

75 Years of Quality  
Business Education  
1916-1991





**75  
YEARS  
OF  
EDUCATION**

Reverend Herman J. Muller, S.J.

# Forward

## History of the College of Business Administration

### University of Detroit Mercy

Leadership and innovation have characterized education at our College of Business Administration since its founding in 1916. In the pages that follow, you will read of the outstanding scholars and teachers who have served our students for the past 75 years. They have contributed to a tradition of excellence that inspires our efforts to prepare students for a rapidly changing business world.

Ours was not only the first college of business in Detroit, it was also the first between New York and St. Louis. In 1951, we were the first Detroit institution and only the second in Michigan to receive accreditation from the national business school accrediting association. Our continued accreditation since then is a tribute to the quality and importance of the contributions our faculty have made to business theories and practices.

The success of our graduates is acknowledged in many ways. *Business Week*, for instance, has reported that we are among only 60 universities in the United States to graduate at least three CEOs. *Fortune* magazine ranks us as among the top 47 colleges and universities among 2500 reviewed for the percentage of graduates becoming CEOs of Fortune 500 companies.

Of course, CEOs are only one measure of our quality. We take pride in the strong liberal arts foundation received by our graduates and the special emphasis we have always placed in our educational program on business ethics. Our faculty challenge students to examine their personal values and to form their business relationships with a genuine concern for human dignity and social responsibility.

Today the College of Business Administration continues to change. As a vital part of the new University of Detroit Mercy, the evening business program will move to a new home on our Outer Drive Campus, increasing convenient access for the many mid-career adults who are now our students. At the same campus, the Weekend MBA offers a opportunity in graduate education not available anywhere else in this area. And our strong traditional undergraduate and graduate programs continue at our McNichols campus.

Our past success is reflected in the loyalty expressed by our many graduates. We are convinced that in years to come equally strong loyalty will come from our future graduates as a continuing testimonial to the excellence of the College of Business Administration at University of Detroit Mercy.

Maureen A. Fay, O.P.  
President

Robert A. Mitchell, S.J.  
Chancellor



## Reverend Herman J. Muller, S.J. Curriculum Vitae

Except for five years spent in Ireland, where he lectured at the National University, Father Muller, S.J. has taught at the University of Detroit for the past thirty-five years, first in the History Department and more recently in the Department of Economics. Before joining the University of Detroit faculty, he taught at Xavier and John Carroll Universities and for a short period at Loyola University, Chicago.

Father Muller received both his Master's degree and his Ph.D. in history from Loyola University, Chicago. He has a Licentiate in Sacred Theology from St. Louis University; his Bachelor of Literature was earned at Xavier University.

Father Muller has published numerous articles in history, economics, and economic history. In 1977 he wrote a history commemorating the 100th anniversary of the University of Detroit. Currently he is completing a biography of Bishop John Baptist Miede, S.J., first President of the Detroit College, now the University of Detroit Mercy.

In 1975, Father Muller was named Professor Emeritus by the University of Detroit. He is a member of Alpha Sigma Nu, national Jesuit honor society, and Phi Alpha Theta, a national history honor society. He is also a member of several learned societies.

Father Muller is proud of his long and distinguished career with the University of Detroit and prides himself on being a loyal University of Detroit Mercy backer.

# The University of Detroit College of Business and Administration 1916-91

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# Preface

The Society of Jesus “hopes by means of its ministry of education to pour into the social order capable leaders in numbers large enough to leaven it effectively for good.” Ignatius of Loyola, founder of the Society, expressed this lofty goal in the 16th Century, and it has guided and nourished Jesuit education since then.

Leavening for good has also been the vision and the theme of the University of Detroit Mercy College of Business Administration since its founding three-quarters of a century ago.

One would think that few areas of study and activity could come closer to the heart of society than business, where ideals can be translated into practical, working systems, vehicles for change. Perhaps the subtlest pitfall is that students of business, finance and administration might become in a sense too good at their specialty to provide the leavening of which Ignatius spoke.

