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## SCB to Offer Undergraduate Degree in Public Administration

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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*

### Inside

Theory vs. Vocational Training in College Business Programs .....	2
Faculty and Staff Notes .....	3
The Grand Valley Economic Index .....	4
Economic Commentary .....	4
The Washington Campus Program .....	6
H. B. Shaine Award .....	6
High School Economics Essay Contest ..	6
Cooperative Venture .....	6
Seidman Conferences .....	6
Estate Plans .....	7
Students Attend Conference .....	7
Faculty Publications .....	7
Lecture Series .....	8



### 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

*(Continued on page 8)*

# Theory vs. Vocational Training in College Business Programs

(Continued from page 3)

professor can make a real and legitimate contribution by introducing the student to many topic areas that the student would otherwise have little or no knowledge of. This is a valuable service since it would broaden students' horizons and allow them to understand better those broad areas of business and the liberal arts with which they will have no vocational contact in later life.

Carrying this concept one step further, I believe it is vital that business education be considered part of a quality liberal education. To put the issue more directly, education about economic issues is no less important to a liberal arts education than education about many other issues which have traditionally been considered part of the liberal arts. The liberal arts educator's traditional disdain for discussions of economics and business, usually based on some type of mystique that money is materialistic and therefore unclean, is not valid. The simple fact is that economics, money, and business are increasingly the determinants of world history. They are therefore topics which every educated person should know about. Liberal arts majors who have not studied these subjects on a realistic, albeit non-vocational, level are as culturally deprived as business majors who have not studied philosophy and literature.

Furthermore, business courses, if properly taught, are no more vocational than many traditional liberal arts courses. Are

## Business Strategic Planning Lecture Series

Business students in Seidman College had the privilege of hearing three top corporate leaders speak on the topic "Business Strategic Planning" recently. The speakers were Mr. Larry Woods, Executive Vice President of Mobil Oil (February 25), Mr. Kenneth Cole, Senior Vice President of Union Camp Corporation (March 11), and Mr. Frederick DeTurk, President and Chief Executive Officer of Phelps Dodge Industries, Inc. (April 16). Each lecture was given on campus in the afternoon, and each speaker addressed strategic planning in his organization.

After the formal presentation, students had an opportunity to meet informally with these business leaders at a mixer.

The executives arrived in the morning and had lunch with several graduate students, Seidman College faculty and Seidman College Affiliates before the lecture.

not art, music, and theatre vocations? For that matter, training people to teach philosophy can also be considered vocational training. In fact, any topic can become vocational if improperly taught.

Business education can serve its most useful function by building on a solid base of liberal education. Business majors should be required to take a complete and thorough liberal arts education. The undergraduate business students in the Seidman College of Business at Grand Valley *must* complete two years of general and liberal arts education (including some basic business courses) before they are permitted to start a business major program in accounting, finance, management or marketing.

Concomitantly, liberal arts majors should be encouraged to take some introductory business, economics and marketing courses as part of their liberal education. Considering the importance of business and trade in the world and the role it is likely to play in the future, this suggestion is not outrageous or unreasonable. At the

present time liberal arts students are allowed to develop an ignorance and disdain for commerce and its functions which is in every way equal to the ignorance of business students concerning the liberal arts. What is worse, both groups of students are sent out to work in the business world with these nefarious attitudes.

It is apparent that the lessons about eclectic learning taught by Robert Maynard Hutchins in the 1930's have not taken hold or prospered in American higher education.<sup>2</sup> Until these lessons are taken seriously and adopted, marketing education will continue to pursue the Holy Grail of vocationalism, a task for which it is poorly equipped and at which it is doomed to fail.

1. Kover, Arthur J. "Careers and Non-Communication: the Case of Academic and Applied Marketing Research," *Journal of Marketing Research*, 13 (November, 1976).
2. Hutchins, Robert Maynard, *The Higher Learning in America*. New Haven: Yale University Press, 1936.

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## SCB to Offer Undergraduate Degree In Public Administration

(Continued from page 1)

are formulated, and the role of interest groups in this process, the legal requirements and restraints in administering public programs, and the role of democratic ideology in the operation of government agencies. Finally, the successful public administrator needs to develop an appreciation of the unique requirements for administering the public's business efficiently and effectively.

Students enrolling in the B.P.A. program will have access to an extensive curriculum in all aspects of management science, personnel administration and labor relations, human resource development, finance, budgeting, and accounting. This highly applied professional curriculum is supported by high-quality liberal arts courses in Grand Valley State's other colleges. Public administration students may pursue a general management curriculum or they may elect to minor in public policy analysis, urban and regional planning, social service management, labor relations and collective bargaining, criminal justice administration, and health care management. Many courses in these areas will be given during evening hours to provide continuing education students and those working full time an opportunity to

increase their skills and knowledge.

To strengthen the applied nature of the public administration program, students will be encouraged to intern in a public or non-profit agency for a term. Internships are available in a variety of local and state agencies and in the state legislature in Lansing.

We are pleased to announce that Dr. Samir Ishak and Dr. Robert Clarke, formerly of Grand Valley State's College of Arts and Sciences, will be joining the Seidman faculty to teach undergraduate and graduate courses in public administration. Dr. Ishak holds a Ph.D. from Indiana University and is a recognized expert in comparative and international administration. Dr. Clarke holds his Ph.D. from Notre Dame University and is well known in Grand Rapids for his work in urban administration and in local public policy analysis. Dr. R. Bryant Mills, coordinator of the Seidman College's Master of Public Administration Program and a professor in the management department, will assume administrative responsibilities for the undergraduate program as well. Anyone desiring additional information on either the undergraduate or graduate program in public administration should contact Dr. Mills.