

4-1-1981

## Degree Programs at Seidman College

Marvin G. DeVries  
*Grand Valley State University*

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### Recommended Citation

DeVries, Marvin G. (1980) "Degree Programs at Seidman College," *West Michigan Management Memo*: Vol. 1: Iss. 2, Article 1.  
Available at: <http://scholarworks.gvsu.edu/wmbm/vol1/iss2/1>

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# Degree Programs at Seidman College

A number of people have asked about the degree programs and students in the F. E. Seidman College of Business and Administration. So we thought it appropriate in this issue of the *West Michigan Management Memo* to describe briefly our degree programs. In a future issue of the *Memo*, we will summarize some of the student characteristics.

Seidman College is essentially an upper-division and graduate-level college. The undergraduate students complete their general and liberal arts educational requirements during their first two years in one of the other colleges at Grand Valley State. They concentrate most of their business or administration courses in the third and fourth years. Graduate students complete their graduate courses over several years in the evening since most of them are employed full time.

## Programs

Seidman College offers the following degree programs: bachelor of business

administration (B.B.A.), a new bachelor of public administration (B.P.A.) (see special article on this page of the *Memo*), the master of business administration (M.B.A.), the master of public administration (M.P.A.), and the master of science in taxation (M.S.T.). The undergraduate programs are designed to prepare students for finding useful and satisfying jobs in the private or public sectors of our society. Students can major in accounting, finance, general management, personnel and labor relations, and marketing. The M.B.A. and M.P.A. programs are designed to help people become more effective in their managerial or staff positions in private and public organizations. While these graduate programs are primarily ones of breadth, moderate concentration is possible in accounting, finance, general management, personnel and labor relations, marketing, and taxation. The M.S.T. program is a highly focused professional program designed to help practicing accountants

and attorneys obtain in-depth knowledge of tax laws, procedures, and regulations.

In all of its programs, Seidman College seeks to contribute to the development of people who can respond to the business and administrative challenges and opportunities of a rapidly changing world. We emphasize in our programs the attributes of effective practical management based on a solid understanding of business and administrative functions and of human relations, and complemented by analytical techniques and decision-making skills. We also attempt to create an appreciation for the changes in the social, economic, political, and technological aspects of our world and their impact on business and public management. We believe students must be aware of the social responsibilities of business and public organizations, have increased political sophistication, develop a more international perspective, and have appropriate ethical sensitivities.

*Marvin G. DeVries, Dean*

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## SCB to Offer Undergraduate Degree In Public Administration

Effective June 1, 1981, the Seidman College of Business and Administration will offer an undergraduate degree program in public administration to supplement the master of public administration program that has been part of the college for three years. The new undergraduate program is designed to prepare students for administrative careers in a variety of public and non-profit organizations. Although emphasizing education for entry level positions, the program for the bachelor of public administration degree (B.P.A.) is also useful for persons already employed and seeking advancement to positions of greater responsibility.

Because a strong professional management education is now a prerequisite for

success in the complex world of public and non-profit administration, Seidman College is an appropriate setting for this type of program. The public administrator of today needs many of the same kinds of knowledge and skills required of a manager in a private firm: quantitative decision-making and analytical skills; an understanding of budgeting concepts, finance, and accounting; the ability to use the computer as a management tool; comprehension of economic principles and the aptitude to reason from an economic perspective; and appreciation of the dynamics of human behavior in a formal organization. In addition, the public administrator needs to understand the structure of government at all levels, how public policies

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