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BULLETIN

OF

THE

BOROUGH OF MANHATTAN

COMMUNITY

COLLEGE



The seal of the College, chosen through a contest, is a graphic presentation depicting the close relationship of the Borough of Manhattan Community College with the business and industrial complex of New York City.

The winning design, shown here, was adopted as the College's official seal. It was created by Fred Kelly, art director for a Manhattan transit advertising agency and the father of a Borough of Manhattan Community College student.

SPONSORED BY THE BOARD OF  
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CITY OF NEW YORK

BULLETIN

**BOROUGH OF MANHATTAN**  
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THE CITY UNIVERSITY OF NEW YORK  
UNDER THE PROGRAM OF THE  
STATE UNIVERSITY OF NEW YORK

134 West 51st Street  
New York, N.Y. 10020  
Telephone: 582-9300

## ACADEMIC CALENDAR, 1965-1966

Thursday, July 1, 1965	Registration for Summer Term
*Monday, July 5, 1965	Independence Day Holiday
Tuesday, July 6, 1965	Classes start for Summer Term
*Monday, September 6, 1965	Labor Day
Wednesday, September 22, 1965	Freshman Orientation for students starting Fall Term
Saturday, September 25, 1965	Last day of classes for Summer Term
Thursday, September 30, 1965	Registration for Fall Term
Monday, October 4, 1965	Classes start for Fall Term
Monday, October 25, 1965	Last day for receipt of admissions applications for January and April, 1966
*Thursday, November 25, 1965	Thanksgiving
Wednesday, December 22, 1965	Freshman Orientation for students starting Winter Term
Friday, December 24, 1965	Last day of classes for Fall Term
Thursday, December 30, 1965	Registration for Winter Term
Monday, January 3, 1966	Classes start for Winter Term
Wednesday, January 15, 1966	Last day for receipt of admissions applications for July and October, 1966
*Tuesday, February 22, 1966	Washington's Birthday
Wednesday, March 23, 1966	Freshman Orientation for students starting Spring Term
Saturday, March 26, 1966	Last day of classes for Winter Term
Thursday, March 31, 1966	Registration for Spring Term
Monday, April 4, 1966	Classes start for Spring Term
*Monday, May 30, 1966	Memorial Day
Wednesday, June 22, 1966	Freshman Orientation for students starting Summer Term
Saturday, June 25, 1966	Last day of classes for Spring Term
Thursday, June 30, 1966	Registration for Summer Term
Friday, July 1, 1966	Commencement

\*Indicates an Official Holiday.



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HUNTER COLLEGE, founded in 1870  
President: John J. Meng, M.A., Ph.D., LL.D., L.H.D.  
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President: Joseph P. McMurray, B.A., L.H.D., Litt.D., LL.D.  
COLLEGE OF POLICE SCIENCE, founded in 1964  
Acting President: Michael J. Murphy, LL.B., M.P.A.  
STATEN ISLAND COMMUNITY COLLEGE, founded in 1955  
President: Walter L. Willig, M.C.E., P.E.  
BRONX COMMUNITY COLLEGE, founded in 1957  
President: Morris Meister, M.A., Ph.D., Sc.D.  
QUEENSBOROUGH COMMUNITY COLLEGE, founded in 1958  
President: Dumont F. Kenny, Ph.D.  
KINGSBOROUGH COMMUNITY COLLEGE, founded in 1963  
President: Jacob I. Hartstein, M.S., M.A., Ph.D., L.H.D.  
BOROUGH OF MANHATTAN COMMUNITY COLLEGE, founded in 1963  
President: Martin B. Dworkis, M.A., Ph.D.  
NEW YORK CITY COMMUNITY COLLEGE, founded in 1946; became part of The City University of New York, 1964  
Acting President: Murray H. Block, M.A., Ed.D.



## THE CITY UNIVERSITY OF NEW YORK

The City University of New York dates from 1847 when the first of the municipal colleges was established by a referendum of the people of New York City. By a majority of six-to-one they voted for the Free Academy, later to be known as the College of the City of New York, and since 1926 as The City College. For 100 years the City of New York was the sole support of this College and of the three other municipal colleges created subsequently. The unique tradition of free tuition to undergraduates was established from the beginning.

In 1961, the municipal system of colleges, by that year numbering seven, was given university status and legally titled The City University of New York. This action was authorized by the Board of Higher Education of the City of New York, and the Legislature and the Governor of the State of New York. As the establishment of the first college met the educational needs of young people for higher education then, so The City University meets the need for advanced education available to greater numbers today.

Following the founding of City College in 1847, Hunter College (then called Normal College) was opened in 1870. In 1930, Brooklyn College was established, and in 1937 Queens College was opened. A four-year College of Police Science is expected to open in the fall of 1965.

Since 1955, five community colleges have been established in New York City by the Board of Higher Education under the plan of the State University: Staten Island Community College in 1955, Bronx Community College in 1957, Queensborough Community College in 1958, Kingsborough Community College in 1963, and the Borough of Manhattan Community College in 1963. The latter two opened in September, 1964. In April, 1964, the New York City Community College of Applied Arts and Sciences, established in 1946, came under the jurisdiction of the Board of Higher Education. Each of the six community colleges offers two-year programs in the technologies and in liberal arts.

The City University is financed by the City of New York, and the State of New York, and by fees and gifts. Some funds for research, buildings, and special projects are provided by the Federal Government. Total expenditures, including capital costs, in 1963-64 were about \$86,000,000. Of that amount, educational and general expenditures for operating purposes totalled about \$76,000,000. Free tuition is provided for baccalaureate and associate degree students who are qualified residents of the City, and for teacher education students through the fifth year who are residents of the State. Tuition fees are paid by all other students.

Since 1962, the City and the State have provided budget support to initiate and carry forward doctoral programs in The City University. Fourteen such programs are offered including biology, chemistry, economics, engineering, English and comparative literature, history, mathematics, physics, psychology, sociology and speech. Further doctoral and master's programs will be offered by The City University as the support obtained permits and the need is demonstrated.

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## STATE UNIVERSITY OF NEW YORK

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The State University of New York was established by the State Legislature in 1948. It now comprises 58 units: five university centers, two medical centers, a Graduate School of Public Affairs, 24 state colleges (18 four-year and six two-year institutions and several contract colleges), and 28 locally-sponsored two-year community colleges. Although separated geographically, all are united for the purpose of improving and extending opportunities for youth to continue their education beyond the high school level.

The State University offers programs in the liberal arts and sciences, engineering, home economics, industrial and labor relations, veterinary medicine, ceramics, agriculture, forestry, maritime service, teacher education, law, pharmacy, medicine, dentistry, social work, business administration and public administration. The University's two-year programs also include liberal arts study and a wide variety of technical courses in such areas as agriculture, business, and industrial and medical technologies.

Advanced graduate study at the doctoral level is offered by the University at 12 of its units, including the university centers and the Graduate School of Public Affairs. While graduate work can be pursued at 24 of the colleges, the programs at the majority of these units are now limited to the master's level. The University, however, is continuing to broaden and expand over-all opportunities for advanced degree study. Governed by a Board of Trustees appointed by the Governor, the State University of New York plans for the total development of state-sponsored higher education. Each college and center of the State University is locally administered.

The State University motto is: "Let Each Become All He Is Capable of Being".

## THE BOROUGH OF MANHATTAN COMMUNITY COLLEGE

### *History and Purpose*

The Borough of Manhattan Community College, chartered in 1963 under the Board of Higher Education of the City of New York, is a unit of The City University of New York. Since the College operates under the Community College Program of the State University of New York, it is also a unit of the statewide educational complex.

In February 1964, Dr. Martin B. Dworkis, then Professor of Public Administration at New York University, was selected by the Board of Higher Education as President of this new and unique Community College. Classes began on September 24, 1964.

The primary purpose of the Borough of Manhattan Community College is to provide well-trained graduates for the business community. In addition, the College offers a Liberal Arts transfer program, thereby making it the only comprehensive community college in Manhattan.

The College also offers a Correction Administration curriculum in cooperation with the New York City Department of Correction. Course presentations are divided between the correctional facilities at Riker's Island and the College's main mid-town campus.

The first class of the Borough of Manhattan Community College consisted of 467 students, selected from among 1,501 applicants. An institutional location was appropriately chosen in the heart of Manhattan's Radio City business district. Classroom, laboratory and library facilities now occupy the entire second floor of the modern air-conditioned American Management Association Building at 134 West 51st Street, Manhattan.

When the new College opened in its leased quarters, it became the tenth unit of The City University of New York, and the 28th two-year College under the program of the State University of New York.

The College is the only unit of The City University designated as *experimental* by the Board of Higher Education. Its most unusual conceptual feature has been the adoption of the quarter system instead of the traditional two-semester plan. The College is in session throughout the year. Students attend classes for three quarters and are on vacation the fourth quarter.

Linked with the concept of the quarter system is the Cooperative Education Program (see detailed description under DEPARTMENT OF STUDENT LIFE). This Program has been coordinated with the needs of local business, industry and government, and provides field experiences for the students which are related *directly* to their courses of study. Additionally, the College has planned this Program so that students' field experiences are concurrent with classroom instruction, rather than alternated with the academic schedule.

In its first year of operation, the College received almost \$500,000 in government grants under the Economic Opportunity Act of 1964 and the Vocational Education Act of 1963. These grants are enabling the College to conduct special educational and experimental projects.

Future plans include curriculum expansion as well as substantial increases in enrollment.

### *Educational Objectives*

The educational goals of the College achieved through curricular, co-curricular and extra-curricular participation, include the development of:

- A fuller understanding and appreciation of the American heritage and American ideals
- A greater understanding of the civilizations and cultures of the world
- A disciplined training in the essential tools of critical, analytical thought and effective self-expression
- A basic training in selected fields of specialization providing requisite preparation for business careers in the community
- A comprehensive knowledge of the liberal arts providing requisite preparation for advanced study
- The dignity of the individual and the realization of potential for the individual and society in an harmonious relationship
- Added responsibility for and participation in community activities as an active citizen in a democratic society

### *Accreditation*

The College, as a unit of The City University of New York, is accredited by the Middle States Association of Colleges and Secondary Schools. It has also been accredited by the Board of Regents of the State University of New York, and is a member of the American Association of Junior Colleges.

