTS CENTERS, ADULT EDUCATION  
COLLEGES, PROFESSIONAL INSTITUTIONS, AND PRIVATE ORGANIZATIONS. THE INFORMATION  
IS PRESENTED IN THREE SECTIONS--(1) REFERENCE GRID PAGES, (2) INSTITUTION  
PAGES, AND (3) COURSE DESCRIPTIONS, UNDER THE TYPE OF INSTITUTION WHICH GIVES  
THEM (UNIVERSITIES, COLLEGES, OR INDEPENDENT CENTERS), AND INCLUDES TITLES,  
NAMES AND ADDRESSES OF CENTERS, DURATION, MANAGEMENT LEVEL, QUALIFICATION  
REQUIRED, COSTS, AND FREQUENCY. NO UNDERGRADUATE COURSES AND ONLY THOSE OF FIVE  
DAYS OR LONGER ARE LISTED UNDER THE FIVE CATEGORIES OF GENERAL MANAGEMENT,  
FUNCTIONAL MANAGEMENT (FINANCES, PRODUCTION, MARKETING, PERSONNEL, TRAINING),  
MANAGEMENT TECHNIQUES (AUTOMATION, COMPUTERS, MANAGEMENT SERVICES), MANAGEMENT  
SKILLS (COMMUNICATIONS, DECISION MAKING, HUMAN RELATIONS), AND BACKGROUND  
COURSES (MATHEMATICS, ECONOMICS, SOCIOLOGY, PSYCHOLOGY). (PT)

AVAILABILITY: BRITISH INSTITUTE OF MANAGEMENT, MANAGEMENT HOUSE, 80 FETTER  
LANE, LONDON, E.C. 4, ENGLAND (635).

INSTITUTION NAME: BRITISH INST. OF MANAGEMENT, LONDON (ENGLAND).

ACCESSION NUMBER: FD027464

CLEARINGHOUSE ACCESSION NUMBER: AC003775

PUBLICATION DATE: 68

TITLE: SMALL BUSINESS MANAGEMENT. PART I, A SUGGESTED COURSE OUTLINE.

DESCRIPTOR: S \*BUSINESS EDUCATION; \*COURSE CONTENT; CREDIT (FINANCE);  
CURRICULUM GUIDES: \*DISTRIBUTIVE EDUCATION; MERCHANDISING; MONEY MANAGEMENT;  
\*ORGANIZATION SIZE (GROUPS); PUBLICIZE; RECORDKEEPING; SALESMANSHIP; \*TEACHING  
TECHNIQUES

EDRS PRICE: EDRS PRICE MF-\$0.50 HC-\$3.95

DESCRIPTIVE NOTE: 77P.; REVISED EDITION.

ISSUE: RIEAUG69

\*ABSTRACT: IN THIS CURRICULUM GUIDE ON SMALL BUSINESS MANAGEMENT, LESSONS (INCLUDING SPECIFIC COURSE CONTENT AND TEACHING SUGGESTIONS) ARE DEVELOPED AROUND GENERAL TRAITS AND PRACTICES CONDUCTIVE TO SUCCESS IN SMALL BUSINESSES, LOANS AND OTHER SOURCES OF CAPITAL, BUDGETING AND PLANNING, RECORDKEEPING, MARKETING AND SELLING, ADVERTISING AND SALES PROMOTION, AND CREDIT AND COLLECTIONS. REFERENCES AND TEACHING MATERIALS ARE LISTED. (FREE COPIES ARE AVAILABLE TO NEW YORK STATE SCHOOL PERSONNEL WHEN ORDERED THROUGH A SCHOOL ADMINISTRATOR FROM THE PUBLICATION DISTRIBUTION UNIT, STATE EDUCATION BUILDING, ALBANY, NEW YORK 12224.) (LY)

INSTITUTION NAME: NEW YORK STATE EDUCATION DEPT., ALBANY. BUREAU OF BASIC CONTINUING EDUCATION.

ACCESSION NUMBER: ED027429

CLEARINGHOUSE ACCESSION NUMBER: VT007953

PROGRAM AREA: DR

PUBLICATION DATE: JAN 69

TITLE: Q SURVEY TO DETERMINE APPROPRIATE OCCUPATIONAL PROGRAMS IN THE FIELD OF DISTRIBUTION AND MARKETING AT VARIOUS LEVELS OF EDUCATION. FINAL REPORT. VOL. II: PLACES TO TEACH, TIME REQUIREMENTS, AND TEACHER PREPARATION.

PERSONAL AUTHOR: PECK, CHARLES E.; DENMAN, F. L.

DESCRIPTOR: \* CURRICULUM PLANNING; CURRICULUM RESEARCH; \*DISTRIBUTIVE EDUCATION; DISTRIBUTIVE EDUCATION TEACHERS; \*EDUCATIONAL NEEDS; EMPLOYMENT QUALIFICATIONS; INDIVIDUAL CHARACTERISTICS; \*JOB SKILLS; MARKETING; POST SECONDARY EDUCATION; \*PROGRAM LENGTH; QUESTIONNAIRES; \*SALES OCCUPATIONS; SECONDARY EDUCATION; SURVEYS; TEACHER ATTITUDES; TEACHER EDUCATION

FDRS PRICE: FDRS PRICE MF-\$0.75 HC-\$9.15

DESCRIPTIVE NOTE: 1R1P.

ISSUE: RIEJUL69

ABSTRACT: VOLUME II OF THIS STUDY REPORTS TWO NATIONWIDE SURVEYS OF DISTRIBUTIVE EDUCATION TEACHER-COORDINATORS: (1) SURVEY OF TIME AND PLACE FOR TEACHING DISTRIBUTIVE EDUCATION TOPICS AND (2) SURVEY OF ADDED TRAINING NEEDED BY THE TEACHER-COORDINATOR. FROM THE POPULATION OF BOTH THE HIGH SCHOOLS AND THE COMMUNITY COLLEGES, A SYSTEMATIC RANDOM SAMPLE OF NAMES WAS SELECTED FROM A LIST OF ALL HIGH SCHOOL COORDINATORS; 430 FOR ONE SURVEY AND 451 FOR THE OTHER. FROM THE COMMUNITY COLLEGES, THE TOTAL OF 364 NAMES WAS RANDOMLY DIVIDED WITH ONE HALF RECEIVING ONE QUESTIONNAIRE AND THE OTHER HALF RECEIVING THE OTHER. TWO PRINCIPAL CONCLUSIONS WERE DRAWN FROM THIS STUDY: (1) IN THE TIME AVAILABLE TO MOST DISTRIBUTIVE EDUCATION PROGRAMS, BOTH HIGH SCHOOL AND COMMUNITY COLLEGE DISTRIBUTIVE EDUCATION GRADUATES CAN BE ADEQUATELY PREPARED, AND (2) NEITHER HIGH SCHOOL NOR COMMUNITY COLLEGE TEACHER-COORDINATORS FEEL ANY GREAT NEED FOR ADDITIONAL TRAINING IN SUBJECTS OR PERSONAL CHARACTERISTICS WHICH THEY BELIEVE BELONG IN THE DISTRIBUTIVE EDUCATION CLASSROOM. FROM THESE, IT IS RECOMMENDED THAT (1) CURRICULUM INVOLVE TEACHERS FROM OTHER DISCIPLINES, (2) CURRICULUMS BE REVIEWED IN EACH STATE, AND (3) FORMAL ARRANGEMENT WITH EMPLOYERS BE MADE TO SUPERVISE PERSONAL DEVELOPMENT ON THE JOB. VOLUME I IS AVAILABLE AS VT 007 952. (MU)

