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Four Business Aspects of Business Management

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**THE UNIVERSITY OF DAYTON
PUBLIC RELATIONS DEPARTMENT**

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DAYTON, Ohio, February 11, 1971 --- The Continuing Education Department at the University of Dayton will conduct four short courses dealing with the various aspects of business management beginning February 15.

"Human Relations for First Line Supervisors", instructed by James A. Buckenmyer, DBA, associate professor of business management at UD, will cover the basic understanding of man, development of the leadership concept, human-organization relationships and constraints, and communications and human relations. Fee for the eight two-and-a-half hour sessions is \$55.

February 17, the International Material Management Society in cooperation with UD will present a one-day seminar entitled "Materials Management in Your Future." Speakers for the program beginning at 8:45 a.m. will be Dr. Richard L. Shell, associate professor, department of management, University of Cincinnati; Nick Alex, director of corporate purchases, NCR, Dayton; Don Welch, general manager, corporate traffic service, U.S. Plywood-Champion Papers, Inc., Hamilton; Professor Joseph Rosa, department of psychology, UD; and Richard C. Sherrill, Production Control Manager, R.A. Jones Co., Inc., Covington, Kentucky. Seminar fee is \$20 for IMMS members, \$30 for non-members and \$5 for full-time students.

Discussion of the marketing mix concept, product policy and new product management, marketing research and other essential tools for good management will be part of the short course entitled "Basic Marketing for Small Business Managers." Dr. Subhash Jain, Assistant Professor of Marketing at UD, will conduct the eight two-and-a-half hour sessions beginning February 24. Course fee is \$55.

The fifth annual seminar on "Effective Purchasing Management" will begin February 25, and will cover such areas as communications, the economic outlook for the seventies, and legal aspects of purchasing. The six lectures are co-sponsored by the Purchasing Management Association of Dayton. Course fee is \$20 for PMAD members and \$35 for non-members.

Registration for these short courses can be completed through the mail by sending name and address with enclosed check or money-order to Nora Duffy, Director, Continuing Education, University of Dayton, Dayton, Ohio 45409; or phone 229-2347.