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**Louis Sattler**  
*Adjunct Professor, Science*  
*A.B., Columbia University; Ph.D., University of Chicago*

**Margaret Schroder**

*Instructor, Department of Health and Physical Education  
B.S., M.P.A., New York University; B.A., Hunter College*

**Marvin R. Schwartz**

*Lecturer, Music  
B.A., Queens College; M.A., Brandeis University;  
S.M.D., Jewish Theological Seminary*

**Arnold H. Scolnick**

*Assistant Professor, Marketing  
B.B.A., The City College; M.S., Ed.D., New York University*

**Howard H. Serlin**

*Assistant Professor, Accounting  
B.B.A., M.B.A., The City College; C.P.A., State of New York*

**Lawrence A. Sher**

*Instructor, Mathematics  
B.S., Queens College; M.S., Yeshiva University*

**Michael D. Shmidman**

*Assistant Professor, Social Science  
B.A., Brooklyn College*

**Vivian W. Siegal**

*Instructor, Student Life  
B.A., New York University; M.A., Harvard University*

**Eva Maria Stadler**

*Assistant Professor, Modern Languages  
B.A., Barnard College; M.A., University of Wisconsin*

**Herbert Tishfield**

*Instructor, Accounting  
B.A., M.B.A., New York University; C.P.A., State of New York*

**Sara Trefman**

*Instructor, English  
B.A., Hunter College; M.A., New York University*

**Carol S. Twersky**

*Instructor, Social Science  
B.A., Brandeis University; M.A., The City College*

**Irving Wechsler**

*Instructor, Business Administration  
B.S., M.B.A., New York University*

**Rochelle Weinstein**

*Lecturer, Art Appreciation  
B.A., M.A., The City College; M.A., New York University*

**Harold S. Wildstein**

*Lecturer, Correction Administration  
B.A., Drake University; M.A., New York University*

**Thelma M. Williams**

*Assistant Professor, Department of Student Life;  
Coordinator, College Discovery Program  
B.S., Orangeburg State College; M.A., Columbia University;  
Ed.D., Yeshiva University*

**Joseph Winters**

*Assistant Professor, Cooperative Education  
B.B.A., St. John's University; M.A., Ed.D., New York University*

**ADMINISTRATIVE STAFF**

Mary Barba	<i>Stenographer, Office of the Dean of Faculty</i>
Raymond Boyd, Jr.	<i>Maintenance</i>
Ruth Cook	<i>Secretary to the Aide to the President</i>
Anne Cruz	<i>Stenographer, Business Office</i>
Rita DeSilva	<i>Secretary to the Dean of Faculty</i>
Eddie Dupree	<i>Maintenance</i>
Sadie Flitt	<i>Clerk, Registrar's Office</i>
Elisa Giacomino	<i>Secretary to the Dean of Administration</i>
Sylvia Gordon	<i>Assistant Accountant, Business Office</i>
Otto S. Gutman	<i>Assistant Buyer, Business Office</i>
Albert J. Holmes	<i>Stockman, Business Office</i>
Robert Jaffe	<i>Office Appliance Operator</i>
Jeannette Johnson	<i>Secretary to the Dean of Students</i>
James P. Kelly	<i>Senior Accountant, Business Office</i>
Cornelia Kirkland	<i>Telephone Operator</i>
Sally Lissandrello	<i>Secretary, Business Office</i>
Arthur Rinker	<i>Clerk, Business Office</i>
Anne Seigal	<i>Secretary, Library</i>
Ruth Sheinis	<i>Senior Clerk, Business Office</i>
Lynn Weiner	<i>Secretary, Registrar's Office</i>



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## OFFICE OF COMMUNITY RELATIONS

The Office of Community Relations serves as the main liaison between the local secondary schools and the Borough of Manhattan Community College.

This Office provides career conference discussions and lectures about the College, its curricula and philosophy.

The Office of Community Relations also presents programs on the importance of the development of community colleges, not only for interested high schools, but also for non-academic organizations in the metropolitan area.

Those interested in such programs should write to:

Director of Community Relations  
Borough of Manhattan Community College  
134 West 51st Street  
New York, New York 10020

## OFFICE OF THE REGISTRAR

The College's main center for the dissemination of information is the Office of the Registrar, which also is responsible for the interviewing of prospective students, admissions processing and registration.

This office handles all records of absences, final grades, over-cuts, withdrawals, class schedules, Selective Service, academic dismissal and transcripts.

## ADMISSIONS

### *Admission Requirements*

Applicants for admission to the College must be high school graduates, or hold a high school equivalency diploma. High school records or General Educational Development Test scores must indicate potential for college work. The College considers not only an applicant's scholastic record, but those personal characteristics which demonstrate strong potential and future promise. Applicants who meet entrance requirements may be invited to the College for an interview.

Students applying for the Liberal Arts curriculum, must submit the Senior Scholastic Aptitude Test Scores (SAT Verbal and Quantitative). The SAT scores must be sent to the University Application Processing Center (described under Application for Admission) if the student has filed with the Center, or directly to the College if the application has been sent to the College. Applicants who have never taken the Scholastic Aptitude Tests should arrange to do so at the earliest possible date.

Business Administration career curriculum applicants are also urged to submit SAT scores.

The College seeks to encourage application for admission from those students who show signs of academic potential, who have the high school counselor's or principal's recommendation, and who indicate high motivation. The College evaluates all these factors in formulating a decision on admission.

### *Application for Admission*

The last day for filing applications for admission to the College is January 15 for the July and October quarters, and October 25 for the January and April quarters.

A single application for any college of The City University of New York is available to New York City residents at their high schools. This application is to be used only by applicants seeking admission as matriculated students in the lower freshman class of the Borough of Manhattan Community College, and who are either still in attendance at high school or have been graduated from high school but have not attended college.

This completed application form, plus high school records and SAT scores, should be sent to the University Application Processing Center, Box 148, Vanderveer Station, Brooklyn, New York 11210.

Applicants living outside New York City, or who have attended college previously, should write directly to the Borough of Manhattan Community College, 134 West 51st Street, New York 10020. Explanations of residency and previous college experience should be included in requests for applications. (See discussion under TUITION AND FEES.) The appropriate application will be sent directly to those making such requests.



Prospective students who wish to apply for admission on the basis of an equivalency diploma, should write directly to the College for an application. Such applicants will be asked to submit a completed application form, notarized copies of the equivalency diploma and General Educational Development Test scores, and a transcript of any high school or college study.

#### *Admission Criteria*

Applicants for matriculation should be prepared to meet the following unit requirements.

#### *High School Units*

	<i>Liberal Arts</i>	<i>Business Administration</i>
English	4	4
Social Science	3	2
Mathematics	2	1½ (for Data Processing, 2)
Foreign Language	3	2
Science	2	1

#### *The Academic Year*

The Borough of Manhattan Community College operates on a quarter system. The academic year is divided into quarters of 12 weeks each. Terms begin in July, October, January and April. Freshmen will be admitted each term beginning in July, 1965.

The quarter system at the College includes the following features:

1. Classes meet for 65 minutes.
2. Students attend for three terms, take one term as a vacation or for additional work experience (see *Cooperative Education Program*) and return the following quarter to complete a second three-term sequence.
3. A combination of three 3- to 4-point subjects, plus one 1-point subject, provides a full program of 10 to 12 points per term.
4. The point value for study in three quarters equals the point value for study during two semesters under the semester system.

#### *Selective Service*

Full-time students may be considered for deferment by their Selective Service Local Boards. Students requesting deferment should submit Selective Service Form 109 to their Local Boards through the Office of the Registrar at the College. This form is executed by the College and is the official statement of the student's status for consideration by his Local Board. It is not to be considered as a request for deferment on the part of the College.

It is the student's responsibility to keep his Local Board apprised of his student status. He must request the Registrar of the College to

submit the appropriate Selective Service form at the beginning of each academic year for which deferment is requested.

Since the law as well as the regulations regarding deferment may be modified from time to time, it is suggested that each student maintain contact with his Local Board.

#### *Medical Examination*

Each student admitted to the College is required to submit a completed Medical Examination Report at the time of registration. This form will be mailed by the College.

### TUITION AND FEES

#### *College Costs: Tuition*

The College is tuition free for New York City residents within budgetary limitations set by the City of New York. Tuition for full-time, matriculated students who are residents of New York State but not residents of New York City is \$100 per term, with a Certificate of Residency, and \$200 per term without a Certificate of Residency. For full-time, matriculated students who are not residents of New York State, tuition is \$200 per term.

To be eligible for free tuition, an applicant must be a United States citizen, a resident of New York City for six months, and of New York State for one year. A minor will generally be presumed to be a resident of the place of his parents' or guardian's domicile. If residence is in question, documented proof is required.

Applicants who reside in New York State, but outside New York City, are eligible for the reduced tuition rate. Eligibility for this reduced rate rests upon the applicant's presentation of Form B-81, Certificate of State Residency. This form, obtainable from the Chief Fiscal Officer of the county of residency, must be presented upon registration at the College.

Students holding a Permanent Residence Visa and who meet residency requirements, are eligible for free tuition or reduced state tuition. Non-citizens, with the exception of those holding a Permanent Residence Visa, will be charged out-of-state tuition rates, i.e., \$200 per term.

Matriculated, part-time students who meet New York City and State residency requirements and are United States Citizens are eligible for free tuition within monetary limitations. Tuition for part-time, matriculated students with a Certificate of Residency who are residents of New York State but not of New York City, is \$10 per contact hour. For those without a Certificate of Residency, tuition is \$20 per contact hour. This rate also applies to those who are not residents of New York State.

For non-matriculated students who are New York State residents, tuition is \$15 per contact hour; for non-residents of New York State, tuition is \$20 per contact hour.

*Tuition*

MATRICULATED, FULL-TIME STUDENTS\*

- |  |   |
|--|---|
| 1. Residents of New York City  | Tuition free <sup>b</sup> up to 3 credits above the degree requirement              |
| <i>Exceptions:</i>   |   |
| a) A student who has received one Associate Degree from any college of The City University either wholly or partially tuition free | \$100 per term  |
| b) A student who has commenced work on an Associate Degree and has changed his degree objective more than once                     | \$100 per term  |
| c) If the first change is the result of college guidance procedures  | Tuition free for remainder of credits required for the new degree                   |
| d) A student exceeding by more than 3 credits the number of required credits for a degree  | \$15 per contact hour for those credits in excess of 3 above the degree requirement |
| 2. Non-Residents of New York City or State   |   |
| a) Residents of New York State with a Certificate of Residency   | \$100 per term  |
| b) Residents of New York State without a Certificate of Residency  | \$200 per term  |
| c) Non-Residents of New York State   | \$200 per term  |

## MATRICULATED, PART-TIME STUDENTS<sup>d</sup>

1. Residents of New York City  
Tuition free<sup>b</sup> up to 3 credits above the degree requirement  
*Exceptions:*
  - a) A student who has received one Associate Degree from any college of The City University either wholly or partially tuition free \$10 per contact hour
  - b) A student who has commenced work on an Associate Degree and has changed his degree objective more than once \$10 per contact hour
  - c) If the first change is the result of college guidance procedures Tuition free for remainder of credits required for the new degree
  - d) A student exceeding by more than 3 credits the number of required credits for a degree \$15 per contact hour for those credits in excess of 3 above the degree requirement
  
2. Non-Residents of New York City or State
  - a) Residents of New York State with a Certificate of Residency \$10 per contact hour
  - b) Residents of New York State without a Certificate of Residency \$20 per contact hour
  - c) Non-Residents of New York State \$20 per contact hour

## NON-MATRICULATED STUDENTS

1. Residents of New York State \$15 per contact hour
2. Non-Residents of New York State \$20 per contact hour

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<sup>a</sup> A full-time student is one who carries 9 or more credits per term

<sup>b</sup> Subject to financial limitations provided in the Budget; otherwise \$100 per term for full time and \$10 per contact hour for part time matriculants

<sup>c</sup> Contact hours are the number of periods classes meet each week

<sup>d</sup> A part-time student is one who carries fewer than 9 credits per term

### *Fees*

- |   |  |
|---|--|
| 1. Application Fee  | \$4  |
| (payable to the University Processing Center for applications processed by the Center, or to the College for applications processed by the College) |  |
| 2. General Fee for Full-Time Students   | \$25 per term  |
| (includes student activities, laboratory, library, insurance, breakage, alumni and graduation fees)   |  |
| 3. General Fee for Part-Time Students   | \$9 per term   |
| 4. Late Registration Fee  | \$5  |
| 5. Program Change Fee   | \$5  |
| 6. Special Examination Fee  | \$5 per examination and a maximum of \$15 for 3 or more examinations |
| 7. Transcript or Duplicate Record Fee   | \$1  |

### *Refunds*

An application for refund of tuition should be made in writing on the form provided by the Registrar's Office. The date on which the application for refund is filed is considered the official date of the student's withdrawal.

The \$25 General Fee and the amounts paid for charges other than tuition are not refundable. The following refund schedule applies to tuition fees only:

<i>Time of Withdrawal</i>	<i>Per Cent Refunded</i>
Withdrawal before classes begin	100%
Withdrawal during first week	50%
Withdrawal during second week	25%

*No refund will be made after the second week of classes.*

## SCHOLASTIC REQUIREMENTS

### Introduction

Most students accepted by the College are matriculated students, i.e., candidates for a degree.