Indeed, as recently as 1988, an article in a respected national journal complained that “success has turned the nation’s business schools into complacent, self-satisfied institutions that are in danger of becoming ossified and irrelevant” (**Chronicle of Higher Education**, April 13, 1988). The occasion for these remarks was a study commissioned by the American Assembly of Collegiate Schools of Business that had uncovered several areas in the curricula of business schools that were “undernourished.”

Undergraduates in these curricula should have a “broad, well rounded education,” the study said, with no more than 40 percent of their course work in business subjects. Business schools and their faculty should devote more attention to external matters such as “legal trends” and “societal changes” and particularly to the “international dimensions” of modern business. Students should learn how to generate, distribute and manage information. They should also be encouraged to take part in extracurricular activities that foster the development of leadership and interpersonal skills. Finally, the study said, students should learn to bring a variety of disciplines to bear on complex business problems.

This brief history will show that the College of Business Administration at the University of Detroit Mercy has, from its beginning in 1916, been concerned with precisely the ideals that underlie the notion of a well rounded education. The core curriculum requires that a substantial number of courses be taken in various Liberal Arts areas, recognizing that accounting professionals must be equipped to continue to learn and to adapt to change throughout their careers. Suc-

cessful professionals, in this or any field, must possess the ability to read, listen, write and speak effectively, and to identify, obtain, organize and convey information and ideas in areas that range far beyond the specific area of expertise. In short, the University of Detroit Mercy is committed to the notion that a liberal arts education should seek to integrate intellectual, spiritual, moral and social development.

Meanwhile, programs such as the Entrepreneurial Lectures, roundtable discussions with business leaders and above all the Co-op Program help students become aware of the practical aspects of the business world. (The University of Detroit Mercy's Co-op Program has three-quarters of its students combining classroom learning with on-the-job experience.) A number of the outreach activities of the College of Business Administration would seem to coincide quite closely with the recommendations of the American Assembly of Collegiate Schools of Business: the Institute for Business and Community Services, for example, or the Career Exploration Program, or the Entrepreneurial Institute, or the Center for Economic Education.

The Business Administration program also has a strong international aspect, and students attend from more than 40 nations.

In other words, the University of Detroit Mercy has long recognized, in Business and Administration as in other fields, that the leavening of which Ignatius spoke works best in combination with other elements — indeed, one might say works **only** in combination with other elements. Education in business must occur in a broader context, just as matters of business in the world should be seen in the context of “the social order” that was of concern to Ignatius and remains of concern to Jesuits today.

We hope that you will enjoy reading the brief history that follows as much as we have enjoyed putting it together. We hope especially that those of you who attended the University will enjoy renewing your acquaintance, in these pages, with the teachers and friends you admired and respected.





Main Building, University of Detroit

# 1 The Beginnings

The year 1916 marked an important turning point in the economic history of the United States. The pre-war depression was ended; the winter of 1914-15 had seen the advent of sweeping changes in commerce and industry. Once the "Guns of August" had sounded, the belligerent nations turned to the United States for food, war products and raw materials such as steel, cotton and copper. At the same time, the United States began to fall heir to markets in the Far East and South America, markets formerly held by Europeans. By 1917, the United States' excess of exports over imports had risen from a pre-war \$435.8 million a year to \$3.57 billion. Unemployment dropped from 2.2 million to about 200,000.

Meanwhile, as Europe withdrew her American investments, the United States began to buy European bonds and to advance credit to European nations. Almost overnight, the United States swung from a debtor nation to a creditor. Still, not every American was at ease. The question that bothered the doves was: "Can Wilson possibly keep us out of the war, as he promised?" Some hawks were all for fighting the British for their blockading United States ships; others were angered at Germany's unrestricted submarine warfare.

The media were flooded with news of the war in Europe. On the morning of October 2, 1916, headlines in the **Detroit Free Press** proclaimed: "Zeppelin Shot Down in Great Air Raid on London."

That evening, without headlines, the University of Detroit opened its doors to students enrolled in the new School of Commerce and Finance, as it came to be called.

