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Wharton Announces New Undergraduate Business Curriculum

A new four-year curriculum of undergraduate business education, designed to meet the changing demands of business leadership, will be introduced by the Wharton School at the freshman level in September, 1961.

The new program represents the latest stage in a process of curriculum adaptation to changing needs that has been going on since the Wharton School first offered collegiate education for business in 1881.

It is the product of several years' study by the Wharton School faculty, in consultation with the College of Arts and Sciences here and scholars elsewhere, as well as with business leaders. It follows a number of recommendations made during the course of the Educational Survey.

The aim is still that of Joseph Wharton, who founded the School to promote competence and morality in the market place. Applying this aim to today's conditions, the new curriculum gives greater weight to those social, scientific and humanistic ideas that are impinging more and more on business judgments.

Under the new curriculum, freshmen this fall will be required to take a program of fundamental or "core" courses in the liberal arts and sciences. The freshman curriculum will consist of 31 semester credits, including six credits each in Economics, English Composition, and Mathematics; four credits in Law, and nine credits chosen from among a group of courses which include Natural Science, Political Science, Psychology and Sociology. Students will be required to take all courses in this latter group of "non-business" subjects before graduation.

The student's introduction to business subjects will come in his sophomore year, through a choice of nine semester credits in the curriculum's "Business Core Bracket," consisting of Management, Risk and Insurance, Marketing, Corporation Finance, and Industrial Relations. In addition he will take courses in accounting and statistics during his second year.

As formerly, a student will begin his business concentration or "major" courses in his junior year. Each concentration will consist of twelve credits in advanced work in one of these major fields: Accounting, Finance, Foreign Commerce, Industrial Management, Insurance, Labor and Industrial Relations, Marketing, Real Estate, and Transportation.

Another group of courses in a second "Non-Business Bracket" also must be taken in his junior and senior years by every student. This consists of fifteen credits, in Philosophy, History, and Anthropology.

The new course of studies recognizes that technical competence, however essential, is no longer enough for effective management. "Tomorrow's business leaders must be sensitive also to the constant interplay between business policy and the great political, technological and social forces of the second half of the Twentieth Century," Dr. Willis J. Winn, Dean of Wharton, said in announcing the new curriculum. In developing it "we have been operating under the assumption that the business leader of tomorrow should have a broad understanding of the physical and

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Pemberton, Four Others Are Named to New Posts

Five administrative changes affecting the University's business, financial, research and construction activities were announced by President Harnwell early this month, to take effect immediately.

Henry R. Pemberton, Financial Vice President, was elected to the newly created post of Business and Financial Vice President. The new position encompasses Pennsylvania's business, service, maintenance, construction activities and financial affairs.

The office of Business Vice President had been held by John L. Moore prior to his appointment as administrator of the General Services Administration of the Federal Government.

In other changes, Harold E. Manley was appointed Business Manager of the University; Dr. Donald S. Murray, Comptroller; George T. Turner, Construction Engineer, and F. Haydn Morgan, Director of the Office of Project Research and Grants.

Manley has been Comptroller; Murray, Director of the Office of Project Research and Grants; Turner, Director of Physical Plant Planning, and Morgan, Associate Director of the office he now heads.

Eiseley's "Firmament" Achieves Double Honors

Provost Loren C. Eiseley's most recent publication, *The Firmament of Time*, was twice honored during February and March by the nation's librarians and booksellers.

During February the volume was listed among the finalists in the non-fiction class for the National Book Awards for the year 1960. Winners of the final awards, consisting of citations and checks for \$1000 each in the fiction, non-fiction and poetry categories, were announced after *The Almanac* went to press.

On March 4 the Notable Books Council of the American Library Association selected Dr. Eiseley's work as one of its list of 46 "Notable Books of 1960." Also included in the selection was *Lord Burghley and Queen Elizabeth*, by the late Dr. Conyers Read, of the History Department.

Dr. Eiseley spent part of this week at his alma mater, the University of Nebraska at Lincoln, where he delivered the Montgomery Lectures on "Francis Bacon and the Modern Dilemma" on March 20-22.

Toynbee's Public Lectures

Arnold J. Toynbee, Visiting Professor of History, addressed a crowded session of the University chapel in Irvine Auditorium on the topic, "Religion in Public Affairs" on March 16.

The appearance was one of four which the distinguished British historian will make before general audiences during his spring-semester stay on the Pennsylvania campus.