It is the responsibility of each student to be familiar with the requirements for graduation, the requirements for admission to specific courses, and other regulations set forth in official announcements of the College. Any requests regarding academic standing should be directed to the Office of the Dean of Faculty.

### Grades

All students will receive a transcript of final grades from the Registrar's Office shortly after the final examinations.

Final grades are indicated by the following ratings:

Grade	Scholarship Description
A	Excellent
B	Good
C	Average
D	Passing
F	Failure

Other reports and special grades at the end of the term will be indicated by the following notations:

<i>% Equivalent Grade</i>	<i>Academic Situation</i>	<i>Resolved grade may be</i>
VW	Voluntary withdrawal from the course up to designated mid-term date; also withdrawal after mid-term if there is a report that the student is passing the course	
G	Dropped for unsatisfactory scholarship after mid-term; (or withdrawal after mid-term from a course the student is failing)	F
H	Dropped for excessive absence (more than one absence per course credit) without satisfactory explanation	F
E 55-59%	Doubtful or unresolved academic status; approval for re-examination necessary; audit may be approved	D or F
INC 60-100%	Student passing indicated; make-up examination (or extension of time to complete requirements) may be requested for legitimate absence (or legitimate reason accepted for completion of requirements)	A to F

All incomplete grades must be removed within three weeks after the beginning of the following term. All requests for make-up of final examinations must be submitted to the Dean of Faculty in writing not later than two weeks after the beginning of the following term in which the student registers. A grade of "F" will be recorded for all students who have received incomplete grades and do not comply with the above regulations. Special consideration will be given to exceptional cases with the approval of the Dean of Faculty.

All special make-up examinations must be authorized by the Dean of Faculty. A fee of \$5 per examination (\$15 maximum for three or more examinations) will be charged for all special examinations.

Unless illness or some other condition beyond the student's control prevents him from completing his assignments, grades will not be entered as INCOMPLETE during the final week of the term. In such an instance, the authorization of the Dean of Faculty is required.

### *Scholastic Index*

The Scholastic Index is the numerical average of academic achievement based upon the grade-point value of the final mark for each course. This gives the level of scholastic achievement, and indicates further whether a student is maintaining the average required for matriculated status, graduation and honors. To compute this, the following example is presented:

COURSE	FINAL GRADE	GRADE-POINT VALUE		CREDITS	QUALITY POINTS
English Composition I	B	3	x	3 =	9
Accounting I	A	4	x	3 =	12
Introduction to Business Administration	B	3	x	4 =	12
		TOTAL		10	33

$$33 \div 10 = 3.3 \text{ Scholastic Index}$$

### *Scholarship Warning Reports*

Students whose classwork has been unsatisfactory will receive Scholarship Warning Reports at the end of the fourth week of the term. These will be issued by the Registrar's Office.

### *Academic Standing*

The College requires a cumulative average of C (index of 2.0) for graduation. Those students who fail to maintain the required term averages necessary to meet the final cumulative average, will have their records reviewed at the end of each term. As a result of these reviews, the student may be placed on probation, or asked to withdraw from the College.

### *Class Attendance*

Since the College operates on a quarter system with 12-week terms and 65-minute class periods, work is more concentrated than under a semester system.

Students are expected to attend all scheduled class sessions. Instructors will keep an official record of class attendance. A grade of H, which carries the weight of F, may be given to a student who is absent for more classes than the number of credit hours assigned to the course.

### *Transcript of Record*

An official transcript is one bearing the seal of the College and the signature of the Registrar. Official transcripts are not given to students nor to alumni, but are mailed directly to institutions or persons considering the applicant for admission or employment.

Students requesting transcripts in order to transfer from the College to another institution or for some other purpose, should apply two weeks before the date the transcript is needed. A fee of \$1 for each transcript will be charged.

The College reserves the right to withhold all information on the record of any student who has not fulfilled his financial and other responsibilities to the College, including the repayment of student loans.



## DEPARTMENT OF STUDENT LIFE

### *Introduction*

The primary goals of the Borough of Manhattan Community College are the intellectual development and academic success of the students, so that they may assume their roles as active and responsible citizens. A correlate is the personal development of the individual student so that the objectives may be effectively achieved.

The Department of Student Life is concerned with assisting the student in personal and social growth outside the classroom. This is achieved through organized activities designed to aid students, both collectively and individually, to make maximum use of their educational opportunities.

Among the services of the Department are the following: orientation, student activities, financial aid, medical services, personal counseling, cooperative education, and educational and vocational counseling.

### *Counseling Services*

All students are assigned to a faculty adviser with whom academic problems are discussed. These include Scholarship Warning Reports, general classroom performance, tutorial sessions, curriculum changes and grades. When the faculty adviser finds that the nature of student problems necessitates additional assistance, he may refer the student to the Department of Student Life for further counseling. These conferences may involve problems of a more personal nature, those concerning financial aid and scholarships, or decisions to remain within a particular curriculum or within the College itself.

Students may initiate counseling interviews with Department members, whether or not they are referred through faculty advisers, by requesting such services of the Department counselors.

### *Office of Student Activities*

The Office of Student Activities is open throughout the school day so that students may obtain assistance related to their extra-curricular and co-curricular activities, programs and projects. Student Personnel Officers and the Director of Student Activities are prepared to provide for the diverse interests of all students attending the College. This Office aids the coordination of such affairs as concerts, recitals and intercollegiate events, and provides assistance to College organizations, clubs and special interest groups. It is through this Office, too, that free and discount tickets to the opera, ballet, theatre, athletic events, etc., are obtained. The Lost and Found Department is also located in these quarters.

### *The Student Lounge*

The Student Lounge, adjacent to the Student Activities Office, offers an array of recreational and social activities. Lounge facilities include a piano, phonograph and records. Smoking is permitted in this one area of the campus.

Bulletin boards in the Lounge carry information regarding cultural and other events of interest to students. These bulletin boards are also used by faculty members to notify students of appointments and meetings, by student organizations to announce meetings or obtain information from membership, and for general communications within the College.

### *Extra- and Co-Curricular Organizations*

Through the Office of Student Activities, the students of BMCC have established the following organizations during the College's first year: the Student Government Association; the College newspaper, *The Manhattan Monitor*; the Baseball Club; the Bowling Club; the Library Club; the Accounting Society; the Marketing Club; the Advertising Club; the Performing Arts Club; and the Newman Club.

Other organizations are being formed in keeping with student interest and initiative.

### *Financial Aid*

A financial aid counselor is available to discuss problems concerning economic need.

Most financial aid is available on the basis of successful scholarship or economic need, or both. Organizations to which students apply for financial aid generally require a confidential statement of the financial situation of an applicant's family. Students should consult their high school guidance counselors about financial aid opportunities before coming to the College. Frequently, however, situations will arise after a student is already at the College, where continued enrollment will depend upon financial assistance. The Financial Aid Officer will furnish the necessary information and assistance in obtaining loans, work-study opportunities, scholarships, etc.

Two important sources of loans for students are the New York Higher Education Assistance Corporation and the National Defense Student Loan Program. While NDSLPL loans are based on need, students with unusual academic promise are given special consideration. The guaranty loan plan of the NYHEAC is a low-cost, long-term, delayed-payment loan for qualified students. Application for these types of loans may be made while a student is in the College or upon acceptance to the College. Because the College is on a quarter system, NYHEAC loans may be applied for two quarters at a time. Repayment does not begin until after a student has been graduated and may be spread over a six-year period. Interest is charged at three per cent per annum.

Students may also receive short-term loans through the College's Financial Aid Office. These loans are available through the BMCC Association to cover immediate expenses, and ordinarily may not exceed \$10 on any one occasion. Repayment schedules will be negotiated on an individual basis. There is no interest charge on these loans.

#### *The Cooperative Education Program (Work-Study)*

The unique Cooperative Education Program is a key to the orientation, philosophy and integrated structure of the College.

The Cooperative Education Program has two important facets: 1) the College cooperates with business, industrial and governmental organizations in the metropolitan area by selecting qualified students to be employed in internships *directly* related to their courses of study; and 2) part-time field experiences are concurrent with full-time class work.

Students are discouraged from working during their first quarter at the College because adaptation to college-level studies is difficult and demanding. Cooperative Education Program participation therefore begins in the second quarter of the first year at the College. Students who complete the first quarter with a scholastic index of at least 2.0 are eligible for placement with a cooperating company or government agency.

Students in the Cooperative Education Program work fifteen hours per week. Morning session students work in the afternoon; afternoon session students, in the morning; evening session students in the morning or afternoon. Employment obtained through the Program will be compensated at a rate of not less than \$1.50 an hour. Students in the Program may work for five of their six academic terms. Academic credit of one point per term may be given for this work. Matriculated students may work in the Program during their vacation period.

At the beginning of the student's second term in the College, Cooperative Education orientation sessions are held for those who are eligible for work assignments. Each participating student is assigned to a Work-Study Coordinator, to whom the student is directly responsible for carrying out his cooperative education assignment.

Business Administration students not involved in the Cooperative Education Program are required to participate in course-related practicums within the College. Academic credit will be granted upon satisfactory completion of practicums as well as for Cooperative Education work assignments.

#### *The Advisory Committee on Cooperative Education*

The Advisory Committee on Cooperative Education, established by the Board of Higher Education, has been formed to guide the President and Faculty of the Borough of Manhattan Community College in developing the most effective Cooperative Education Program

possible. The Committee is composed of prominent individuals in representative New York City industrial, business and government organizations. Members of the Committee as of September 1965 are:

R. Harold Bach Banker	Mrs. Mary Kohler New York City Poverty Operations Board
Lawrence H. Baer U.S. Civil Service Commission	Arthur Lenn Eagle Insurance Company
Leo Baron The Baron Advertising Agency, Inc.	Hon. Robert A. Low Councilman, New York City
Irving Berezin Anna Rosenberg Associates	Mrs. G. G. Michelson R. H. Macy Company, Inc.
Herbert Bienstock U.S. Department of Labor	Hon. Manfred Ohrenstein New York State Senate
Hon. Albert H. Blumenthal New York State Assembly	George Plant National Retail Merchants Association
Charles Bowen International Business Machines	Mrs. Joyce Phillips-Austin Assistant to Mayor Wagner
Hon. Earl Brown Commission on Human Relations	Hon. William Fitts Ryan U.S. House of Representatives
Courtland Burckhardt Bowery Savings Bank	Raymond Scruggs American Telephone & Telegraph Co.
Joseph Davis Carver Federal Savings & Loan Association	Paul Shaw Commerce and Industry Association of New York
Max Delson Delson & Gordon, Attorneys	Louis Simon Amalgamated Laundry Workers Joint Board
William Driscoll Sales & Marketing Executives International	Jules B. Singer Sales Executive Club
Justice Edward R. Dudley New York State Supreme Court	J. E. Twomey Western Electric Co.
George Fuchs National Broadcasting Co., Inc.	Judge James L. Watson Civil Court of the City of New York
William P. Grayson Johnson Publishing Co., Inc.	Charles Young Ogilvy, Benson & Mather
Dr. Fred Horn, C.P.A. Arthur Young & Co.	
	Dr. Theodore H. Zaner New York Naval Shipyard

### *Placement Service*

An extension of the work of the counselors in the Cooperative Education Program is the College's Placement Service.

Through the Placement Service, potential graduates and alumni are assisted in obtaining positions in business and industry. A current file of positions is maintained.

The records of students in the Cooperative Education Program enable counselors to coordinate previous experience and education with available jobs.

### *Educational and Vocational Guidance*

Educational and vocational guidance is offered through the Department of Student Life. Counselors are available to discuss interests and aptitudes (as determined from inventories, tests and interviews), and to provide information regarding opportunities for further education or choice of an occupational specialty commensurate with a student's educational background.

### *Health Services*

The College has a Medical Office and full-time nurse. For serious emergency treatment, the College has arranged for use of facilities at St. Clare's Hospital, 415 West 51st Street, Manhattan.