Several of the Detroit papers had carried an advertisement in mid-September stating that the University of Detroit was about to launch a "course in business administration, expert accounting, economics, finance, law and modern business methods." The faculty would consist of "professional and businessmen of wide experience." At the same time, **The Detroider**, official publication of the Detroit Board of Commerce, reported that with the exception of an earlier school at St. Louis University, the new School at the University of Detroit was to be the only one of its kind west of New York City.<sup>1</sup>

The motto of the School of Commerce and Finance was "Business in Detroit is Now a Profession." The dean of the new School was John A. Russell, a director of the Board of Commerce.

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<sup>1</sup> The Detroider, Monday, Sept. 11, 1916, VII, No. 50, 2.



First Graduating Class - 1883

The University stated its goals for the new School in a formal announcement: "The School of Commerce and Finance aims at something much broader and more thorough than that which is usually the object of the ordinary business college. It offers an advanced course of a strictly university and professional character; it aims to equip its students for success in the larger, more remunerative, and more intricate affairs of commerce, industry and finance."<sup>2</sup>

## Early Business Courses at the Detroit College

Business courses had been offered for a long time at the Detroit College, as the University of Detroit was first called. The very first catalogue, in 1877, listed "Bookkeeping" alongside the more traditional studies offered by the College. First mention of a Commercial

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<sup>2</sup> University of Detroit, School of Commerce and Finance, "General Statement."

Department as such is found in the **Bulletin** of 1880-81: "This department embraces all the branches of a good English education. It is completed in four years, and prepares students for business, commercial pursuits, etc." This program did not lead to a bachelor's degree.<sup>3</sup>

Actually, the Commercial Department began as the result of a student revolt. According to the **Detroit College Memoranda**, shortly before classes were to resume in September 1880, some 120 students presented themselves, demanding that bookkeeping be taught at the secondary level. The students, backed by their parents, objected to the study of Latin and especially to the study of Greek.<sup>4</sup> Like so many of our larger cities, Detroit was growing at this time, due in large part to a steady stream of immigrants coming from the farms of Southern Germany and the cottages of Ireland. How Latin and Greek could possibly help their sons get jobs was not too clear to these good working people.

Apparently the Jesuit Father Provincial was informed of the situation, since we learn that: "In consequence of Father Provincial's visit the commercial class is started... It is made up of those boys of third academic who are unwilling to study the classics."<sup>5</sup> The subsequent College catalogue shows that in the "English" course, Latin and Greek gave way and more time was devoted to English, mathematics, penmanship and bookkeeping. The "classical" course continued to be conducted in the traditional manner. A year later, the **Home Journal** commented on the new commercial course:<sup>6</sup>

But their [the Jesuits'] partiality for literature and sciences is not a premise from which to conclude their neglect of the commercial branches of education. Although this impression is very widespread, the fact is that a very large proportion of the students attending the schools of the order frequent the classes of the commercial course. In the great majority of instances parents desire no further

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<sup>3</sup> As with so many colleges before the turn of the century, the Detroit College was then comprised of a seven year program leading to a bachelor's degree. The first four years embraced what we today call a secondary or high school.

<sup>4</sup> **Detroit College Memoranda**, II, 1880-1881, "1st Monday in September."

<sup>5</sup> *Ibid.*

<sup>6</sup> **Western Home Journal**, Sept. 3, 1881.



Where Classes First Assembled

training for their children than that which will enable them to become competent and successful businessmen. An institution, therefore, which aims at offering to all the instruction which is to fit them for their different spheres of human action would, doubtless, shoot wide of its mark did it neglect to make every provision for this influential portion of the community. Hence it is that, whatever may be a young student's aim for the future, he will find in this body of teachers and in their instructions all that he can desire.

After 20 years or so, the initial enthusiasm had waned somewhat, and the commercial classes were discontinued at the academic (secondary) level during the presidency (1893-97) of the Reverend Henry A. Schaapman, S.J. On the 25th anniversary of the Detroit College, in 1902, the **Detroit Free Press** stated that "commercial branches can scarcely with propriety be classed among the higher studies."<sup>7</sup> Nevertheless, all first-year college men were still obliged to take bookkeeping. Rhetoric, elocution, mathematics and oratory, all integral parts of

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<sup>7</sup> Detroit Free Press, Sunday June 22, 1902, part three.

the commercial program, continued to be taught in the College. However, as the catalogue for the year 1898-99 said: "It has been found by long experience, that this [thorough liberal education] is the only course that fully develops all the faculties, forms a correct taste, teaches the student how to use all his powers to the best advantage and prepares him to excell in any pursuit, whether professional or commercial."