GRANT NUMBER: OEG-4-6-03127-1724

BUREAU NUMBER: BR-5-1327

INSTITUTION NAME: WASHINGTON UNIV., SEATTLE.

SPONSORING AGENCY NAME: OFFICE OF EDUCATION (DHEW), WASHINGTON, D.C.

ACCESSION NUMBER: E002742R

CLEARINGHOUSE ACCESSION NUMBER: VT007952

PROGRAM AREA: 08

PUBLICATION DATE: JAN 68

TITLE: X SURVEY TO DETERMINE APPROPRIATE OCCUPATIONAL PROGRAMS IN THE FIELD OF DISTRIBUTION AND MARKETING AT VARIOUS LEVELS OF EDUCATION. FINAL REPORT. VOL. I: RELATIVE IMPORTANCE AND PREPARATION FOR DISTRIBUTIVE EDUCATION SUBJECT AREA.

PERSONAL AUTHOR: PECK, CHARLES E.; DENMAN, F.L.

DESCRIPTOR: CURRICULUM PLANNING; CURRICULUM RESEARCH; \*DISTRIBUTIVE EDUCATION; DISTRIBUTIVE EDUCATION TEACHERS; \*EDUCATIONAL NEEDS; EMPLOYER ATTITUDES; \*EMPLOYMENT QUALIFICATIONS; INDIVIDUAL CHARACTERISTICS; INTERVIEWS; \*JOB SKILLS; MARKETING; POST SECONDARY EDUCATION; PROGRAM LENGTH; QUESTIONNAIRES; \*SALES OCCUPATIONS; SECONDARY EDUCATION; SURVEYS; TEACHER ATTITUDES

EDRS PRICE: EDRS PRICE MF-\$1.50 HC-\$20.25

DESCRIPTIVE NOTE: 403P.

ISSUE: PIEJUL69

ABSTRACT: TWO SURVEYS WERE MADE TO FIND OUT (1) WHAT PERSONAL CHARACTERISTICS, KNOWLEDGE, AND SKILLS ARE NEEDED FOR COMPETENCY IN DISTRIBUTION-TYPE JOBS, (2) HOW MUCH CLASSROOM TIME THESE TOPICS NEED, AND (3) WHERE THEY SHOULD BE TAUGHT. ONE SURVEY CONSISTED OF PERSONAL INTERVIEWS WITH BUSINESSMEN TO DETERMINE THE KNOWLEDGE, SKILLS, AND PERSONAL CHARACTERISTICS WHICH ARE IMPORTANT TO DISTRIBUTION EMPLOYEES IN THEIR JOBS. IT COVERED A STRATIFIED RANDOM SAMPLE OF 250 MARKETING FIRMS IN THE STATE OF WASHINGTON. THE SECOND SURVEY WAS A COMPLETE CENSUS OF 96 TEACHER-COORDINATORS IN HIGH SCHOOL, COMMUNITY COLLEGE, AND VOCATIONAL-TECHNICAL DISTRIBUTIVE EDUCATION PROGRAMS IN THE STATE OF WASHINGTON. THE COORDINATORS MADE JUDGEMENTS REGARDING THE NUMBER OF CLASSROOM HOURS NEEDED TO TEACH THE SUBJECT MATTER INVESTIGATED IN THE BUSINESS SURVEY AND WHERE IT SHOULD BE TAUGHT. THE STUDY REVEALED SEVEN AREAS OF GREATEST IMPORTANCE: (1) JOB KNOWLEDGE, (2) HUMAN RELATIONS, (3) PERSONAL CHARACTERISTICS, (4) COMMUNICATIONS, (5) MATHEMATICS, (6) SALESMANSHIPS, AND (7) BUSINESS MANAGEMENT. RECOMMENDATIONS INCLUDED THE FOLLOWING SUGGESTIONS FOR DISTRIBUTIVE EDUCATION CURRICULUMS: COOPERATIVE PROGRAMS AND INSTRUCTION IN HUMAN RELATIONS, COMMUNICATIONS, MATHEMATICS, SALESMANSHIP, MANAGEMENT, AND PERSONAL DEVELOPMENT. VOLUME II IS AVAILABLE AS VT 007 953. (MU)

GRANT NUMBER: OEG-4-6-051327-1724

BUREAU NUMBER: RP-5-1327

INSTITUTION NAME: WASHINGTON UNIV., SEATTLE.

SPONSORING AGENCY NAME: OFFICE OF EDUCATION (DHEW), WASHINGTON, D.C.

ACCESSION NUMBER: FD025699

CLEARINGHOUSE ACCESSION NUMBER: AC003395

PUBLICATION DATE: 67

TITLE: A STUDY OF THE EDUCATION AND FORMAL MANAGEMENT TRAINING OF CHIEF SALES EXECUTIVES OF LARGE INDUSTRIAL GOODS FIRMS.

PERSONAL AUTHOR: VIZZA, ROBERT F.

DESCRIPTOR: \*CHIEF ADMINISTRATORS; CURRICULUM; DEGREES (TITLES); DOCTORAL THESES; \*EDUCATIONAL BACKGROUND; \*EDUCATIONAL NEEDS; EDUCATIONAL OBJECTIVES; EDUCATIONAL RESPONSIBILITY; GRADUATE STUDY; \*INDUSTRY; MANAGEMENT EDUCATION; ORGANIZATION SIZE (GROUPS); RESEARCH; \*SALES OCCUPATIONS; UNDERGRADUATE STUDY; UNIVERSITIES

EDRS PRICE: DOCUMENT NOT AVAILABLE FROM EDRS.

DESCRIPTIVE NOTE: 272P.; PH. D. THESIS.