The Medical Office also arranges for a variety of health-related programs with outside speakers and films during the school year.

### *Attire*

Located in a prime business district of the metropolitan New York commercial and industrial community, the College is dedicated to serving the manpower needs of this community, as well as to the preparation of students for business careers.

The location of the College and its relationship with the business community require that appropriate business attire be worn at the College at all times. This requirement also enables students to be properly dressed for their Cooperative Education assignments off campus.

## STUDENT RESPONSIBILITIES

Each student accepted by the College is required to recognize and accept his obligations as a citizen and as a student. In becoming a student, he, in effect, subscribes to the following pledge:

"As some small recognition of the gift of education which, in the American spirit of freedom and self-government, is now offered me by the Borough of Manhattan Community College of The City University of New York:

"1. I pledge allegiance to the Constitution of the United States and of the State of New York.

"2. I shall conform with the discipline, regulations and order of the Borough of Manhattan Community College of The City University of New York and with the by-laws and resolutions of the Board of Higher Education of the City of New York.

"3. I pledge myself to preserve all public property now or hereafter entrusted to my care and to protect its value."

The College additionally assumes that in all matters of conduct, dress, behavior and honesty, its students are mature and responsible individuals. Courtesy to fellow students, instructors and the public is expected of all students. Such matters as disregard for school property and dishonesty in assignments and in examinations are considered serious offenses by the faculty, the administration and the student body.

## THE BOROUGH OF MANHATTAN COMMUNITY COLLEGE LIBRARY

The organization and administration of the BMCC Library derives from the philosophy of education in which the library is a teaching instrument designed to achieve the purposes of the college.

Open stacks provide direct access to books and periodicals by students. The student working alone can find the materials he needs. Students are thus aided to develop judgment in selecting the most relevant materials and in learning to evaluate the content of books. The staff offers direct instruction in the use of the Library.

The carefully selected and rapidly growing collection consists of more than 5,000 volumes and about 200 subscriptions to newspapers and periodicals, and includes a functional collection of encyclopedias, bibliographies, periodical indexes and other research aids.

Forty-five per cent of the Library seating is in individual carrels, and ten per cent of the seating is in lounges.

The Library is open Monday through Friday from 8:45 a.m. to 10 p.m., and Saturday from 10 a.m. to 5 p.m.

## SCHOLARSHIPS AND PRIZES

### *The Jack I. Poses Scholarship*

This scholarship has been named in honor of the distinguished member of the Board of Higher Education who serves as Chairman of The Borough of Manhattan Community College Committee. The Jack I. Poses Scholarship Fund provides varying amounts of financial assistance to worthy students.

### *The Susan B. Wagner Memorial Scholarships*

These scholarships are in honor of the late wife of the former Mayor of the City of New York. They are in the amount of \$250 each and are awarded to highly motivated students from disadvantaged circumstances who would otherwise find it difficult, if not impossible, to continue their education.

### *The Dean's Prize*

Donated by the Dean of Faculty, this prize is awarded to the full time student graduating with the highest academic record. The award is presented to one student each June, selected from among the four graduating classes of that year.





*Program of Study and Course Descriptions*

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BOROUGH OF MANHATTAN COMMUNITY  
COLLEGE • BOROUGH OF MANHATTAN C  
COMMUNITY COLLEGE • BOROUGH OF M  
NHATTAN COMMUNITY COLLEGE • BORC



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## PROGRAMS OF STUDY AND COURSE DESCRIPTIONS

### *Introduction: General Academic Requirements*

The Borough of Manhattan Community College awards two types of degrees. The Associate of Arts degree (A.A.) is granted upon satisfactory completion of a minimum of 66 credits in an approved program offered under the Division of Liberal Arts.

The Associate in Applied Science degree (A.A.S.) is granted upon successful completion of a minimum of 66 credits in one of the nine curricula offered under the Division of Business Administration. The A.A.S. is also awarded to those successfully fulfilling the credit requirements in the Correction Administration Program. (See separate bulletin.)

*Division of Liberal Arts: Curriculum Requirements*

All students applying to the Division of Liberal Arts and seeking the Associate of Arts degree (A.A.) must complete satisfactorily the course requirements of a minimum of 66 credits. The number of required credits in each of the Liberal Arts areas is as follows:

Area	Credits
English	12 <sup>a</sup>
Composition	6 credits
Literature	4 credits <sup>a</sup>
Speech	2 credits
Modern Language	3 <sup>b</sup>
German, French, Spanish or Italian	
Mathematics	3 <sup>a</sup>
Social Science	12
Contemporary Civilization	4 credits
History	2 credits
Choice among: Psychology Political Science, History, Economics, Sociology	6 credits
Science	6
General Science	3 credits
Choice among: Biology, Chemistry, Physics	3 credits
Art	1
Music	1
Health and Physical Education	1
Electives	27 <sup>c</sup>
TOTAL CREDITS	66

<sup>a</sup> An additional two credits of English literature and an additional three credits of mathematics are recommended for students intending to transfer to four-year colleges.

<sup>b</sup> Two terms (six credits) are required for students beginning the study of a language.

<sup>c</sup> A minimum of 12 credits *must* be elected from the areas listed above. The remaining 15 electives may be chosen from among the above-listed Liberal Arts areas, from any of the curricula leading to an A.A.S. degree, or from a combination of these two. All are subject to approval of the advisor.

*Division of Business Administration: Curricula Requirements*

The Division of Business Administration offers nine curricula. Students applying for admission to one of these specialties and seeking the Associate in Applied Science (A.A.S.) degree are required to complete satisfactorily a minimum of 66 credits. An outline of credit requirements for each of the curricula follows:

ACCOUNTING

<i>First Year</i>		<i>Second Year</i>	
Course	Credits	Course	Credits
<i>Term I</i>		<i>Term IV</i>	
Introduction to Business Administration	4	Accounting IV (Intermediate) Language	3
Accounting I	3	Taxation	3
English Composition I	3	Music	1
Physical Education	1	Practicum	1
TOTAL	11	TOTAL	11
<i>Term II</i>		<i>Term V</i>	
Accounting II	3	Accounting V (Intermediate)	3
English Composition II	3	General Science	3
Fundamentals of Mathematics I	3	Social and Intellectual History of the U.S.	2
Art	1	Speech	2
Practicum	1	Practicum	1
TOTAL	11	TOTAL	11
<i>Term III</i>		<i>Term VI</i>	
Accounting III	3	Accounting VI (Cost)	3
English Literature I	4	Business Law	3
Contemporary Civilization	4	Business Organization and Management	3
Practicum	1	Practicum	1
TOTAL	12	TOTAL	10

## ADVERTISING

<i>First Year</i>		<i>Second Year</i>	
Course	Credits	Course	Credits
<i>Term I</i>		<i>Term IV</i>	
Introduction to Business Administration	4	General Science	3
Advertising, Publicity and Salesmanship	4	Language	3
English Composition I	3	Business Law	3
Physical Education	1	Music	1
	<u>12</u>	Practicum	<u>1</u>
TOTAL		TOTAL	<u>11</u>
<i>Term II</i>		<i>Term V</i>	
Contemporary Civilization	4	Advertising Agency Operation	4
English Composition II	3	Business Organization and Management	3
Advertising Copy & Layout	4	Speech	2
Practicum	1	Practicum	1
	<u>12</u>		<u>10</u>
TOTAL		TOTAL	
<i>Term III</i>		<i>Term VI</i>	
English Literature I	4	Sales Promotional Advertising	4
Fundamentals of Mathematics I	3	Principles of Marketing	4
Advertising Production	2	Social and Intellectual History of the U.S.	2
Art	1	Practicum	1
Practicum	1		<u>11</u>
	<u>11</u>	TOTAL	
TOTAL		TOTAL	<u>11</u>

## BANKING

<i>First Year</i>		<i>Second Year</i>	
Course	Credits	Course	Credits
<i>Term I</i>		<i>Term IV</i>	
Introduction to Business Administration	4	Principles and Problems of Investment	3
Money and Banking	4	English Literature I	4
English Composition I	3	Business Law	3
Physical Education	1	Practicum	1
TOTAL	12	TOTAL	11
<i>Term II</i>		<i>Term V</i>	
Banking Organization and Management	4	Law of Negotiable Instruments	3
Contemporary Civilization	4	Survey of Accounting	4
English Composition II	3	General Science	3
Practicum	1	Art	1
TOTAL	12	Practicum	1
		TOTAL	12
<i>Term III</i>		<i>Term VI</i>	
Commodity and Security Markets	4	Credit and Corporation Finance	4
Language	3	Social and Intellectual History of the U.S.	2
Fundamentals of Mathematics I	3	Speech	2
Practicum	1	Music	1
TOTAL	11	Practicum	1
		TOTAL	10

## DATA PROCESSING

<i>First Year</i>		<i>Second Year</i>	
Course	Credits	Course	Credits
<i>Term I</i>		<i>Term IV</i>	
Introduction to Business Administration	4	Computer Programming	4
Unit Record Equipment	4	English Literature I	4
Fundamentals of Mathematics I	3	Accounting I Practicum	3 <u>1</u>
Physical Education	1	TOTAL	<u>12</u>
TOTAL	<u>12</u>		
<i>Term II</i>		<i>Term V</i>	
Data Processing Applications	4	Introduction to Programming systems	3
Contemporary Civilization	4	General Science	3
English Composition	3	Accounting II Practicum	3 <u>1</u>
Practicum	1	TOTAL	<u>10</u>
TOTAL	<u>12</u>		
<i>Term III</i>		<i>Term VI</i>	
Mathematics for Data Processing	4	Advanced Computer and Programming systems	3
English Composition II	3	Language	3
Art	1	Social and Intellectual History of the U.S.	2
Speech	2	Music	1
Practicum	1	Practicum	1 <u>1</u>
TOTAL	<u>11</u>	TOTAL	<u>10</u>

## MARKETING

<i>First Year</i>		<i>Second Year</i>	
Course	Credits	Course	Credits
<i>Term I</i>		<i>Term IV</i>	
Introduction to Business Administration	4	Retail and Food Merchandising	4
Principles of Marketing	4	Survey of Accounting	4
English Composition I	3	Language	3
Physical Education	1	Practicum	1
TOTAL	12	TOTAL	12
<i>Term II</i>		<i>Term V</i>	
Retail Organization, Operation and Buying	4	Purchasing for Industry and Government	3
Contemporary Civilization	4	English Literature I	4
English Composition II	3	Business Law	3
Practicum	1	Practicum	1
TOTAL	12	TOTAL	11
<i>Term III</i>		<i>Term VI</i>	
Small Store Operation and Credit	4	Publicity, Advertising and Salesmanship	4
Fundamentals of Mathematics I	3	General Science	3
Social and Intellectual History of the U.S.	2	Speech	2
Music	1	Art	1
Practicum	1	Practicum	1
TOTAL	11	TOTAL	11



## REAL ESTATE

<i>First Year</i>		<i>Second Year</i>	
Course	Credits	Course	Credits
<i>Term I</i>		<i>Term IV</i>	
Introduction to Business Administration	4	Survey of Accounting	4
Essentials of Real Estate	3	Business Law	3
English Composition I	3	Language	3
Physical Education	1	Art	1
	<hr style="width: 50%; margin: 0 auto;"/>	Practicum	<hr style="width: 50%; margin: 0 auto;"/>
TOTAL	11	TOTAL	12
<i>Term II</i>		<i>Term V</i>	
Building Construction	4	Real Estate Management and Property Maintenance	4
Contemporary Civilization	4	Law of Real Estate Transactions	3
English Composition II	3	General Science	3
Practicum	1	Practicum	1
	<hr style="width: 50%; margin: 0 auto;"/>		<hr style="width: 50%; margin: 0 auto;"/>
TOTAL	12	TOTAL	11
<i>Term III</i>		<i>Term VI</i>	
Real Estate Brokerage and Problems	3	Real Estate Financing, Valuation and Appraisal	4
Fundamentals of Mathematics	3	Social and Intellectual History of U.S.	2
English Literature I	4	Speech	2
Practicum	1	Music	1
	<hr style="width: 50%; margin: 0 auto;"/>	Practicum	<hr style="width: 50%; margin: 0 auto;"/>
TOTAL	11	TOTAL	10

