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The University of Dayton Establishes Columbus MBA Center

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DAYTON, Ohio, August 7, 1972 --- Dr. Norman George, Director of the University of Dayton's MBA program, stresses the need for flexibility in management as he lectures before graduate students.

Dr. George also is one who practices what he preaches. After nine years of exclusive campus operation, Dr. George, at the request of the Ashland Chemical Company management in Columbus, took his MBA program to the company premises last winter.

So successful was the program that management of other Columbus-based companies asked if he would enlarge the educational operation. With the assistance of the administration at The Pontifical College Josephinum, the University of Dayton will establish a Columbus MBA Center at Josephinum the end of this month.

A full and continuous program, taught by the regular UD graduate faculty, will be held at Josephinum starting with the fall trimester on August 28. UD's MBA studies are an integrated program for professional level management and administration. The "core" segment stresses the development of conceptual and administrative skills in the business functions, systems, and organizational and decision processes. The "elective" segment provides a wide choice of area for concentration.

UD's versatile program enables the candidate to develop management training in Managerial Accounting, Marketing Management, Finance, Operations Management, or Quantitative Methods. It provides the student the opportunity to develop greater depth in the area of his choice, or he may range over several areas according to his needs and objectives.

It also is geared to train the student who has or plans a management career in a field other than business. He can combine the basic elements of the MBA with some further work in departments that reflect his kind of institution. For instance, there are students who choose graduate "elective" courses in such departments as psychology, engineering, political science and education. There are some candidates who find courses from the Public Administration, Engineering Management, and Educational Administration programs advantageous to their managerial education.

Dr. George points out that the University's program emphasizes the integration of theory and practice, is designed to cover thoroughly the conceptual, behavioral, and analytical skills, and recognizes and capitalizes on the maturity and experience of the students themselves by using classroom methods that maximize student participation and interaction.

He also noted that courses are scheduled during the day, evening, or Saturday, to facilitate a student's progress toward the degree.