ISSUE: RTEJUN69

ABSTRACT: X THIS STUDY SOUGHT TO DETERMINE THE EDUCATIONAL AND TRAINING BACKGROUND OF CHIEF SALES EXECUTIVES, AND THEIR SUPERIORS, IN LARGE INDUSTRIAL FIRMS, AND THEIR OPINIONS ON EDUCATIONAL AND TRAINING REQUIREMENTS FOR SALES EXECUTIVES OF THE 1980'S. RESPONDENTS WERE SURVEYED AS TO PAST EDUCATION AND TRAINING, OPINIONS REGARDING FUTURE REQUIREMENTS, THE EXECUTIVE TRAINING ROLE OF COLLEGES AND INDUSTRY, AND OBJECTIVES OF UNDERGRADUATE AND GRADUATE BUSINESS EDUCATION. FIVE HYPOTHESES WERE ALSO TESTED. MOST SALES EXECUTIVES OF LARGE INDUSTRIAL FIRMS HELD AT LEAST A BACCALAUREATE DEGREE; MOST OF THOSE WITH GRADUATE DEGREES HAD MAJORED IN BUSINESS ADMINISTRATION AT THE GRADUATE LEVEL. RESPONDENTS TENDED TO HAVE B.S. DEGREES, LITTLE GRADUATE EDUCATION OR FORMAL MANAGEMENT TRAINING, AND A STRONG PREFERENCE FOR PROFESSIONAL EDUCATION AS OPPOSED TO LIBERAL ARTS, FOR FUTURE INDUSTRIAL SALES EXECUTIVES. BUSINESS SCHOOLS AT BOTH THE UNDERGRADUATE AND THE GRADUATE LEVEL WERE JUDGED ESSENTIAL, AND COLLEGES WERE CHARGED WITH THE MAJOR RESPONSIBILITY FOR THE CONTINUING EDUCATION OF EXECUTIVES. MAJOR RECOMMENDATIONS WERE ON RESEARCH AND ON BUSINESS COURSES FOR NONBUSINESS STUDENTS. (AUTHOR/LY)

AVAILABILITY: UNIVERSITY MICROFILMS, 300 ZEEB RD., ANN ARBOR, MICHIGAN 48106 (ORDER NO. 68-5377, MF \$3.50, XEROGRAPHY \$12.40).

INSTITUTION NAME: NEW YORK UNIV., N.Y. GRADUATE SCHOOL OF BUSINESS ADMINISTRATION.

ACCESSION NUMBER: ED023920

CLEARINGHOUSE ACCESSION NUMBER: VT007271

PROGRAM AREA: OR

PUBLICATION DATE: 68

TITLE: RETAIL FLOWER SHOP OPERATION AND MANAGEMENT. A STUDENT HANDBOOK.

PERSONAL AUTHOR: STINSON, RICHARD F.; AND OTHERS

DESCRIPTOR: N \*FLORICULTURE; MANAGEMENT; MARKETING; \*ORNAMENTAL HORTICULTURE  
OCCUPATION; REFERENCE MATERIALS; SALESMANSHIP; \*TEXTBOOKS; \*VOCATIONAL  
AGRICULTURE

EDRS PRICE: EDRS PRICE MF-\$0.75 HC-\$7.00

DESCRIPTIVE NOTE: 138P.

ISSUE: RIFMAR69

ABSTRACT: FIELD TESTED BY TEACHERS FROM THE NORTHEASTERN STATES WHO PARTICIPATED IN A LANDSCAPE HORTICULTURE TEACHER'S INSTITUTE JULY 5-22, 1966, THIS STUDENT REFERENCE IS ONE OF A SERIES OF INSTRUCTIONAL AIDS DEVELOPED BY THE PENNSYLVANIA STATE UNIVERSITY DEPARTMENT OF AGRICULTURAL EDUCATION. THE CONTENT INCLUDES PROBLEM AREAS OF: (1) EXPLORING OCCUPATIONAL OPPORTUNITIES IN THE RETAIL FLOWER SHOP BUSINESS, (2) USES AND CHARACTERISTICS OF FLOWERS, PLANTS, AND DECORATIVE MATERIALS, (3) DESIGNING WITH FLOWERS AND DECORATIVE MATERIALS, (4) USING FLOWER ARRANGEMENTS, (5) MERCHANDISING AND SELLING, AND (6) RETAIL FLOWER SHOP MANAGEMENT. EACH PROBLEM AREA CONTAINS STUDENT LEARNING OBJECTIVES, KEY QUESTIONS, NEW WORDS, AND SUBJECT MATERIAL. SUPPLEMENTARY MATERIAL INCLUDES PHOTOGRAPHS, CHARTS, AND A LIST OF REFERENCES. A TEACHING GUIDE IS AVAILABLE AS VT 007 270. (DM)

CONTRACT NUMBER: DEC-5-R5-014

BUREAU NUMBER: BR-5-0022

INSTITUTION NAME: | PENNSYLVANIA STATE UNIV., UNIVERSITY PARK. AGRICULTURAL  
EXPERIMENT STATION.

SPONSORING AGENCY NAME: OFFICE OF EDUCATION (OHEW), WASHINGTON, D.C. DIV.  
OF ADULT AND VOCATIONAL RESEARCH.

ACCESSION NUMBER: ED023919

CLEARINGHOUSE ACCESSION NUMBER: VT007270

PROGRAM AREA: 08

PUBLICATION DATE: 68

TITLE: RETAIL FLOWER SHOP OPERATION AND MANAGEMENT. A TEACHER'S MANUAL.

PERSONAL AUTHOR: STINSON, RICHARD F.; AND OTHERS

DESCRIPTOR: \*FLORICULTURE; MANAGEMENT; MARKETING; \*ORNAMENTAL HORTICULTURE  
OCCUPATION; REFERENCE MATERIALS; SALESMANSHIP; \*TEACHING GUIDES; \*VOCATIONAL  
AGRICULTURE

EDRS PRICE: EDRS PRICE MF-\$0.75 HC-\$8.25

DESCRIPTIVE NOTE: 163P.