## SECRETARIAL SCIENCE

<i>First Year</i>		<i>Second Year</i>	
Course	Credits	Course	Credits
<i>Term I</i>		<i>Term IV</i>	
Introduction to Business Administration	4	Secretarial Science IV	4
Secretarial Science I	4	Business Law	3
English Composition I	3	Language	3
Physical Education	1	Practicum	1
TOTAL	12	TOTAL	11
<i>Term II</i>		<i>Term V</i>	
Secretarial Science II	4	Legal Stenography	3
Contemporary Civilization	4	General Science	3
English Composition II	3	Social and Intellectual History of the U.S.	2
Practicum	1	Art	1
TOTAL	12	Music	1
		Practicum	1
		TOTAL	11
<i>Term III</i>		<i>Term VI</i>	
Secretarial Science III	4	Survey of Accounting Office and Personnel Management	4
Fundamentals of Mathematics I	3	Speech	2
English Literature I	4	Practicum	1
Practicum	1	TOTAL	10
TOTAL	12		

## SMALL BUSINESS OPERATION

<i>First Year</i>		<i>Second Year</i>	
Course	Credits	Course	Credits
<i>Term I</i>		<i>Term IV</i>	
Introduction to Business Administration	4	Office and Personnel Management	3
Essential of Small Business	4	General Science	3
English Composition I	3	Speech	2
Physical Education	1	Music	1
TOTAL	12	Practicum	1
		TOTAL	10
<i>Term II</i>		<i>Term V</i>	
Business Organization and Management	3	Survey of Accounting	4
Contemporary Civilization	4	Business Law	3
English Composition II	3	Language	3
Practicum	1	Practicum	1
TOTAL	11	TOTAL	11
<i>Term III</i>		<i>Term VI</i>	
Principles of Marketing	4	Small Store Operation and Credit	4
Fundamentals of Mathematics I	3	Publicity, Advertising and Sales	4
English Literature I	4	Social and Intellectual History of the U.S.	2
Practicum	1	Art	1
TOTAL	12	Practicum	1
		TOTAL	12

## TRAFFIC AND SHIPPING

<i>First Year</i>		<i>Second Year</i>	
Course	Credits	Course	Credits
<i>Term I</i>		<i>Term IV</i>	
Traffic Management	4	Industrial Packaging	3
Introduction to Business Administration	4	Business Law	3
English Composition I	3	General Science	3
Physical Education	1	Practicum	1
TOTAL	12	TOTAL	10
<i>Term II</i>		<i>Term V</i>	
Materials Handling	3	Fire and Marine Insurance	4
Contemporary Civilization	4	Survey of Accounting	4
English Composition II	3	Speech	2
Practicum	1	Music	1
TOTAL	11	Practicum	1
		TOTAL	12
<i>Term III</i>		<i>Term VI</i>	
International Transportation and Financing	3	Motor Carrier Management	3
Fundamentals of Mathematics I	3	Language	3
English Literature I	4	Social and Intellectual History of the U.S.	2
Practicum	1	Art	1
TOTAL	11	Practicum	1
		TOTAL	10

## DESCRIPTION OF LIBERAL ARTS COURSES

### ENGLISH LANGUAGE AND LITERATURE

*Courses in these fields are designed to enable the student to write and speak clearly, gracefully and effectively in his own language and in at least one other as well. In the fundamental English courses, these ends are furthered by frequent themes and individual conferences with the student; in the speech course, by the preparation, delivery and criticism of speeches; and in the language courses, by extensive practice in the spoken as well as the written language, both in the classroom and the language laboratory.*

#### **10.001 English Composition I**

The objective of the course is to give students practice and facility in writing expository English prose. The approach to this is three-fold: frequent themes, impromptus and other short exercises which are analyzed at individual student conferences; a review of the fundamentals of grammar, punctuation and paragraph planning; discussion of assigned short stories and essays as examples of effective writing.  
Required of all students.

*3 hours, 3 credits*

#### **10.00A English Composition 1A**

The objectives of this course are the same as English Composition I, but with special emphasis on organizational techniques in writing.

*4 hours, 3 credits*

#### **10.00B English Composition IB**

The objectives of this course are the same as English Composition I, but with special emphasis on grammar and usage in composition.

*4 hours, 3 credits*

#### **10.002 English Composition II**

Attention is given to reading short stories, essays and poetry. Emphasis is placed on the preparation of a research paper, with instruction in the methods and techniques of research. Required of all students.

Prerequisite: English Composition I, IA, or IB

*3 hours, 3 credits*

**10.011 English Literature I: English Literature Survey**

This course is designed to introduce the student to representative works of English literature, from medieval to modern times. These will include selections from Chaucer's *Canterbury Tales*, plays of Shakespeare, readings from Milton and the metaphysical poets, selections from the works of 18th-century writers, Romantic Poetry, Victorian poetry and selections from the early moderns. Required of all students.

*4 hours, 4 credits*

**10.012 English Literature II: Contemporary English and American Literature**

An investigation of the forms, themes, and philosophies of 20th-century British and English literature, from 1914 to the present. Includes studies in the psychological novel, realistic novel of protest, imagism, expressionistic theater and the theater of the absurd. Recommended for all Liberal Arts students.

Prerequisite: English Literature I

*2 hours, 2 credits*

**10.101 Introduction to Drama**

A study of the forms of drama (tragedy, comedy, melodrama, farce, tragicomedy, problem play, etc.) as they developed from classicism in ancient Athens, through Romanticism in Elizabethan England, neoclassicism, in 17th-century France, down through the rise of realism in 19th-century Europe. Playwrights read include Sophocles, Shakespeare, Racine, and Ibsen.

Prerequisites: English Literature I and II

*3 hours, 3 credits*

**10.111 Modern American Drama**

A survey of the development of the American theatre since the rise of realism in the 1920's. Dramas by O'Neill, Howard, and Rice; comedies of manners by Barry and Behrman; plays of social consciousness by Odets, Williams, Miller and Albee are read in the historic context of the years that produced them.

Prerequisites: English Literature I and II

*3 hours, 3 credits*

**10.121 Introduction to Shakespeare**

A study of selected tragedies, comedies and histories by Shakespeare, with some attention to the author's life and times, as well as the stage history of the plays.

Prerequisites: English Literature I and II

*3 hours, 3 credits*

**10.201 The American Novel**

A study of the gradual emergence of the novel in America: Hawthorne, and Melville; the growth of realism (Howells, Crane, Dreiser); the development in the 1920's (Lewis, Cather, Fitzgerald); and Hemingway, Faulkner, Steinbeck, others.

Prerequisites: English Literature I and II

*3 hours, 3 credits*

**10.202 American Literature of the 19th Century**

A study of leading American writers of the 19th century including Joe, Twain, Whitman, Emerson, Thoreau and others.

Prerequisites: English Literature I and II

*3 hours, 3 credits*

**10.302 Modern European Novel**

Examination of European social and political ideas as reflected in the works of Silone, Koestler, Camus, Sartre, Mann, Kafka and others.

Prerequisites: English Literature I and II

*3 hours, 3 credits*

**10.401 Creative Writing Workshop**

The development of the techniques and skills of creative writing, based on the individual student's inclinations and talents in the fields of short story, poetry, essay or drama.

Subject to the approval of the instructor.

*3 hours, 3 credits*

### **10.501 Speech**

Development of effective oral communication, with emphasis on various forms of public address exemplified by oratorical masterpieces of the past and present. Frequent practice by the student in preparing, delivering and criticizing speeches. The aim is to polish the student's written and oral rhetoric through precept, example and practice. There will also be exercises designed to improve articulation difficulties. Required of all students.

*2 hours, 2 credits*

## **PHYSICAL SCIENCE AND MATHEMATICS**

### **MATHEMATICS**

*The courses in mathematics are designed to give the student an appreciation of the logical structure of mathematics, and the vast scope of the application of mathematics in a modern technological society. Procedures rather than application, and ideas rather than skills are stressed. The program is formulated expressly to strengthen and enrich the student's basic understanding of mathematics.*

### **11.001 Fundamentals of Mathematics I**

A course in the nature and structure of mathematics. Includes a study of several mathematical systems. The role of mathematics in modern culture, the role of postulational thinking in all mathematics, and the scientific method are discussed. The course considers topics such as the nature of axioms, truth and validity, the concept of number, the concept of set, scales of notation and simple statistical methods.

*3 hours, 3 credits*

### **11.000 Fundamentals of Mathematics IA**

The objectives of this course are essentially the same as for Fundamentals of Mathematics I, but with special emphasis on proficiency in computation.

*4 hours, 3 credits*



### **11.002 Fundamentals of Mathematics II**

This course is a survey of college mathematics. It deals with the fundamental concepts of algebra, trigonometry, analytic geometry and calculus. The ideas involved in the historical and logical development of these areas are stressed.

Prerequisite: Fundamentals of Mathematics I

*3 hours, 3 credits*

### **11.011 Mathematical Analysis I**

A basic course involving fundamental concepts of college algebra and trigonometry, and their many scientific and engineering applications. Topics covered include: algebraic and trigonometric functions and their graphs; also complex numbers and their applications to vector problems.

Prerequisite: Intermediate Algebra

*3 hours, 3 credits*

### **11.012 Mathematical Analysis II**

A continuation of Mathematical Analysis I. Topics include systems of linear and quadratic equations, determinants, elements of analytic geometry and differential and integral calculus.

Prerequisite: Mathematical Analysis I

*3 hours, 3 credits*

### **11.021 Introductory Statistics**

An introduction to statistical methods and statistical reasoning; the nature and scope of statistical inquiries, collection and presentation of data; descriptive methods with particular reference to frequency distribution, correlation, index numbers and time series analysis. Presents elements of probability, sampling methods, sampling error and principles of estimation.

Prerequisite: Intermediate Algebra

*3 hours, 3 credits*

## **PHYSICAL SCIENCES**

*A study of fundamental scientific laws and theories, with the object of giving the student a sound training in the physical and life sciences.*

### **11.111 General Science**

A general study of science and scientific methods achieved by a thorough analysis of selected problems in the physical and life sciences, with emphasis upon the interrelations among the

natural sciences and their relations to other branches of knowledge. The problems are studied through discussions, field trips, lectures, demonstrations, and laboratory work.

*4 hours, 3 credits*

**11.121 General Biology**

A study of basic cellular structure, tissue organization, physiological processes, reproduction and genetics. Special attention given to selected zoological specimens with particular emphasis upon man.

*4 hours, 3 credits*

**11.131 General Chemistry**

An introduction to the basic theories of atomic and molecular structure of matter and to the principles of chemical reactions. Includes the study of the periodicity of elements, with an emphasis upon the non-metals and their inorganic compounds.

*4 hours, 3 credits*

**11.141 General Physics**

A study of the basic principles of mechanics, heat, sound and molecular activity. Classroom demonstrations and laboratory exercises serve to illustrate and help to develop understanding of the principles.

*4 hours, 3 credits*

MODERN LANGUAGES AND LITERATURE

*All courses will be given in the foreign language. A Language Laboratory equipped with the latest electronic features serves the Modern Language and Speech Departments. Intensive oral practice in the Language Laboratory is an integral part of all language classes.*

FRENCH

**12.011 French I**

A course for students who have had no previous background in French. Grammar taught inductively. Drill in pronunciation. Diction. Reading of simple literary texts. Development of skills in comprehension, speaking, reading, writing.

