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## Objectives of the F. E. Seidman School of Business

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# Message from the Dean

The 1984-85 academic year has been busy and eventful for the faculty, staff, and students of the Seidman School of Business.

We have hired five new faculty who will join us in August (see New Faculty column in the *Memo*). This brings to 34 the number of full-time faculty in the Seidman School and will permit us to expand our course offerings both on campus and in the Grand Rapids and Muskegon areas.

During the last year we continued a review of our mission, goals, and curricula. A new course in Management Information Systems has been added to the undergraduate program, strengthening the students' background in MIS and expanding their understanding of business applications of microcomputers. Fur-



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ther, a statement of objectives for Seidman School was adopted by the faculty and is published in this issue of the *Memo*. We would be delighted to hear any comments you may have about our objectives.

Next year several faculty will be on sabbatical leave. Dr. Richard Veazey, Associate Professor of Accounting, will be on leave the entire academic year conducting research on comparing accounting practices in Europe with those in the United States. Dr. Stanton Lindquist, Associate Professor of Accounting, will be on leave for the fall semester. He will continue to develop educational software tutorials for courses in principles of accounting. And Professor Rita Grant, who will be on sabbatical during the winter semester, will be continuing the development of software tutorials for intermediate accounting classes.

Grand Valley is celebrating its silver anniversary this year. April 26 was designated as Charter Day, since it was on that date 25 years ago that a charter was granted to establish Grand Valley as a new institution of higher education. Among the activities on

Charter Day was the honoring of L. William Seidman by establishing the L. William Seidman Chair in Accounting. Mr. Seidman played a lead role in the development of Grand Valley and served as its Chairman of the Board of Control for 13 years. Also, our business school is named after his father, Frank E. Seidman. In 1973, Mr. Seidman resigned his position on the Grand Valley Board to accept an appointment on President Gerald Ford's staff as Director of Economic Policy Development. Currently, he is Dean of the Business School at Arizona State University.

Simultaneous with the establishment of the L. William Seidman Chair of Accounting was the appointment of Dr. Donald Klein, Chairman of the Department of Accounting and Taxation in Seidman, as the first holder of the chair. Dr. Klein has been with Grand Valley since 1973 and has played a key role in working with the accounting faculty to build a high-quality accounting program. He will continue his numerous activities with the Seidman School but will be more involved in research and professional outreach.

## Objectives of the F. E. Seidman School of Business

*The faculty and staff of the F. E. Seidman School of Business are involved in a process of assessing their educational programs, research activities, and service to the community and determining a direction for the future. The initial discussions resulted in a statement of objectives that are presented here for your information and review. We would be pleased to hear about your thoughts and reactions to these objectives.*

Our most fundamental commitment is to our students. In serving them, we also serve the local business community and facilitate the generation and extension of business-related knowledge more broadly. Our commitments are to teaching, community service, and research. These are interdependent in the sense that no one can be satisfactorily achieved in the absence of the other two. We believe in the necessity of balanced achievement in all three areas. We believe that any prioritization between them is necessarily both delicate and easily misinterpreted. Given these stipulations, we regard our most important objective as teaching, our secondary objective as community service, and our tertiary objective as research.

Grand Valley's goals for all students include the development of critical thinking and self expression, an orientation to the tradition of humane values, and an exploration of the heritage, problems, and prospects of their own and other cultures. Seidman School has made a more specific commitment to provide the local community with responsible and effective management practitioners. We see no

conflict between these goals, believing each can complement and strengthen the other.

### Specific Objectives:

1. To provide excellence in teaching leading to greater faculty in:
  - a. mastering the basic skills—reading critically and perceptively, writing well, and knowing both the strengths and weaknesses of the various analytic traditions they can call on.
  - b. having the business functional skills necessary for entry and mid-level positions.
  - c. understanding the external environment of business, including interactions with and relationships to government and appreciating the perspective that can be gained on contemporary American business through historical and/or international comparisons, appreciating the ways in which business and management have responded to recent social, economic, political, and technological change.
  - d. gathering the information on which effective management is based, making rational decisions on the basis of that information, planning for the effective implementation of those decisions, and knowing how to monitor their consequences.
  - e. understanding the basic dynamics of both competitive and cooperative group process—of both formal and informal organizational life.

2. To serve the Grand Valley State and west Michigan communities by:
  - a. providing a range of educational opportunities in business and management (from degree-granting programs culminating in an M.B.A., M.S.T., or B.B.A. to individual courses taken on a continuing education basis).
  - b. involving faculty and students in talks, publications, workshops, colloquia, local chapters of professional associations—a broad spectrum of activities which complement their academic work and serve the local community.
  - c. maintaining effective communication with the School's various publics so that the Seidman School can anticipate and respond to service needs.
  - d. providing appropriate course offerings and business faculty expertise to other academic programs and disciplines within Grand Valley State.
3. To achieve some advancements in the generation and dissemination of knowledge through research by:
  - a. encouraging faculty research and publications.
  - b. promoting faculty innovation and creativity in teaching.
  - c. encouraging and supporting faculty attendance at and participation in professional meetings.
  - d. stimulating research and consulting that generally provides a service to one of the Seidman School's constituent groups.