ISSUE: RIEMAP69

ABSTRACT: FIELD TESTED BY TEACHERS ATTENDING AN INSTITUTE IN LANDSCAPE HORTICULTURE JULY 5-22, 1966, THIS TEACHER'S MANUAL IS ONE OF A SERIES OF INSTRUCTIONAL AIDS DEVELOPED BY THE DEPARTMENT OF AGRICULTURAL EDUCATION AT THE PENNSYLVANIA STATE UNIVERSITY. THE CONTENT INCLUDES PROBLEM AREAS OF: (1) EXPLORING OCCUPATIONAL OPPORTUNITIES IN THE RETAIL FLOWER SHOP BUSINESS, (2) USES AND CHARACTERISTICS OF FLOWERS, PLANTS, AND DECORATIVE MATERIALS, (3) DESIGNING WITH FLOWERS AND DECORATIVE MATERIALS, (4) USING FLOWER ARRANGEMENTS, (5) MERCHANDISING AND SELLING, AND (6) RETAIL FLOWER SHOP MANAGEMENT. IN ADDITION TO THE STUDENT MATERIAL CONTAINED IN VT 007 271, THIS DOCUMENT INCORPORATES AT THE END OF EACH UNIT SUGGESTIONS AND REFERENCES FOR THE TEACHER, SUGGESTED LEARNING ACTIVITIES, SUGGESTED PLACEMENT EXPERIENCES, AND A SAMPLE TEST. THE MATERIAL WAS DEVELOPED FOR SCHOOLS NEAR LARGE CENTERS OF POPULATION FOR USE IN TEAM TEACHING INVOLVING THE TEACHER OF AGRICULTURE, A BUSINESS TEACHER, AND A DISTRIBUTIVE EDUCATION TEACHER. COURSE LENGTH MAY VARY FROM 6 WEEKS TO 1 SEMESTER WITH STUDENTS OF UPPER HIGH SCHOOL OR POST HIGH SCHOOL LEVEL, WHO ARE INTERESTED IN ENTERING CAREERS IN RETAIL FLOWER SHOPS AND WHO HAVE OPPORTUNITY FOR OCCUPATIONAL WORK EXPERIENCE IN FLORICULTURE. A COURSE EXAMINATION IS INCLUDED. (DM)

CONTRACT NUMBER: DEC-5-85-014

BUREAU NUMBER: BR-5-0022

INSTITUTION NAME: | PENNSYLVANIA STATE UNIV., UNIVERSITY PARK. AGRICULTURAL  
EXPERIMENT STATION.

SPONSORING AGENCY NAME: OFFICE OF EDUCATION (DHEW), WASHINGTON, D.C. DIV.  
OF ADULT AND VOCATIONAL RESEARCH.

ACCESSION NUMBER: E023911

CLEARINGHOUSE ACCESSION NUMBER: VT007246

PROGRAM AREA: 08

PUBLICATION DATE: JUN 68

TITLE: CLUSTERS OF TASKS PERFORMED BY MERCHANDISING EMPLOYEES WORKING IN THREE STANDARD INDUSTRIAL CLASSIFICATIONS OF RETAIL ESTABLISHMENTS. FINAL REPORT, NO. 20.

PERSONAL AUTHOR: FRTTEL, KENNETH ARTHUR

DESCRIPTOR: 6 CURRICULUM PLANNING; \*DISTRIBUTIVE EDUCATION; EMPLOYEE ATTITUDES; EMPLOYEES: INDIVIDUAL CHARACTERISTICS; \*JOB ANALYSIS; \*MERCHANDISING; OCCUPATIONAL CLUSTERS; \*RETAILING; SURVEYS

EDRS PRICE: EDRS PRICE MF-\$0.50 HC-\$3.65

DESCRIPTIVE NOTE: 71P.

ISSUE: RIEMAR69

ABSTRACT: < THE STUDY ASSEMBLED UP-TO-DATE FACTS BY QUESTIONNAIRE ABOUT MAJOR TYPES OF TASKS ACTUALLY PERFORMED BY MERCHANDISING EMPLOYEES WORKING IN DEPARTMENT, VARIETY, AND GENERAL MERCHANDISE STORES IN KING AND PIERCE COUNTIES, WASHINGTON. THIS POPULATION CLOSELY MATCHED THE NATIONAL PERCENTAGES, AND RESPONSES OF 609 EMPLOYEES PROVIDED DATA FOR THE STUDY. DATA WERE OBTAINED REGARDING 12 CATEGORIES OF WORK PERFORMED BY SUPERVISORY AND NON-SUPERVISORY PERSONNEL: SELLING, STOCKKEEPING, CHECKSTAND OPERATION, RECEIVING AND MARKING MERCHANDISE, DELIVERY, KEEPING RECORDS, COMPUTING, DISPLAY, ADVERTISING, BUYING, PRICING, AND MERCHANDISE CONTROL. SUBSTANTIAL PERCENTAGES OF NON-SUPERVISORY PERSONNEL PERFORM THE TASKS OF SELLING, KEEPING AND COUNTING STOCK, OPERATING THE CHECKSTAND, AND RECEIVING AND CHECKING MERCHANDISE. SUBSTANTIAL PERCENTAGES OF SUPERVISORS REGULARLY PERFORM ALL THE ACTIVITIES OF NON-SUPERVISION AS WELL AS TASKS ASSOCIATED WITH KEEPING RECORDS, PLANNING AND ARRANGING DISPLAYS, BUYING, PRICING AND CONTROLLING MERCHANDISE. DATA SUGGEST THAT WOMEN HAVE LIMITED OPPORTUNITY FOR EARLY EMPLOYMENT IN THE SUPERVISORY CATEGORY, BUT PROPORTIONS OF OLDER WOMEN SUPERVISORS INDICATE OPPORTUNITY IS ENHANCED FOR WOMEN WHO PERSIST IN A RETAILING CAREER. ONLY LIMITED OPPORTUNITY EXISTS FOR NON-COLLEGE YOUTH TO MOVE INTO SUPERVISORY POSITIONS. (MM)

GRANT NUMBER: OEG-4-7-070031-1626

BUREAU NUMBER: BP-7-0031

INSTITUTION NAME: IDAHO STATE BOARD OF VOCATIONAL EDUCATION, BOISE.; IDAHO UNIV., MOSCOW. COLL. OF EDUCATION.; WASHINGTON STATE COORDINATING COUNCIL FOR OCCUPATIONAL EDUCATION, OLYMPIA.; WASHINGTON STATE UNIV., PULLMAN. DEPT. OF EDUCATION.

SPONSORING AGENCY NAME: OFFICE OF EDUCATION (DHEW), WASHINGTON, D.C. BUREAU OF RESEARCH.

ACCESSION NUMBER: ED023989

CLEARINGHOUSE ACCESSION NUMBER: VT007014

PROGRAM AREA: 09

PUBLICATION DATE: AUG 68

TITLE: DEVELOPMENT OF A RETAILING INSTRUCTIONAL SYSTEM FOR DISTRIBUTIVE EDUCATION. FINAL REPORT, NO. 26.

PERSONAL AUTHOR: ERTFL, KENNETH A.