## The Evening Extension Lectures

Although the University of Detroit had no evening school program as such until the fall semester of 1912, a beginning of sorts was made in October 1909, with a well-planned series of "Extension Lectures." These lectures were held in the College gymnasium, the largest space then available.

The Preliminary Course was begun on October 14 with the Reverend Michael I. Stritch, S.J., lecturing on "University Extension Work."<sup>8</sup> On October 21 the Honorable Homer Warren discussed "Detroit as a World Power," and a week later E. St. Elmo Lewis told his listeners all about "The Romance of Inventive Genius in a Model Detroit Factory." The Municipal Course in November and early December featured lectures on the Detroit city government and city sanitation. These were followed in late December and early January by the Sociological and Economic Course, which dealt with the labor unions, journalism, the stage, education, etc. The final Industrial and Commercial Course featured intercity topics such as lake commerce, the railroads, the streetcar system, banking, the automobile, industry and electric power centers.

The fall semester of 1912 witnessed a more serious effort being made at a "night school." In a "Circular of Evening Courses," the University of Detroit offered young men the opportunity to make themselves proficient in the fundamentals of "useful" branches of study, among them the "theory and practice of oratory," "industrial organization," "industrial progress," "industrial locality and dimension," "exchange," "money," "distribution," etc. The school year was divided into two terms, running from October to January and January through mid-April. Classes were to meet on Monday, Tuesday and Wednesday evenings from 7 to 8 o'clock. No entrance requirements were specified; tuition was set at \$10 per term, payable in advance.

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<sup>8</sup> Chester Burns, S.J. Glory of SS. Peter and Paul's, 39.



Very Reverend William T. Doran, S.J.  
President University of Detroit

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**Early Years:  
1916 to 1927**



John A. Russell

The Reverend William T. Doran, S.J., was president of the University of Detroit when the new School of Commerce and Finance was begun in 1916. Father Doran, prior to his installation in September 1915, had served as vice-president of the University and dean of the College of Arts and Sciences. He was very popular with the students; at the time of his installation, an editorial in the student publication, **Tamarack**, stated: "Had we students the power of appointment, Father Doran would have been our choice." The new president was energetic, a fine speaker and gifted with a large fund of administrative ability. Whether the idea of the new School was his or that of his predecessor, the Reverend William F. Dooley, S.J., the fact remains that the responsibility for the undertaking was his.

The regent, or what might now be called vice-president, of the School was the Reverend Henry W. Otting, S.J. Father Otting had served as vice-president of the University for several years while teaching philosophy and ethics. He would continue to teach these subjects as well as political economy.

The first dean of the School, John Russell, could not have been better chosen. To begin with he was one of the most outstanding alumni the College had thus far produced. He was a member of the first class in 1877 and of the first graduating class, in 1881, and in 1883 became the first to receive a master of arts degree from the College. Moreover, together with the Honorable George S. Hosmer, Bernard B. Selling and William Van Dyke, he was the first to receive

a Doctor of Laws Degree, **honoris causa**, from the University of Detroit, in June 1916 — in the words of the **Michigan Catholic**, a “distinction worthily bestowed.” At the time of his appointment, Dean Russell was a director of the Detroit Board of Commerce and editor of the periodical, **Michigan Manufacturer**. Many of the older alumni still speak fondly of Dean Russell, who was “so well known and loved for the personal interest he took in his students.”