His three public lectures will be held in Irvine Auditorium at 5 P.M. on April 10, April 17, and May 1. The April 10 lecture is to be entitled "The Shot Heard Round the World." "The Handicap of Affluence" will be presented on April 17, and the final one, "Can America Rejoin Her Own Revolution?" will be given on May 1.

Foreign Students Office Moves to Sergeant Hall

The University's Office for Foreign Students, directed by Dr. John F. Melby, transferred its activities early this month from its former quarters in Logan Hall to new ones in Sergeant Hall, the former women's dormitories at 34th and Chestnut streets.

In its new location, Dr. Melby pointed out, his office will have improved opportunities for integrating Pennsylvania's 750 foreign students with American students, since Sergeant Hall is also eventually to be a dormitory for graduate students.

At present the office, established in 1958, acts as a clearing house for students now attending the University from 75 different foreign countries. They receive mail there, get help in finding housing, and in general bring to Dr. Melby and his assistants the full range of human problems, from domestic affairs to difficulties with the Immigration authorities.

The Office for Foreign Students gets generous and energetic help from a committee headed by Mrs. Norman Palmer, wife of the Chairman of the International Relations Department, in helping to orient students from abroad, but needs still more, says Dr. Melby, from American undergraduate and graduate students.

NEW FACES of 1961



Dr. Robert Summers, appointed Associate Professor of Economics. He was graduated from the University of Chicago in 1943 and received his doctorate at Stanford University in 1956. Dr. Summers comes to the University from Yale University, where he was Assistant Professor of Economics from 1956 to 1960, and a staff member of the Cowles Foundation for Research in Economics. He and Mrs. Summers

are residing at 131 Chester Road, Devon.

Angelo Savelli, appointed Lecturer in the School of Fine Arts. He comes to the University from New York City, where he has lived and practiced as an artist since arriving from his native Italy in 1954. He studied at the Academia di Belle Arti in Rome, and until coming to this country spent most of his working life in that city. After World War II, together with a few other prominent young artists, he contributed to the development of an abstract-expressionist language in Italy. Since 1947, his work has been almost entirely non-objective. He was one of the founders of the Art Club of Rome.



Dr. Joseph E. Schwartzberg, appointed Assistant Professor of Geography. He comes to the University from the University of Wisconsin, where he received his doctorate in 1960. He was graduated from Brooklyn College in 1949, and as a geographer, served in the Map Intelligence Branch of the United States Army from 1955 to 1957. Dr. Schwartzberg resides at 3905 Locust Street, Philadelphia.



Piero Dorazio, appointed Assistant Professor in the School of Fine Arts. He attended the University of Rome, following courses in the liberal arts and architecture. He was a member of "Forma I," the small group of artists in Italy which launched a new post-war revolt there against the academism previously imposed by Mussolini. He has exhibited at the Quadriennale in Rome, the Galerie Springer in Berlin, and in 1957 received first prize awarded by the Italian Government at an exhibit at the Galerie Tartaruga, Rome.



WHARTON ANNOUNCES CURRICULUM

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social sciences, and an ability to use the tools of quantitative analysis in the solution of business problems. We shall of course continue to stress the fundamentals of business and to provide an opportunity for the student to develop some skill in at least one of the functional fields which may be of particular interest to him."

Underlying the program is the premise that the student who completes the Wharton undergraduate business education curriculum will possess a solid foundation in business principles and practices; a special competence in his field of concentration; an ability to use the tools of quantitative analysis in the solution of business problems; a proficiency in oral and written communications; a broad understanding of the physical and social sciences and their relationship to business policy and decision making; an increased appreciation of the cultural aspects of life, and a deeper awareness of ethical and social values.

The four-year program of 128 credits, the same number as presently required, comprehends not only substantial changes in the distribution of courses by subject matter, but in the content of courses. Those being offered in liberal arts as well as in business subjects are new; a majority have been designed specifically for the new curriculum. Students enrolled in the other three classes of the Wharton School will be given the opportunity to take advantage of the new curriculum as far as possible, Dean Winn pointed out.

TV "Frontiers" to Star Foreign Policy Researchers

The work of the University's Foreign Policy Research Institute in analyzing the techniques and effects of Communist propaganda will be presented dramatically on a featured television program Tuesday night, April 4.