DESCRIPTOR: 2 CURRICULUM DEVELOPMENT; \*DISTRIBUTIVE EDUCATION; INSTRUCTIONAL MATERIALS; \*JOB SKILLS; MATERIAL DEVELOPMENT; MERCHANDISING; \*PROGRAMED MATERIALS; \*RETAILING; SYSTEMS APPROACH

EDRS PRICE: EDRS PRICE MF-\$0.25 HC-\$2.55

DESCRIPTIVE NOTE: 49P.

ISSUE: RIEMAP69

ABSTRACT: THE PURPOSE OF THE PROJECT WAS TO DEVELOP A POLYSENSORY MULTI-MEDIA PROGRAMED INSTRUCTION PRESENTATION WHICH COULD TEACH NON-COLLEGE-BOUND YOUTH COMPETENCIES NECESSARY FOR ENTRY LEVEL EMPLOYMENT IN THE GENERAL MERCHANDISE RETAIL FIELD. INSTRUCTIONAL SYSTEMS CONCEPTS WERE USED IN PREPARING FOR FIELD TESTING NINE SUB-SYSTEMS OF INSTRUCTION IN RETAILING. SUB-SYSTEMS WERE: (1) SALESPERSON'S JOB, (2) QUALITIES OF A SALESPERSON, (3) CUSTOMERS' BUYING MOTIVES, (4) SELLING PROCESS, (5) MERCHANDISE INFORMATION, (6) CASH REGISTER OPERATION, (7) STOCKKEEPING TASK, (8) RETAIL RECORDKEEPING, AND (9) WORKING WITH PEOPLE. PROTOTYPE COMPONENTS WHICH INCLUDE 23 BOOKLETS OF PROGRAMED INSTRUCTION AND EIGHT AUDISCAN SOUND SLIDEFILMS HAVE BEEN DEVELOPED FOR THE INSTRUCTIONAL SUB-SYSTEMS OF CASH REGISTER OPERATION, STOCKKEEPING TASK, RETAIL RECORD KEEPING, AND WORKING WITH PEOPLE. THESE MATERIALS ARE READY FOR FIELD TESTING BY THE NORTHWEST REGIONAL EDUCATION LABORATORIES DURING THE FALL SEMESTER OF 1968. (MM)

GRANT NUMBER: OEG-4-7-070031-1626

BUREAU NUMBER: BR-7-0031

INSTITUTION NAME: 1 IDAHO UNIV., POCATELLO. DEPT. OF EDUCATION.; WASHINGTON STATE COORDINATING COUNCIL FOR OCCUPATIONAL EDUCATION, OLYMPIA.; WASHINGTON STATE UNIV., PULLMAN. DEPT. OF EDUCATION.

SPONSORING AGENCY NAME: OFFICE OF EDUCATION (DHEW), WASHINGTON, D.C. BUREAU OF RESEARCH.

ACCESSION NUMBER: EC022110

CLFARINGHOUSE ACCESSION NUMBER: AC002590

PUBLICATION DATE: AUG 67

TITLE: INTERNATIONAL STUDY OF MARKETING EDUCATION.

PERSONAL AUTHOR: LIANDER, BERTIL, ED.

DESCRIPTOR: BUSINESS; \*BUSINESS EDUCATION; COMPARATIVE ANALYSIS; CORRESPONDENCE COURSES; COURSE DESCRIPTIONS; DEVELOPING NATIONS; \*EDUCATIONAL TRENDS; GOVERNMENT ROLE; GRADUATE STUDY; \*MANAGEMENT EDUCATION; \*MARKETING; PROFESSIONAL ASSOCIATIONS; \*SURVEYS; TECHNICAL EDUCATION; UNIVERSITIES

IDENTIFIER: ARGENTINA; AUSTRALIA; CANADA; DENMARK; FINLAND; FRANCE; GREAT BRITAIN; GREECE; IRELAND; ITALY; JAPAN; NETHERLANDS; NEW ZEALAND; NORWAY; PHILIPPINES; SOUTH AFRICA; SWEDEN; SWITZERLAND; UNITED ARAB REPUBLIC; UNITED STATES; WEST GERMANY

EDRS PRICE: FDRS PRICE MF-\$2.75 HC-\$25.80

DESCRIPTIVE NOTE: 641P.

ISSUE: RIEFF869

ABSTRACT: THE INTERNATIONAL MARKETING FEDERATION (IMF), SUPPORTED BY THE MARKETING SCIENCE INSTITUTE, HAS SURVEYED IMF MEMBER COUNTRIES AND A REPRESENTATIVE SCATTERING OF OTHERS TO DETERMINE THE CURRENT STATE AND FUTURE TRENDS IN MARKETING EDUCATION. THIS VOLUME PRESENTS THE FINDINGS OF THE SURVEY OF 21 COUNTRIES--ARGENTINA, AUSTRALIA, CANADA, DENMARK, FINLAND, FRANCE, GREECE, IRELAND, ITALY, JAPAN, NETHERLANDS, NEW ZEALAND, NORWAY, PHILIPPINES, SOUTH AFRICA, SWITZERLAND, SWEDEN, UNITED ARAB REPUBLIC, UNITED STATES, UNITED KINGDOM, AND WEST GERMANY. FOR EACH THERE IS A BRIEF DISCUSSION OF THE BASIC EDUCATIONAL SYSTEM FOLLOWED BY LISTINGS OF THE INSTITUTIONS OFFERING BUSINESS, MANAGEMENT, AND MARKETING EDUCATION AND DESCRIPTIONS OF COURSES OFFERED AT ALL LEVELS. REFERENCE IS MADE TO CURRENT TRENDS IN EDUCATION, PARTICULARLY WITH RESPECT TO MARKETING. THERE IS A CHAPTER ON MARKETING EDUCATION IN DEVELOPING COUNTRIES. A SUMMARY CHAPTER AND A TABLE OF SOCIOSTATISTICAL DATA FOR ALL COUNTRIES PROVIDE COMPARATIVE ANALYSES OF THE FINDINGS. (AJ)

INSTITUTION NAME: MARKETING SCIENCE INST., PHILADELPHIA, PA.

ACCESSION NUMBER: ED013941

CLEARINGHOUSE ACCESSION NUMBER: VT002988

PUBLICATION DATE: 67

TITLE: AUTO PARTS MAN, WORKBOOK.

PERSONAL AUTHOR: DOVER, BUEL H.

DESCRIPTOR: APPRENTICESHIPS; \*AUTO PARTS MEN; \*MARKETING; \*MOTOR VEHICLES;  
POST SECONDARY EDUCATION; \*STUDY GUIDES; \*TRADE AND INDUSTRIAL EDUCATION

EDRS PRICE: EDRS PRICE MF-\$0.75 HC NOT AVAILABLE FROM EDRS.

DESCRIPTIVE NOTE: 158P.

