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Minority Business Counseling Established at the University of Dayton

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DAYTON, Ohio, February 2, 1971 --- A new course, entitled Minority Business Counseling, has been established at the University of Dayton, Mr. William Hoben, Dean, School of Business Administration, announced today. The course is available to junior and senior students with undergraduate business majors and to Master of Business Administration candidates.

The three credit hour course, designed by Robert Chelle and James McGinley, graduate assistants in the School of Business Administration, is the result of a seminar last year on the subject. It will give qualified students an opportunity to apply learned skills to actual minority businesses in Dayton.

Some students will be working with professional businessmen from the Dayton Alliance for Minority Enterprise (DAME), using a team approach in the counseling. Others will begin immediately working with local businesses. While the course is starting now, credit will not be available until next September.

Students will read and discuss with the course coordinators pertinent articles and books concerning the problems of minority businessmen and consulting techniques. At the end of a seminar period, participants will present cases depicting the history of the counselled businesses, the problems encountered, and the solutions found by the teams.

One of the coordinators, Mr. McGinley, says: "The course will provide students with a valuable learning experience outside the classroom. The students' work with experienced businessmen and minority entrepreneurs will provide them with academic as well as social insights which are greatly needed in the business world today."

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