*3 hours, 3 credits*

### **12.012 French II**

Grammar. Graded free composition. Conversation. Reading and analysis of simple literary texts.

Prerequisite: French I or the equivalent

*3 hours, 3 credits*

### **12.013 French III**

Review of grammar. Graded free composition. Reading and analysis of works of modern authors.

Prerequisite: French II or the equivalent

*3 hours, 3 credits*

### **12.014 French IV**

Intensive review of grammar. Practice in the written and spoken language. Introduction to literary analysis. Directed composition. *Explication de texte*. Selected readings in French literature and civilization.

Prerequisite: French III or the equivalent

*3 hours, 3 credits*

### **12.015 French V: Survey of French Literature**

The chronological evolution of French literature and its relation to French culture and ideas. Discussion and reading of major works by representative authors from the Middle Ages to the end of the classical period. Readings include selections from: *Le Chanson de Roland*; Rabelais, Montaigne, Pascal, Corneille, Moliere, Racine.

Prerequisite: French IV or the equivalent

*3 hours, 3 credits*

### **12.016 French VI: Survey of French Literature**

The Enlightenment and the 19th century. Analysis of the works of Voltaire, Rousseau, Diderot, Balzac, Flaubert and the Romantic and Symbolist poets.

Prerequisite: French V or the equivalent

*3 hours, 3 credits*

**12.017 French VII: 20th-Century French Literature**

The major writers and literary movements of the 20th century will be studied with emphasis on novelists such as Proust, Gide, Mauriac and Camus; playwrights such as Claudel, Giraudoux and Sartre, and poets Valery, Eluard, Aragon and St. John Perse.

Prerequisite: French VI or the equivalent

*3 hours, 3 credits*

**12.018 French VIII: Advanced Conversation**

Intensive oral work consisting of discussions in French based on literary texts of the 20th century. Drill in pronunciation, intonation and rhythm. Intensive use of the Language Laboratory.

Prerequisite: French III or the equivalent

*3 hours, 3 credits*

SPANISH

**12.111 Spanish I**

A course for beginners. Grammar taught inductively. Drill in pronunciation. Dictation. Reading of simple texts. Development of skills in comprehension, speaking, reading, writing.

*3 hours, 3 credits*

**12.112 Spanish II**

Composition. Graded readings from Spanish authors. Conversation based on reading texts. Grammar.

Prerequisite: Spanish I or the equivalent

*3 hours, 3 credits*

**12.113 Spanish III**

Review of grammar. Free composition. Reading and discussion of selected works of modern authors. Emphasis on self-expression through oral and written reports. Conversation.

Prerequisite: Spanish II or the equivalent

*3 hours, 3 credits*

**12.114 Spanish IV**

Intensive oral practice. Pronunciation. Reading. Conversation based on reading and analysis of works of modern Spanish writers.

Prerequisite: Spanish III or the equivalent

*3 hours, 3 credits*

**12.115 Spanish V: Introductory Survey of Spanish Literature**

An interpretation of the culture of the Spanish-speaking people as seen through their literature. Included will be selections from among the following: *Poema del Mio Cid*, Lope de Vega, Calderon, Bacquer, Pereda, Benavente, Lorca and Jimenez. Special attention will be devoted to a study of the works of Miguel de Cervantes Soavedra, with emphasis on *Don Quijote de la Mancha*.

Prerequisite: Spanish IV or the equivalent

3 hours, 3 credits

**12.116 Spanish VI: Introductory Survey of Spanish-American Literature**

A study of great Spanish-American writers, stressing particularly selections from the works of Ricardo Palma, Mariano Azuela, Heredia, Sarmiento, Dario, Pales Matos and Laguerre.

Prerequisite: Spanish V or the equivalent

3 hours, 3 credits

**12.117 Spanish VII: The Novel in Spain and Latin America**

Development of the novel as a genre, with particular emphasis on the novel of the 19th and 20th centuries. Written and oral reports in Spanish.

Prerequisite: Spanish VI or the equivalent

3 hours, 3 credits

**12.118 Spanish VIII: Evolution of the Epic and Lyric Poetry in Spain**

A careful study of the *Poema del Mio Cid*, the "romancero," the mystic poets, Becquer, Espronceda, Duque de Rivas, the Machado brothers, Juan Ramon Jimenez, Garcia Lorca. Written and oral reports in Spanish.

Prerequisite: Spanish VII or the equivalent

3 hours, 3 credits

**12.119 Spanish IX: Advanced Conversation**

The purpose of this course is to give the student the opportunity to develop fluency in conversational Spanish, and, through the study of phonetics, to perfect his pronunciation of the language. Intensive use of the language laboratory.

Prerequisite: Spanish IV or the equivalent

3 hours, 3 credits

## ITALIAN

### **12.211 Italian I**

A course for beginners. Grammar taught inductively. Drill in pronunciation. Dictation. Reading of simple texts. Development of skills in comprehension, speaking, reading, writing.

*3 hours, 3 credits*

### **12.212 Italian II**

Grammar. Graded free composition. Conversation based on reading texts.

Prerequisite: Italian I or the equivalent

*3 hours, 3 credits*

### **12.213 Italian III**

A review of the essentials of grammar. Rapid reading of modern prose. Free composition. Discussion and analysis of texts read.

Prerequisite: Italian II or the equivalent

*3 hours, 3 credits*

## GERMAN

### **12.311 German I**

A course for beginners. Drill in pronunciation, grammar, reading. Oral and written practice. Development of skills in comprehension, speaking, reading, writing.

*3 hours, 3 credits*

### **12.312 German II**

Composition. Graded readings from German authors. Conversation based on reading texts. Grammar.

Prerequisite: German I or the equivalent

*3 hours, 3 credits*

### **12.313 German III**

A review of German grammar in connection with intensive writing of original German themes. Drill in oral work through reading and discussion of modern German prose.

Prerequisite: German II or the equivalent

*3 hours, 3 credits*

## THE HUMANITIES

*These courses are designed to enrich the student's cultural background so that he may have a greater awareness and understanding of the fullness of living.*

### **12.401 Art Appreciation**

A study of the visual and material structure of art objects, selected for their variety and richness, and of their meanings as crystallization of human values and feelings. Emphasis is placed upon the greatest periods in the history of art.

*1 hour, 1 credit*

### **12.501 Music Appreciation**

A study of the basic concepts and terminology of music, and of its place among the arts; a presentation of music as a factor in general culture, and a survey of selected periods of music history with study of representative compositions for the purpose of increasing listening pleasure and appreciation.

*1 hour, 1 credit*

### **12.601 Philosophy**

An examination of fundamental philosophical problems through the study of several major philosophical writers, including Plato, Aristotle, and representative modern philosophers such as Descartes, Kant and Hume.

*3 hours, 3 credits*

## SOCIAL SCIENCE

*The social science program is designed to train the students in the scientific analysis of pertinent phases of contemporary life. The program concentrates on the objective study of man, his culture, society and history. Essentially, the program aims to broaden and deepen the student's understanding of the complex social, economic, technological and political issues facing modern man.*

### **13.011 Contemporary Civilization**

This course will concentrate on important issues confronting modern man. It will show how concepts and data from the social sciences can be used in explaining these issues. Readings, lectures and discussions will be cross-cultural and inter-disci-

plinary. The theme of the course is that knowledge broadens and clarifies one's understanding of himself and the world about him. Required of all students.

Prerequisite for all courses in social science and history.

*4 hours, 4 credits*

## SOCIOLOGY

### **13.101 Introduction to Sociology**

Introductory analysis and description of the structure and dynamics of human society. Special emphasis placed on the application of scientific method to observation and analysis of social groups, intergroup relations, social change, social stratification and social institutions.

*3 hours, 3 credits*

### **13.111 Social Problems**

The nature, causes and extent of social problems and their effect upon society. An examination of theoretical explanations and outstanding research studies. Also includes an evaluation of various techniques of control.

Prerequisite: Introduction to Sociology

*3 hours, 3 credits*

### **13.121 Ethnic Groups in American Life**

A study of the various ethnic groups that comprise the population of the United States, their accommodation and assimilation, and their changing attitudes and impact on one another. Effects of inter-racial tension on personality and social organization; comparative analysis with selected countries.

Prerequisite: Introduction to Sociology

*3 hours, 3 credits*

## ECONOMICS

### **13.201 Introduction to Economics**

Basic economic principles of production, consumption and price determination under different market conditions; description and analysis of the American economic system; impact of various institutions on the economy, banking system, organized labor, social security, federal budget.

*3 hours, 3 credits*



### **13.221 Labor Relations**

A study of the labor movement in the United States and an exploration of basic economic problems in the labor field such as: the labor force, the evolution of trade unionism, collective bargaining and arbitration, and the role of government in labor and industrial relations. Limited to students in their final two terms.

Prerequisite: Introduction to Economics

*3 hours, 3 credits*

## **POLITICAL SCIENCE**

### **13.301 American Government**

A study and analysis of the American Government, its historical and intellectual origin and development. Special consideration is given to the structure and operations of the Executive, Legislative and Judiciary, and to the role of government and politics in a modern industrial society.

*3 hours, 3 credits*

### **13.321 The United Nations and World Affairs**

A discussion of the United Nations and its role in world affairs; how it deals with matters which affect world peace. Stresses the functions and workings of the Security Council, the General Assembly, the Secretariat, the Trusteeship Council and the International Court of Justice. Attempts to explain how the specialized agencies and commissions within the Economic and Social Council deal with particular problems for social and economic development, and particularly technical cooperation with new nations. Limited to students in their final two terms.

*3 hours, 3 credits*

### **13.331 The Political Process and Decision Making**

This course discusses the nature and usage of political parties, lobbies, special interest and pressure groups, and how they affect the decision-making process in the formal and informal environment of government; also discusses the use of communications media in the political process, and methods of persuasion with emphasis on power relationships.

*3 hours, 3 credits*

**13.341 Comparative Government**

Survey of the structure of contemporary political systems and institutions. Comparative analysis of the decision-making process, the formal and informal aspects of political parties, interest groups, the bureaucracy and communications media; the effects of the political ideas and political institutions of one political system upon another.

Prerequisite: American Government

*3 hours, 3 credits*

HISTORY

**13.401 Social and Intellectual History of the United States**

A survey of the origins and development of American thought and society. Combines an introduction to the "grand surveys" such as those of Parrington, Lerner, and Curti, with readings and discussions concerning persistent ideas, patterns, key figures and eras. Readings include original sources, commentaries by foreign observers and historical analyses. Required of all students.

*2 hours, 2 credits*

**13.411 American History I**

A study of the history of the United States from the colonial period to the Civil War, with an analysis of the major political, economic and social problems of the new nation.

*3 hours, 3 credits*

**13.412 American History II**

A continuation of the study of American History, with discussion of the emergence of an industrial economy, an urban society, world responsibility and expanded Federal Government.

Prerequisite: American History I

*3 hours, 3 credits*

**13.421 Europe Since 1815**

The chief social, economic and political developments of Europe, from the Congress of Vienna through World War II. Particular attention to the interplay between social, economic and intellectual forces in the historical process.

*3 hours, 3 credits*

## PSYCHOLOGY

### **13.501 General Psychology**

A study of the basic principles and methods of the science of behavior. Includes principles of growth and development, motivation and learning. Seeks to present an understanding of mental and emotional problems in everyday life. The course will also survey current psychological theories and research.

*3 hours, 3 credits*

### **13.511 Social Psychology**

A study of social behavior as a function of attitudes, perception and motivation. Individual and inter-personal cultural factors in social behavior, ethnic relations, political behavior and communication. Emphasizes the role of culture and social interaction in determining human conduct.

Prerequisite: General Psychology

*3 hours, 3 credits*

### **13.521 Psychology of Personality**

A review of modern approaches to a scientific understanding of personality. Emphasis on the organization and development of the normal personality. Also presents a study of psychological development in childhood, adolescence and maturity.