ISSUE: CUMREPT

ABSTRACT: THE INFORMATION IN THIS STUDY GUIDE WAS DEVELOPED FOR USE IN THE RELATED TECHNICAL CLASSROOM INSTRUCTION PHASE OF THE AUTO PARTS MAN APPRENTICE TRAINING PROGRAM. THE MATERIAL WAS PLANNED UNDER THE DIRECTION OF THE STATE EDUCATIONAL ADVISORY COMMITTEE FOR THE AUTOMOTIVE TRADE. THE UNITS ARE (1) SCOPE AND OPPORTUNITY, (2) AREAS OF RESPONSIBILITY, (3) CATALOGING SYSTEMS, (4) INVENTORY AND CONTROL, (5) COUNTER SALES, AND (6) DISPLAYS THAT SELL. EACH UNIT CONTAINS STUDY TOPICS WHICH HAVE AN INTRODUCTION OF BACKGROUND INFORMATION WITH AN OUTLINE OF THE MAJOR POINTS IN QUESTION FORM, A SECTION OF RELATED INFORMATION, A STUDY GUIDE OF EXERCISES TO BE COMPLETED, AND A TEST FOR STUDENT SELF-EVALUATION. PHOTOGRAPHIC AND LINE DRAWING ILLUSTRATIONS ARE INCLUDED IN THE RELATED INFORMATION. A RECORD OF TOPICS COMPLETED MAY BE KEPT IN THE STUDY GUIDE INDEX. THE STUDY OF THIS 144-HOUR COURSE BY INDENTURED APPRENTICES ON A GROUP OR INDIVIDUAL BASIS IS TO BE DIRECTED BY A QUALIFIED JOURNEYMAN OF THE TRADE. A LIST OF REQUIRED INSTRUCTIONAL MATERIALS IS PROVIDED. TESTBOOKS AND FINAL EXAMINATIONS ARE AVAILABLE TO THE INSTRUCTORS. THIS DOCUMENT IS AVAILABLE FOR \$2.00 FROM BUREAU OF INDUSTRIAL EDUCATION, CALIFORNIA STATE DEPARTMENT OF EDUCATION, 721 CAPITAL MALL, SACRAMENTO, CALIFORNIA 95814. (HC)

INSTITUTION NAME: CALIFORNIA STATE DEPT. OF EDUCATION, SACRAMENTO.

ACCESSION NUMBER: EC022043

CLEARINGHOUSE ACCESSION NUMBER: VT005645

PUBLICATION DATE: FEB 68

TITLE: VARIABLES RELATED TO MDTA TRAINEE EMPLOYMENT SUCCESS IN MINNESOTA.

PERSONAL AUTHOR: PUCFL, DAVID J.

DESCRIPTOR: \*ADMISSION CRITERIA; \*ADULT VOCATIONAL EDUCATION; APTITUDE TESTS; CLERICAL OCCUPATIONS; CORRELATION; \*EMPLOYMENT EXPERIENCE; FEDERAL PROGRAMS; INFORMATION UTILIZATION; PERSONNEL DATA; \*PREDICTION; RATING SCALES; SALES OCCUPATIONS; SKILLED OCCUPATIONS; STUDENT CHARACTERISTICS; STUDENT EVALUATION; \*SUCCESS FACTORS; TECHNICAL OCCUPATIONS; TEST RESULTS

IDENTIFIER: ( \*MANPOWER DEVELOPMENT AND TRAINING ACT PROGRAMS; MDTA PROGRAMS; MINNESOTA

EDRS PRICE: EDRS PRICE MF-\$0.25 HC-\$1.52

DESCRIPTIVE NOTE: 36P.

ISSUE: RIEJAN69

ABSTRACT: IN RESPONSE TO A NEED FOR REFINED METHODS OF APPRAISING THE POTENTIAL OF PROSPECTIVE MANPOWER DEVELOPMENT AND TRAINING ACT (MDTA) TRAINEES, THIS STUDY WAS CONDUCTED TO DETERMINE IF DESCRIPTIVE DATA ABOUT TRAINEES BEING GATHERED BY THE EMPLOYMENT SERVICE, SUCH AS PERSONAL INFORMATION AND GENERAL APTITUDE TEST BATTERY SCORES, ARE EFFECTIVE PREDICTORS OF SUCCESS IN MDTA PROGRAM. AN ATTEMPT WAS ALSO MADE AT ISOLATING ATTITUDES AND SKILL DEVELOPMENT DURING THE TRAINING PROGRAM WHICH MIGHT BE RELATED TO SUCCESS IN THE OCCUPATION. THE SAMPLE CONSISTED OF ALL TRAINEES ON WHOM THERE WERE COMPLETE DATA (138) ENROLLED IN 10 PURPOSEFULLY SELECTED MDTA PROJECTS IN MINNESOTA TO REPRESENT TECHNICIAN, SALES AND CLERICAL, AND SKILLED TRAINING PROGRAMS. MULTIPLE REGRESSION EQUATIONS WERE DEVELOPED FOR EACH GROUP USING 22 PERSONAL AND TRAINING RELATED VARIABLES AND 15 IN-SCHOOL INSTRUCTOR RATING VARIABLES. EACH EQUATION PREDICTED THE CRITERION (POST-TRAINING EMPLOYMENT STATUS) ABOVE THE .01 LEVEL OF SIGNIFICANCE FOR THEIR RESPECTIVE GROUPS. HOWEVER, NO EQUATION WAS DEVELOPED THAT PREDICTED WELL IN ALL OF THE THREE GROUPS. THE FINDINGS IMPLY SYSTEMATIC DIFFERENCES BETWEEN PERSONS WHO SUCCEED AND THOSE WHO DO NOT. AN INVESTIGATION OF RELATIONSHIPS BETWEEN VARIABLES ON WHICH THE EMPLOYMENT SERVICE IS CURRENTLY GATHERING DATA MIGHT BE USED TO DEVELOP WEIGHTED COMBINATIONS OF VARIABLES TO FORM IMPROVED CRITERIA. (HC)

SPONSORING AGENCY NAME: = MINNESOTA RESEARCH COORDINATING UNIT IN OCCUPATIONAL EDUCATION, MINNEAPOLIS.; OFFICE OF EDUCATION (DHEW), WASHINGTON, D.C.

ACCESSION NUMBER: FC021535

CLEARINGHOUSE ACCESSION NUMBER: JC680274

PUBLICATION DATE: 68

TITLE: MARKETING PROGRAMS: AN ANNOTATED BIBLIOGRAPHY.

PERSONAL AUTHOR: LARSON, ROGER A.