At that time "Frontiers of Knowledge," the monthly television documentary produced by the University and WFIL-TV on Channel 6, will present "Battleground: The Mind." Featured in the program will be President Harnwell, Dr. Robert Strausz-Hupé, Director of the Institute, and two members of his staff, Mr. Robert C. Herber, Managing Editor of *Orbis*, and Dr. James E. Dougherty, Resident Fellow of the Institute. The program will be aired from 10 to 10:30 P.M.

In what history may term the most important war ever fought, the one now going on between the words and ideas of the free world and totalitarianism, the program will show how Communist propaganda has been developed into a weapon potentially more devastating than the worst bomb ever devised.

Viewers will witness a scene in which American soldiers at Fort Benning, Ga., are exposed to the insidious techniques of propaganda learned during the Korean War, and will be made aware of the ways in which these techniques can effect the American public.

The program is designed to show how research being done at the Foreign Policy Research Institute aids the Senate, State Department and other policy-making agencies in understanding this subtly powerful force.

"Battleground: The Mind" is the third in the "Frontiers of Knowledge" series, whose producers operate from the University as a home base but send their cameras roaming the entire country in search of scientific achievements that are changing the course of civilization.

Alumnae to Present Third "Adam's Rib" Conference

The Philadelphia Alumnae Club of the University will present the third in its series of annual "Adam's Rib" conferences, devoted to "the contemporary woman," on April 15 at University Museum from 10 A.M. to 3 P.M.

President Harnwell will be one of a group of speakers who will consider "The Challenge of Change" in relation to values and standards in contemporary societies.

Three other speakers appearing with him in a morning panel discussion will be Dean Jefferson B. Fordham of the University Law School; Dr. Laura A. Bornholdt, Dean of Women, and Dr. Jeannette P. Nichols, Research Associate in economic history.

Serving as moderator for the intra-panel discussion will be Mrs. Ruth Weir Miller, executive director of the World Affairs Council of Philadelphia. Mrs. Miller, a graduate of the School of Education, is a former president of the Association of Alumnae and one of two alumnae elected to the Executive Council of the University of Pennsylvania Alumni Clubs.

Dr. Charles C. Price, Chairman and Professor of Chemistry, will speak in the afternoon.

Another alumna, Dr. Ruth Wright Hayre, principal of William Penn High School for Girls, will preside as honorary chairman for the day. The traditional conference luncheon will be held in the Egyptian Gallery of the Museum. The conference will be open to the public, but University alumnae and alumni are extended a special invitation to attend, as are all members of the University faculty. Tickets are \$3.75. Information and a conference brochure may be obtained by writing Mrs. Margaret Harley at 3401 Spruce st., or by calling EVERgreen 6-8968.

Two FM Radio Courses Being Given by CGS

Courses in Philosophy and History are being presented for credit by members of the University faculty this semester over Station WHYY-FM, 90.9 on the standard FM band. The courses are sponsored by the College of General Studies.

Dr. Elizabeth F. Flower, Associate Professor of Philosophy, is the lecturer in Philosophy 2-FM, a course in ethics, given on Mondays, Wednesdays and Fridays from 7 to 7:50 P.M.

History 60b-FM, presented by Dr. Wallace E. Davies, Associate Professor of History, is a course in the history of the United States from the Civil War to the present day. It is given on Tuesdays and Thursdays at the same hours as the course in Philosophy.

Students enrolled in these courses receive college credits, which may be applied toward an undergraduate degree in the College of General Studies when the student is admitted to degree candidacy. Philosophy 2-FM carries three semester credits, and History 60b-FM, two credits. These are in addition to TV courses-for-credit described in the February *Almanac*.

Among Other Things

BUSY PEOPLE: *Dr. George W. Taylor*, Chairman and Professor of Industry, has been named by President Kennedy to a 21-member labor-management council to promote industrial peace. He was also appointed chairman recently of the New York City Board of Public Education's Commission of Inquiry into Collective Bargaining . . . In February he spoke before the New York Alumni Club, the Industrial Relations Association of Philadelphia, and LaSalle College . . . Another frequent speaker has been *Dr. Wilfred Malenbaum*, Professor of Economics and South Asian Studies, who lectured at Harvard on January 9, before the Indian Student Association on January 28, and at a Department of State seminar in Washington on February 7 . . . *Dr. R. D. Matthews* and *Dr. Hugh M. Shafer*, Professor and Associate Professor of Education respectively, participated in the 45th annual convention of the National Association of Secondary School Principals held at Detroit February 11-15 . . .