Prerequisite: General Psychology

*3 hours, 3 credits*

## HEALTH AND PHYSICAL EDUCATION

*The total physical education program is directed toward learning and developing desired knowledge, attitudes and skills. These objectives should bring about an out-growth of interests, ideals and habits necessary for a healthy, purposeful adulthood.*

### **14.011 Physical Education**

The objective of this course is to provide the knowledges and skills in physical activities in which students may participate during and after college life. This course may be repeated as often as desired, up to six terms for 1/2 credit per term.

*2 hours, 1/2 credit*

#### **14.021 Health Education**

A study of modern health concepts, especially as they relate to student life. Topics include: mental health, disease and disease prevention, education for family living, nutrition and personal health practices.

*1 hour, 1/2 credit*

### **DESCRIPTION OF BUSINESS ADMINISTRATION COURSES**

*The purpose of these courses is to make the student aware of the role of business and industry in our contemporary industrial society. The courses emphasize the business environment, its historical background, the methods of operation, as well as the new trends in business administration.*

#### **20.001 Introduction to Business Administration**

A broad survey of business and industry in the United States with emphasis on historical development, objectives, methods of operation, and the inter-relationships of management, labor and government. Includes studies of new developments and trends in business administration. Examines in some detail the expanding roles of electronic business data processing, marketing, public relations, finance, human relations, industrial relations, international trade and travel, and reviews the problems these engender in the total management process. Required of all candidates for an A.A.S. degree in the Division of Business Administration.

*4 hours, 4 credits*

#### **20.021 Business Mathematics**

Practical application of mathematical methods to business problems. Techniques are studied in computing simple and compound interest, effective rates, discounts, annuities, amortizations, valuations of bonds and mortgages, and other investments. Sinking funds, taxes and collateral problems are explored within the framework of mathematical considerations. Study is also made of the use of specialized business machines, including full bank and ten-key adding machines, rotary and key-driven calculators, listing, billing and bookkeeping machines.

*3 hours, 3 credits*

**20.031 Business Law**

Following a brief survey of the American legal system with emphasis on civil law, this course examines the essential principles of the law of business contracts, agency, negotiable instruments, sales, bailments, carriers, guaranty and suretyship, corporations, partnerships, insurance, bankruptcy, real and personal property. Where possible, actual cases demonstrating current law will be studied.

*3 hours, 3 credits*

**20.041 Business Organization and Management**

Surveys the total structure and character of modern business, encompassing the study of a company from its initial organization as an entity through the grouping of essential functions into operating departments. Attention is given to the roles of design, manufacturing, purchasing, production, record keeping and personnel, using actual cases to illustrate problems in each area. Management and the decision-making process are studied, as are financing and marketing considerations. Problems in both small and big business are examined.

*3 hours, 3 credits*

**27.041 International Transportation and Financing**

The advantages and limitations of each form of international transportation are reviewed and the basic factors affecting routes are analyzed. Topics include U.S. export licenses and regulations, customs regulations, marine insurance, and exercises in handling and preparing all of the papers used in the import and export movement of goods. The course also deals with the handling of import documentation, letters of credit, drafts, foreign collections, credit inquiries, and export and import factoring.

*4 hours, 4 credits*

**30.021 Fire and Marine Insurance**

This course deals with the means of reducing fire hazards and rates, public and private means of fire protection, sprinkler leakage and water damage insurance, the policy contract, adjustment of fire losses, rating, underwriting and collateral topics. It also includes the organization and functions of marine insurance bureaus and companies, basic indemnity and liability forms and various kinds of loss adjustments.

*4 hours, 4 credits*

### **33.001 Office and Personnel Management**

Introduction to the principles and practices of office management. The nature of office management and the functions of the office are discussed, as well as the problems of procuring and arranging a proper work area and equipping it with modern, functional and efficient office equipment for more effective work flow. A review of the selection, training and supervision process including an understanding of the psychology of business management and of human relations. A consideration of the scientific analysis and control of office procedures and office operating costs.

*3 hours, 3 credits*

### **ACCOUNTING**

*These courses present the student with an understanding of accounting principles and theory, and attempts to develop skill in applying them through practice in the accounting laboratory. They provide the student with a sound foundation for both advanced study and entry positions in business.*

### **21.001 Survey of Accounting**

The course covers and surveys the following topics: scope of accounting; analysis and interpretation of financial statements; accounting records and processes; proprietorship accounting for the major forms of business enterprise, including sole proprietorship, partnerships and corporations. Accounting problems incident to insurance and real estate, manufacturing accounting, cost accounting, budgeting, and tax aspects of accounting will be discussed. *This course is intended only for students not majoring in accounting.*

*4 hours, 4 credits*

### **21.011 Accounting I**

Covers the fundamental principles of accounting and the practical use of accounting tools and techniques. The entire accounting and bookkeeping cycle is studied, including journalizing, posting, trial balance preparation, use of simple worksheets, adjusting and closing entries, accruals and deferrals, special journals and controlling accounts.

*4 hours, 3 credits*

### **21.012 Accounting II**

Continuation of adjusting entries, such as depreciation, bad debts and related problems; extended work sheet, classified

financial statements, negotiable instruments and accounting for negotiable instruments; accounting for cash, use of the voucher system; preparation of payroll, payroll taxes; valuation accounting, including receivables, inventory and fixed assets; partnership accounting.

Prerequisite: Accounting I

*4 hours, 3 credits*

### **21.013 Accounting III**

Continuation of partnership accounting. Also covers organization of corporate books of accounts, including surplus, dividend and stock accounts; accounting for corporate bonds, departmental and branch accounts, and manufacturing accounts. Study is made of the accounting involved in the sale of a business; interpretation of financial statements; budgeting, asset valuation and insurance; tax aspects of accounting; and a summary of accounting theory.

Prerequisite: Accounting II

*4 hours, 3 credits*

### **21.014 Accounting IV (Intermediate)**

Study of capital and revenue expenditures, balance sheet classification; determination of assets and liabilities; corporation accounting, surplus adjustments; depreciation methods; fixed tangible and intangible assets; application of funds, cash flow and working capital changes.

Prerequisite: Accounting III

*4 hours, 3 credits*

### **21.015 Accounting V (Intermediate)**

Study of income determination and concepts; inventory valuation methods and procedures; correction of errors; long-term liabilities; statements from incomplete data; book data; stockholder equity; contributed capital; retained earnings.

Prerequisite: Accounting IV

*4 hours, 3 credits*

### **21.016 Accounting VI (Cost)**

Study of cost accounting principles applicable to job order procedures, process and standards costs; ledgers, journals and statements for manufacturing organizations; material, labor and manufacturing overhead control, and accounting; analysis and disposition of variances; managerial control through direct cost-

ing, profit analysis, breakeven charts, comparative costs, non-manufacturing costs.

Prerequisite: Accounting V

*4 hours, 3 credits*

#### **21.021 Taxation: Federal, State, Local**

A concentrated study of the various types of taxes and reporting procedures, including Federal and State income taxes affecting individuals, partnerships, corporations; New York City sales, gross receipts and commercial occupancy taxes; New York State business franchise taxes, social security taxes and other miscellaneous taxes.

*4 hours, 3 credits*

### DATA PROCESSING

*These courses are designed to give the student an understanding of the basic principles of business data processing, experience with the techniques and methods of handling data processing equipment, functional competence in the applications of data processing systems, and experience in computer programming. The courses have been designed to qualify graduates of this program for immediate entry positions in data processing installations.*

#### **22.011 Unit Record Equipment (Electric Accounting Machines)**

A survey of electric accounting machines, illustrating the use for machines in accounting and record-keeping; the concept, power and flexibility of the unit record are studied. The importance and the scope of unit record equipment as an independent system will be developed throughout the course. Laboratory exercises are executed involving planning and wiring a range of unit record equipment. Practical exercises offered will be typical of those performed in the existing electric accounting machine installations.

*5 hours, 4 credits*

#### **22.012 Data Processing Applications**

Designed to acquaint students with actual business data applications. Practical case studies illustrate the use of data process equipment in various types and sizes of representative companies. Applications include accounts receivable, accounts payable, payroll and inventory control.

*5 hours, 4 credits*



**22.021 Mathematics for Data Processing**

Provides the necessary foundation in numerical and logical analysis for computer operational programming. This course includes Boolean Algebra, number systems, machine logic, iterative processes and probability.

*4 hours, 4 credits*

**22.031 Computer Programming**

Study of the function and capabilities of a specific data processing machine. Designed to familiarize the student with the tools and raw material necessary to become a programmer. Students will perform programming drills, exercises and case studies which will serve to bridge the gap from the theoretical to the real world of data processing. Presents the fundamentals for random access as well as magnetic tape.

*4 hours, 4 credits*

**22.041 Introduction to Programming Systems**

A thorough survey of programming systems to introduce and familiarize the student with the purpose and function of the various types of systems.

*4 hours, 3 credits*

**22.042 Advanced Computer and Programming Systems**

Designed to provide the student with sufficient knowledge of programming systems concepts so that he can master any specific system with a minimum of instruction. The student will be qualified to analyze, evaluate and make minor modifications to such systems. Designed to enable the student to gain insight into the various functions of advanced programming systems and the way in which they perform their tasks.

*4 hours, 3 credits*

**ADVERTISING**

*This program presents the student with a broad overview of the field of advertising, its history and its role in the business community. It attempts to develop students' skills in media selection, production techniques and effective copy-writing.*

**23.011 Advertising, Publicity and Salesmanship**

The course will be devoted to the following: functions and operations of advertising, publicity and salesmanship in the business picture; company, agency, and media organization;

job responsibilities, tools, techniques; major media, including newspapers, magazines, radio, television, outdoor and trade publications; preliminary copy exercises; salesmanship principles and student demonstration of salesmanship; publicity concepts, preparation and placement techniques.

Prerequisite: Introduction to Business Administration

*4 hours, 4 credits*

### **23.021 Advertising Copy and Layout**

This workshop writing-sketching course will be devoted to the following: survey of contemporary examples and practice in writing for many products in print media at various stages of the distribution process; layout from esquisses and roughs through careful pencil; the unit copy-layout concept. Student copy and layout skills will be developed through exercises, critiques and comparisons.

Prerequisite: Advertising, Publicity and Salesmanship

*4 hours, 4 credits*

### **23.031 Advertising Production**

This technical course in print media production teaches an understanding of illustration techniques, shading media, preparation of art for camera, of letterpress, offset, lithography, gravure; of monochrome and multi-color printing; of photo-engraving, electro-typing, mat-making and stereotyping processes; and of costs. It is an introduction to type recognition, specification and casting.

Prerequisite: Advertising Copy and Layout

*2 hours, 2 credits*

### **23.051 Advertising Agency Operations**

The early part of the course comprises a study of advertising agency structure and organization; departmental functions, procedures, forms and their inter-relations; relations with clients, media and suppliers; agency commissions and fees. Radio and television advertising embracing spot and network radio, spot and network television from the viewpoints of markets, costs, audience measurement techniques, program sponsorship and preparation of commercials are studied from the viewpoints of the roles of advertiser, agency and station, from budget through idea, planning, storyboard, rehearsals, videotape, checking and billing. Storyboards will be prepared by students.

Prerequisites: Advertising Production and Principles of Marketing

*4 hours, 4 credits*

### **23.061 Sales Promotional Advertising**

Presents a study of the effective use of media (other than the paid-space-and-time media) such as folders, booklets, price lists, color cards, catalogs, processed letters, fairs and expositions, displays, signs and dealer helps. Also covers lists and postal laws. This is also an intermediate course in advertising production embracing typecasting, typesetting, printing presses, color work, paper grades, weights and sizes. Copy will be written for direct mail media. Retail sales stimulation studied in establishments from giant department stores to neighborhood shops in a wide range of business. Emphasis placed on the special advertising promotional efforts required in retail stores, including seasonal and special events, timing and tie-in with suppliers. Retail budgets and vendors' allowances are discussed.