DESCRIPTOR: J \*ANNOTATED BIBLIOGRAPHIES; COMPARATIVE ANALYSIS; \*DISTRIBUTIVE EDUCATION; FOLLOWUP STUDIES; JOB SATISFACTION; \*JUNIOR COLLEGES; LITERATURE REVIEWS; \*MARKETING; \*STUDENT CHARACTERISTICS; VOCATIONAL FOLLOWUP

IDENTIFIER: MINNEAPOLIS; \*MINNESOTA

EDRS PRICE: EDRS PRICE MF-\$0.25 HC-\$0.88

DESCRIPTIVE NOTE: 20P.

ISSUE: RIEJAN69

ABSTRACT: V THIS STUDY REVIEWS THE LITERATURE OF MARKETING PROGRAMS AND CLASSIFIES IT INTO THE FOLLOWING CATEGORIES: (1) STUDIES RELATED TO THE GENERAL COLLEGE OF THE UNIVERSITY OF MINNESOTA, (2) STUDIES RELATED TO COMPARING BACKGROUND CHARACTERISTICS OF COLLEGE POPULATIONS, (3) STUDIES RELATED TO POST-HIGH SCHOOL DISTRIBUTIVE EDUCATION PROGRAMS, AND (4) OTHER RELATED STUDIES, SUCH AS MEASUREMENTS OF JOB SATISFACTION AND FOLLOWUP STUDIES. THE SELECTED BIBLIOGRAPHY INCLUDES ONLY THE LITERATURE WHICH COMPARES STUDENTS ENROLLED IN A 2-YEAR MARKETING PROGRAM WITH STUDENTS ENROLLED IN A MORE GENERAL CURRICULUM. OF THE 30 ENTRIES, 18 ARE THESES, FOUR ARE BOOKS, THREE ARE ARTICLES FROM PROFESSIONAL JOURNALS, AND FIVE ARE INDEPENDENT STUDIES. (DG)

JOURNAL CITATION: THE GENERAL COLLEGE STUDIES; V4 N3 1967-1968

INSTITUTION NAME: MINNESOTA UNIV., MINNEAPOLIS. GENERAL COLLEGE.

ACCESSION NUMBFR: E0020647

CLEARINGHOUSE ACCESSION NUMBER: EF001871

PUBLICATION DATE: 68

TITLE: FACILITIES AND EQUIPMENT FOR DISTRIBUTIVE EDUCATION PROGRAMS.

PERSONAL AUTHOR: TRIMPE, ADRIAN ; AND OTHERS

DESCRIPTOR: U \*DISTRIBUTIVE EDUCATION; EDUCATIONAL EQUIPMENT; \*EDUCATIONAL SPECIFICATIONS; \*FACILITY GUIDELINES; INSTRUCTIONAL MATERIALS; \*PROGRAM ADMINISTRATION; PROGRAM PLANNING; SALESMANSHIP; \*SPATIAL RELATIONSHIP; VOCATIONAL EDUCATION

EDRS PRICE: EDRS PRICE MF-\$0.50 HC-\$2.96

DESCRIPTIVE NOTE: 72P.

ISSUE: CUMREPT

ABSTRACT: THIS BOOKLET EXPLAINS BY PICTORIAL REPRESENTATION HOW MUCH SPACE, EQUIPMENT AND SUPPLIES ARE NEEDED TO CONDUCT ACTIVITIES OF A GOOD DISTRIBUTIVE EDUCATION PROGRAM. THE MAJOR CLASSROOM, DISPLAY, ADVERTISING, MERCHANDISING, TEACHING, RETAIL OPERATION, COUNSELING AND PROGRAM ADMINISTRATION ACTIVITIES AND EQUIPMENT ARE LISTED. A COMPREHENSIVE OVERVIEW IS GIVEN OF THE FULL FIELD OF DISTRIBUTIVE EDUCATION NEEDS IN A NORTHERN, URBAN-ORIENTED STATE. SUGGESTED FACILITIES ARE DIAGRAMED IN RELATIONSHIP TO THE INSTRUCTIONAL PROGRAM, STUDENT NEEDS, AND COMMUNITY RELATIONS ASPECTS. (HH)

INSTITUTION NAME: WESTERN MICHIGAN UNIV., KALAMAZOO.

ACCESSION NUMBER: ED019935  
CLEANINGHOUSE ACCESSION NUMBER: JC680178  
PUBLICATION DATE: 68  
TITLE: THE EFFECT OF A COLLEGIATE RETAILING PROGRAM UPON SUBSEQUENT CAREER DEVELOPMENT.  
PERSONAL AUTHOR: LARSON, ROGER A.  
DESCRIPTOR: \*DISTRIBUTIVE EDUCATION; \*EMPLOYMENT PATTERNS; \*JUNIOR COLLEGES; \*SALES OCCUPATIONS; \*STUDENT CHARACTERISTICS  
IDENTIFIER: MINNEAPOLIS; MINNESOTA  
EDRS PRICE: EDRS PRICE MF-\$0.25 HC-\$1.00  
DESCRIPTIVE NOTE: 23P.  
ISSUE: CURRENT

ABSTRACT: | STUDENTS WHO HAD COMPLETED THE RETAILING PROGRAM IN 1959-61 AND OTHER GROUPS IN THE UNIVERSITY OF MINNESOTA GENERAL COLLEGE WERE COMPARED WITH RESPECT TO BACKGROUND CHARACTERISTICS AND OCCUPATIONAL EXPERIENCE PATTERNS. DIFFERENCES BETWEEN THE TWO GROUPS WERE NOT SIGNIFICANT IN HIGH SCHOOL RANK, A COLLEGE APTITUDE TEST, AND AN ENGLISH TEST. IN THE GENERAL APTITUDE TEST BATTERY-GENERAL, THE RETAILING GROUP HAD SIGNIFICANTLY LOWER SCORES. ACADEMIC ACHIEVEMENT BY THE RETAILING GROUP WAS BETTER THAN THAT OF AN UNSELECTED GENERAL COLLEGE GROUP, BUT DID NOT DIFFER SIGNIFICANTLY FROM THAT OF A GROUP WHICH COMPLETED TWO YEARS OF GENERAL STUDIES. ON THE STRONG VOCATIONAL INTEREST BLANK, THE RETAILING GROUP HAD A STRONGER TENDENCY TOWARD THE BUSINESS-CONTACT SCALE. NO OTHER SIGNIFICANT INTEREST DIFFERENCES WERE FOUND, AND ALL GROUPS TENDED TOWARD LOW INTERESTS IN THE SOCIAL SERVICE OCCUPATIONAL PATTERNS. NO SIGNIFICANT DIFFERENCES WERE FOUND IN THE TYPE OF THE STUDENT'S FIRST JOB, OR THE METHOD OF OBTAINING IT. THIS DOCUMENT IS VOLUME 4, NUMBER 2 OF "THE GENERAL COLLEGE STUDIES," 1967-68. (WD)

INSTITUTION NAME: MINNESOTA UNIV., MINNEAPOLIS. GENERAL COLLEGE.