Dr. William H. Marshall, Assistant Professor of English, delivered a lecture on the poetry of Byron before faculty members and graduate students at Villanova University on February 23 . . . *Dr. Emily Mudd*, Professor of Family Study in Psychiatry, served as guest moderator on the Frank Ford Show on Station WPEN on March 6 . . . At Drexel Institute's celebration of Engineers' Day on February 24, *Reinout P. Kroon*, Visiting Professor of Mechanical Engineering in the Towne School, delivered an address on "Industry and Education." . . . *Dr. Hsuan Yeh*, Director of the Towne School, and *Dr. Harry Sohon*, Associate Professor of Electrical Engineering, were members of the steering committee for the second Symposium on the Engineering Aspects of Magnetohydrodynamics held at the University Museum on March 9 and 10 . . .

OUR AUTHORS: The textbook, *Child Development*, by *Dr. Elizabeth B. Hurlock* of the School of Education, has been translated into Polish and published in Poland, making her the first child specialist outside Poland to have such a work published in that country . . . *Professor John S. Griffith* of the Chemistry Department is the author of a new volume, *The Theory of Transition-Metal Ions*, published February 24 by Cambridge University Press . . .

APPOINTMENTS: *Dr. Constant Vaucelain*, Associate Professor of Music, has been named a director of the Theodore Presser Company . . . *Dr. Charlotte Epstein*, Assistant Professor of Human Relations, was appointed recently Consultant in Human Relations to the Philadelphia Police Department . . . *Dr. Morris Rubinoff*, Associate Professor in the Moore School of Electrical Engineering, has been selected as a member of the Department of Defense Committee of Communications Network Switching, to study the state of the nation's network equipment . . .

R. E. Linington, Research Associate at the University Museum, returned briefly to London on March 4 to address the Council for British Archaeology on "Prospecting in Archaeology by Geophysical Methods." . . . *Louis B. Schwartz*, Professor of Criminal Law, addressed a conference of the District Attorneys of New York on January 27 in New York City on the subject, "Capital Punishment." . . . *Dr. Joseph R. Rose*, Professor and Chairman of Transportation and Public Utilities, addressed the meeting of the eastern sectional group, treasury division, of the Association of American Railroads on February 8 at the Union League here . . .

The National Police Officers Association recently presented a certificate of merit to *Dr. Thorsten Sellin*, Professor of Sociology, "in acknowledgment of distinguished service to the Association and the law enforcement profession it represents." . . . *Dr. Herbert S. Levine*, Lecturer in Economics, lectured on "Soviet Planning Methods" at the Cluett Center for Economic Development, Williams College, on February 22 and 23 . . . On March 1, *Dr. Otto Pollak*, Professor of Sociology, led a workshop at the annual Institute in Psychiatry and Neurology of the Veterans Administration Hospital, Little Rock, Ark. . . . The New York Chapter of Chartered Life Underwriters heard a talk on "Estate Liquidity" on March 1 by *C. B. McCaffrey*, Lecturer in Insurance in the Wharton School . . .

Dr. Stanley S. Schor, Associate Professor of Public Health and Preventive Medicine, took part February 17 in a symposium on cancer epidemiology research at Johns Hopkins School of Medicine, Baltimore . . . *Dr. W. Rex Crawford*, Professor of Sociology, has been named to direct a five-week course of orientation for newly arrived African students this summer on the local campus and that of Lincoln University . . . *Dr. Jacques Jenny* has been appointed to the newly established professorship of Orthopedic Surgery at the School of Veterinary Medicine. He had been Associate Professor of Veterinary Surgery until his appointment.

Pitt Asks to be Relieved As Dean of Admissions

A special faculty-administration advisory group has been appointed by President Harnwell to recommend a successor to Robert H. Pitt, II, Dean of Admissions.

Dean Pitt has expressed a desire to be relieved of his duties in the Admissions post as soon as a successor has been appointed. Although his future plans have not been determined, it is hoped that he will continue to serve the University in another administrative capacity upon relinquishment of his Admissions duties.

A letter requesting recommendations for a successor to Dean Pitt is being sent to faculty members and administrative officers of the University.

The recommendations will be submitted to a special committee which includes *Dr. G. Edward Janosik*, Associate Professor of Political Science; *Dr. Wallace E. Davies*, Associate Professor of History; *Paul J. Mishkin*, Professor of Law, and *Gene D. Gisburne*, Vice President for Student Affairs.

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