Prerequisites: Advertising Production and Principles of Marketing

*4 hours, 4 credits*

## MARKETING

*The purpose of this curriculum is to present a broad picture of the structure and functions of marketing, as well as to provide the student with a comprehensive understanding of the management approach to retail operations.*

### **24.021 Retail Organization, Operation and Buying**

A study of the management operations of the large retail store. An analysis is made of the current practices in store layout, store organization, personnel management services to customers, expense budgeting and control, receiving and marking. The methods and techniques employed by buyers in selecting new lines, assortment planning, placing orders, pricing and handling other phases of the buying job are discussed.

Prerequisite: Principles of Marketing

*4 hours, 4 credits*

### **24.031 Principles of Marketing**

An introductory course in the field of merchandise distribution. Attempts to describe, analyze and evaluate our present marketing system, and presents a broad picture of the structure and functions of marketing. Deals with the methods, policies and institutions involved in the distribution of goods from the producer to the consumer.

*4 hours, 4 credits*

#### **24.041 Small Store Operation and Credit**

A practical, intensive course dealing with the problems involved in establishing and operating a small retail store. Includes the following topics: selecting a store location, financing, insurance, store modernization, equipment and records, and government regulations affecting small retail business. The course also deals with retail credit policies and procedures including: types of credit, credit agencies, collection procedures and correspondence, and installment credit.

Prerequisite: Principles of Marketing

*4 hours, 4 credits*

#### **24.051 Purchasing for Industry and Government**

The course covers the basic elements of management as they affect the purchasing function. The many problems specific to purchasing are analyzed. These include: pricing, trade relations, techniques of negotiation, value analysis, materials management, inventory control and vendor relations.

Prerequisite: Retail and Food Merchandising

*3 hours, 3 credits*

#### **24.061 Retail and Food Merchandising**

The course deals with the mathematical procedures involved in the planning and control of sales, stock, purchases, prices, model stocks, stock turnover, and markups. An analysis of the operating and merchandising problems confronting food retailers is also included.

Prerequisite: Principles of Marketing and Retail Organization, Operation and Buying

*4 hours, 4 credits*

### **BANKING**

*The purpose of this curriculum is to furnish students with the skills necessary for positions in the various operations of commercial banks, savings banks, savings and loan associations; as investment bankers, in commercial finance organizations and personal loan companies; as skilled employees with bond dealers, securities underwriters, stock brokers, commodity brokers, and in commodity exchanges and treasurers' offices of corporations.*

### **25.011 Money and Banking**

An analysis of the organization and operation of our financial system. Includes the money and capital markets, commercial banking and other financial institutions such as commercial finance companies; shows the relationship between financial and economic activity, including monetary and fiscal policy.

*4 hours, 4 credits*

### **25.021 Banking Organization and Operation**

Surveys the operation of banking institutions with particular emphasis on commercial banks. The relationship between banks, the Federal Reserve System and the money market are emphasized. Problems of capital adequacy, reserves, loans, investment policy and liquidity are considered.

*4 hours, 4 credits*

### **25.031 Commodity and Security Markets**

Presents the technique and operation of securities markets and their role in the process of capital formation. Discusses the activities of security specialists, commission brokers, floor brokers and odd-lot dealers. Legislation affecting securities markets and the activities are treated.

*4 hours, 4 credits*

### **25.041 Principles and Problems of Investment**

Presents an analysis of the principles and practices of investments. Discusses recognized quantitative and qualitative tests used in judging security values. Attention given to the legal and financial characteristics of the various types of investment securities. Personal portfolio problems and policies are analyzed in terms of objectives and investment decisions.

*3 hours, 3 credits*

### **25.051 Credit and Corporation Finance**

Surveys principles and practices followed in the financial organization and operation of a corporation; financing the new and growing business, sources of capital, banking and credit accommodations, and the handling of other financial matters.

*4 hours, 4 credits*

### **25.061 Law of Negotiable Instruments**

A study of the basic legal aspects of transactions involving checks, notes, drafts and acceptance and the effect of the new Uniform Commercial Code on these negotiable instruments. Consideration is given to prevailing business and banking practices affecting the use of negotiable instruments, as well as to the legal relationships between the banks and the depositor, and between the lender and borrower.

*3 hours, 3 credits*

### **SECRETARIAL SCIENCE**

*The purpose of this curriculum is to prepare students for positions in business offices as secretaries to executives, as supervising secretaries in charge of office operations, and as administrative secretaries to professionals in medicine, law, accounting, and in a variety of government jobs. All stenographic courses are given only in Gregg.*

### **26.011 Secretarial Science I (Basic Course)**

An intensive presentation of the basic theory of Gregg shorthand. Also includes the fundamentals of touch-typing to develop a speed of 25-30 words per minute.

*6 hours, 4 credits*

### **26.012 Secretarial Science II (Basic Course)**

Continuation of the basic theory of Gregg shorthand and the development of new vocabulary. Dictation practice with the aim of developing a speed of 80 words per minute. Fundamentals of touch-typing to develop a speed of 35-45 words per minute.

Prerequisite: Secretarial Science I

*6 hours, 4 credits*

### **26.013 Secretarial Science III (Intermediate Course)**

Intensive review of Gregg theory. Dictation correspondence with the aim of developing the student's ability to take dictation at 100 words per minute with supervised transcription on the typewriter. Typewriting speed development toward final goal of 55 words per minute.

Prerequisite: Secretarial Science II

*6 hours, 4 credits*

#### **26.014 Secretarial Science IV (Advanced Course)**

Dictation practice on business correspondence with the aim of developing the student's ability to take dictation at 120 words per minute with supervised transcription on the typewriter. Typewriting speed development toward a final goal of 65 words per minute to prepare students to meet the high standards of business where speed, a thorough knowledge of business forms, and the exercise of judgment are required.

Prerequisite: Secretarial Science III

*6 hours, 4 credits*

#### **26.021 Legal Stenography**

Includes the use and recognition of the principal legal forms used in New York legal practice and the writing in shorthand of legal phrases and terminology. Emphasis is placed upon the current form used in setting up legal papers as well as the development of speed and accuracy in shorthand and transcription. Material from typical court actions as well as law office correspondence, business contracts and other legal documents are included.

Prerequisite: Secretarial Science IV

*4 hours, 3 credits*

*(Grades received for shorthand and typewriting will be averaged into a composite score; however, no student will receive a passing grade who fails either shorthand or typewriting.)*

#### **REAL ESTATE**

*The purpose of this curriculum is to prepare students for management positions in the operation of apartment and office buildings; and to fill positions with New York City's Departments of Real Estate, Rent and Rehabilitation, Relocation, and similar State and Federal agencies. The course of study also provides eligibility, under New York State laws, to take the licensing examination for real estate brokers.*

#### **28.011 Essentials of Real Estate**

An intensive survey course to acquaint the student with the fundamentals of real estate practice and the essentials of the various phases of the real estate business, including brokerage, mortgage financing, investments, management and valuation. This course and Real Estate Brokerage and Problems will meet the educational requirements for the New York State Real Estate Broker's Licence examination.

*3 hours, 3 credits*

**28.021 Building Construction: Essentials and Problems**

A practical course in the practices and problems of building, construction and operation which is intended to give students a working knowledge of the physical and mechanical characteristics of building structures. Topics include the elements of plan reading, planning and design, the utilization of various materials and equipment, measurement and estimation of quantities and costs, and compliance with governmental regulations. Prerequisite: Essentials of Real Estate

*4 hours, 4 credits*

**28.031 Real Estate Brokerage and Problems**

This course outlines the organization of a brokerage office and details the procedures and practices in the work of the real estate broker. Topics include the obtaining of prospects, the filing of listings, the preparation of mortgage applications and sales or rental offerings, the methods of advertising and business promotion, and the problems and techniques of negotiating and closing sales, leases or other real estate transactions. This course and the Essentials of Real Estate will meet the educational requirements of the New York State Real Estate Broker's License examination.

Prerequisite: Essentials of Real Estate

*3 hours, 3 credits*

**28.041 Real Estate Management and Property Maintenance**

This course deals with the practices and problems in property management and maintenance. Topics in property management include agency versus owner management, tenant and labor relationships, record keeping and government regulations and their effect on management practices. Topics in property maintenance include the selection and supervision of personnel, the general servicing and maintenance of buildings, maintenance and replacement of equipment, and the handling of contracts, contractors and suppliers.

Prerequisite: Essentials of Real Estate

*4 hours, 4 credits*

**28.051 Real Estate Financing, Valuation and Appraisal**

This course deals with the principles of real estate valuation including the tools, techniques and methods of determining value. The course also will cover mortgage financing, including mortgage sources, primary and secondary mortgages, mortgage



brokerage, mortgage applications and lenders' requirements.  
Prerequisite: Essentials of Real Estate

4 hours, 4 credits

### **28.061 Law of Real Estate Transactions**

This course gives the student a general view of the legal questions that arise in the leasing, selling and mortgaging of real estate in New York City. Topics include the legal rights, duties and responsibilities of real estate brokers, relationship of landlord and tenant, the various steps taken in connection with a contract to sell or mortgage real estate, the examination and transfer of title, and the frequently-used real estate instruments.  
Prerequisite: Business Law

3 hours, 3 credits

### **SMALL BUSINESS OPERATIONS**

*This curriculum is designed to develop the ability to recognize and use properly the techniques and procedures of management as applied to small businesses; to increase the skills of future employees who are interested in promotion and/or in the subsequent initiation of their own businesses; and to integrate the problems dealing with financing, operating and managing small businesses.*

### **31.011 Essentials of Small Business**

A broad survey of the organization, operation and management of small business enterprises. Emphasis is placed upon problem-solving in locating, organization, operations and management, including legal requirements, employee relations, and the relationship of government and small business.

4 hours, 4 credits

### **TRAFFIC AND SHIPPING**

*This curriculum attempts to prepare students for positions in traffic and shipping departments responsible for the rail, highway, water and air handling of freight. Develops a comprehensive understanding of the importance of purchasing and scheduling of transportation services.*

### **32.011 Traffic Management**

A survey of rail, highway, water, air, pipeline, freight-forwarder, express, and the hybrid "piggyback" and "fishyback" services, as well as Interstate Commerce Commission regulations. In-

cludes methods and techniques in the purchase of transportation as a part of the distribution process. Among the subjects studied are rates, routing, demurrage and other accessorial charges; bills of lading, packing and loading, loss and damage claims, expediting, tracing, transit privileges, and special agreements between shipper and carrier.

*4 hours, 4 credits*

### **32.021 Materials Handling**

Presents the principles and problems of materials handling and warehousing as related to the distribution of the manufacturer's and wholesaler's products. The topics include a survey of the available materials, handling equipment and facilities, classifications of public and private warehouses, plant and warehouse location, and planning and control in terms of the economics of plant operations.

Prerequisite: Traffic Management

*3 hours, 3 credits*

### **32.031 Motor Carrier Management**

The trucking industry is analyzed in its relation to highway systems, governmental regulations, conflicts with the railroad industry, national organizations, the Interstate Commerce Commission and trucking regulations, classification of carriers, operating rights and insurance. The relationship of the trucking industry to competing carriers and shipments by a combination of trucks, water, rail and air transportation are considered. The services of motor freight forwarders are also covered in the course.

Prerequisite: Traffic Management

*3 hours, 3 credits*

### **32.041 Industrial Packaging**

The course deals with the industrial packing of goods for shipment by various carriers with relation to economical costs and proper protection, as well as the preparation of materials for shipment. Types of containers are analyzed with relation to the nature of the commodity, method of shipping, protection against damage, carrier and government regulations.

Prerequisite: Materials Handling

*3 hours, 3 credits*



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