ACCESSION NUMBER: FD018742

CLEARINGHOUSE ACCESSION NUMBER: AC002339

PUBLICATION DATE: JUN68

TITLE: THE ADOPTION OF BUSINESS PRACTICES BY PARTICIPANTS IN THE SMALL BUSINESS MANAGEMENT TRAINING PROGRAM.

PERSONAL AUTHOR: BELL, GORDON

DESCRIPTOR: ACCOUNTING; \*ADOPTION (IDEAS); \*BUSINESS; EDUCATIONAL BACKGROUND; EMPLOYEES; INTERVIEWS; \*MANAGEMENT EDUCATION; MARKETING; MASTERS THESES; PARTICIPANT CHARACTERISTICS; PARTICIPANT INVOLVEMENT; PARTICIPANT SATISFACTION; PERSONNEL; STATISTICAL DATA; SURVEYS

EDRS PRICE: DOCUMENT NOT AVAILABLE FROM EDRS.

ISSUE: CUMREPT

ABSTRACT: THIS STUDY WAS AN EVALUATION OF THE EFFECTIVENESS OF THREE COURSES IN THE SMALL BUSINESS MANAGEMENT TRAINING PROGRAM CONDUCTED IN BRITISH COLUMBIA--PERSONNEL, MANAGEMENT ACCOUNTING, AND MARKETING FOR MANUFACTURERS. THE CONCEPT OF ADOPTION WAS USED TO DETERMINE THE DEGREE TO WHICH RESPONDENTS MADE USE OF SKILLS AND TECHNIQUES. DATA WERE COLLECTED BY INTERVIEWING A RANDOM SAMPLE OF PARTICIPANTS IN EACH COURSE. GAINS IN THE DEGREE OF ADOPTION AMONG RESPONDENTS IN ALL COURSES WERE SIGNIFICANT AT THE 1 PERCENT LEVEL. AN ANALYSIS OF VARIANCE AMONG MEANS OF ADOPTION SCORES IN RELATION TO SEVERAL CHARACTERISTICS OF RESPONDENTS INDICATED THAT THREE--EDUCATION, THE RELATIONSHIP OF THE RESPONDENT TO THE BUSINESS, AND THE NUMBER OF EMPLOYEES IN THE BUSINESS--HAD A SIGNIFICANT RELATIONSHIP TO THE DEGREE OF ADOPTION. SCORES ON THE THREE SCALES USED TO MEASURE REACTIONS TO COURSE, INSTRUCTOR, AND COURSE CONTENT RESPECTIVELY INDICATE A FAVORABLE REACTION IN EACH CASE AND FOR EACH COURSE. THIS MASTERS THESIS IS AVAILABLE FROM THE UNIVERSITY OF BRITISH COLUMBIA, VANCOUVER. 91 PAGES. (AUTHOR/PT)

INSTITUTION NAME: BRITISH COLUMBIA UNIV., VANCOUVER.

ACCESSION NUMBER: FD017816

CLEARINGHOUSE ACCESSION NUMBER: ACO02029

PUBLICATION DATE: 67

TITLE: SIMULATION GAMING FOR MANAGEMENT DEVELOPMENT.

PERSONAL AUTHOR: MCKENNEY, JAMES L.

DESCRIPTOR: BUSINESS; COMMUNICATION SKILLS; \*COMPUTER ASSISTED INSTRUCTION;  
DECISION MAKING; DISTRIBUTIVE EDUCATION; FINANCIAL POLICY; INDUSTRY;  
\*MANAGEMENT DEVELOPMENT; \*MANAGEMENT GAMES; MARKETING; PROBLEM SOLVING;  
PRODUCTION TECHNIQUES; RESEARCH; \*SIMULATION; \*SMALL GROUP INSTRUCTION; TEACHER  
PARTICIPATION; TIME FACTORS (LEARNING)

IDENTIFIER: HARVARD UNIVERSITY

EDRS PRICE: DOCUMENT NOT AVAILABLE FROM EDRS.

ISSUE: CUMREPT

ABSTRACT: THE PRESENT HARVARD BUSINESS SCHOOL MANAGEMENT SIMULATION GAME WAS DEVELOPED AS A TEACHING DEVICE FOR CLASSES OF 20 OR MORE STUDENTS GROUPED INTO FOUR- AND FIVE-MAN TEAMS CALLED "FIRMS." EACH FIRM COMPETES WITH OTHERS IN AN "INDUSTRY," AN ECONOMIC ABSTRACTION OF A CONSUMER GOODS MARKET PROGRAMED TO BE SIMULATED ON AN ELECTRONIC DIGITAL COMPUTER. BUDGETS PREPARED BY EACH FIRM ARE RUN TO PRODUCE A SET OF ACCOUNTING STATEMENTS ON WHICH THE PARTICIPANTS DETERMINE THE NEXT SET OF MOVES. THE MODEL REQUIRES ABOUT TEN HOURS OF INDIVIDUAL ANALYSIS PER MOVE, WITH THREE HOURS ALLOWED FOR EACH MOVE. THE FACULTY ACTS AS THE BOARD OF DIRECTORS, RAISING QUESTIONS AND PROBING STUDENTS' REASONS FOR THEIR DECISIONS. THE SIMULATION WAS DEVELOPED TO INTEGRATE THE FUNCTIONAL COURSES OF MARKETING, PRODUCTION, AND FINANCE INTO AN OVERALL STRATEGY IMPLEMENTATION EXERCISE, TO INVOLVE PARTICIPANTS IN THE UTILIZATION OF ANALYTICAL TECHNIQUES IN A DYNAMIC PROBLEM SOLVING ACTIVITY, AND TO REQUIRE INDIVIDUALS TO COOPERATE AND COMMUNICATE OVER A PERIOD OF TIME TO SOLVE A COMPLEX PROBLEM. WAR GAMING AS THE BASIS FOR BUSINESS GAMING, THE EVOLUTION OF THE SIMULATION MODEL, AND HOW IT HAS BEEN USED IN VARIOUS BUSINESS GAMES ARE DISCUSSED. THIS DOCUMENT IS AVAILABLE, FOR \$4.00, FROM DIVISION OF RESEARCH, HARVARD BUSINESS SCHOOL, SOLDIERS FIELD, BOSTON, MASS. 02163. 189 PAGES. (AUTHOR/AJ)

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