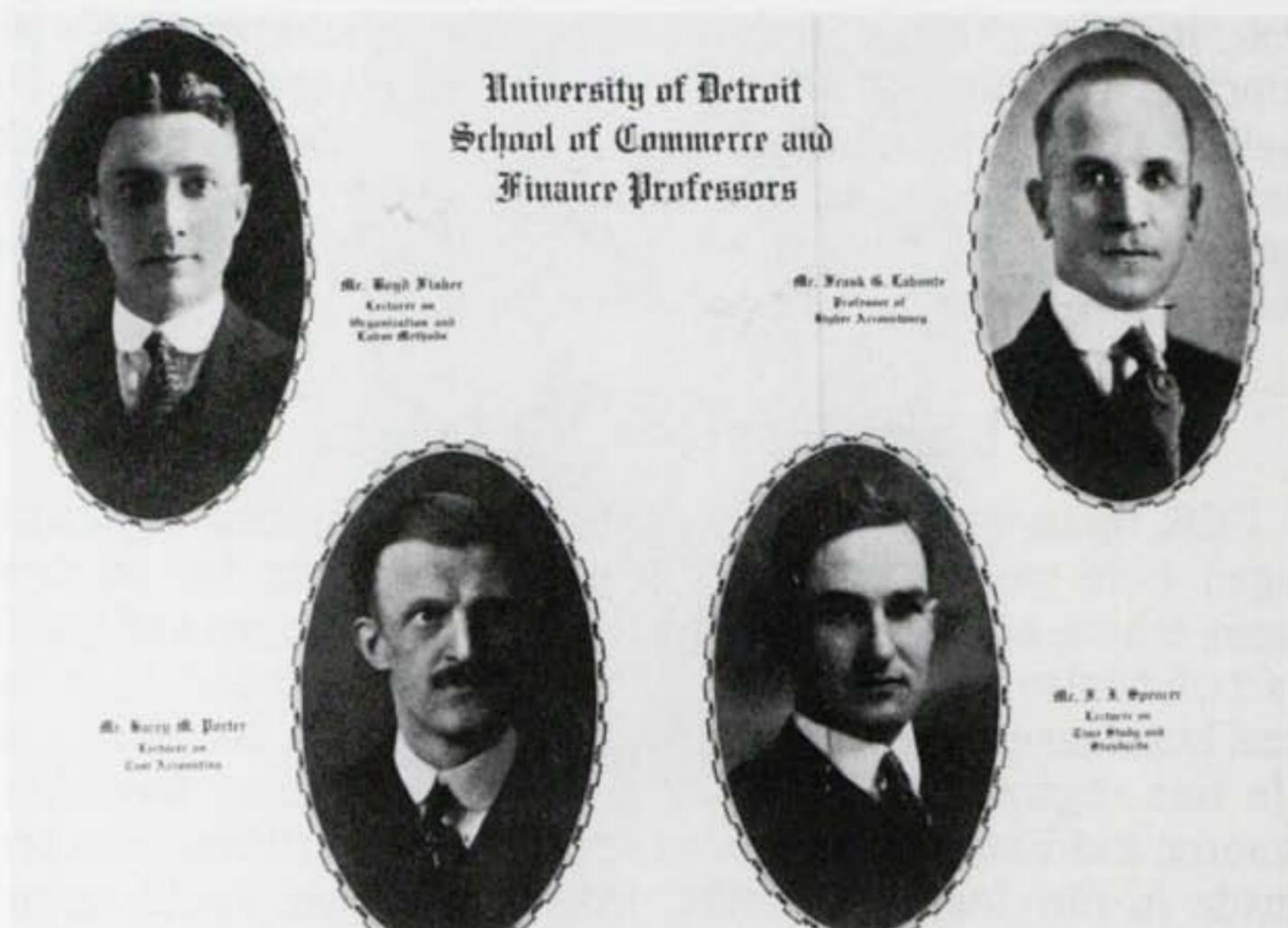
## Early Faculty Members

In 1916, there were few, if any Ph.D.'s in accounting or business. Colleges were wont to rely on their regular faculty for courses in business ethics, economics, political economy, languages and the like. The actual business courses were taught, mostly on a part-time basis, by local businessmen engaged in real estate, banking, accounting, law, etc. In this regard the University of Detroit was most fortunate. A Commerce and Finance announcement for 1916-17 reiterated a promise made in the **Jesuit Bulletin**, that the College would spare no pains “to offer an advanced course of a strictly university and professional character.” It was a promise well kept.

Mention of some of the men who lectured on business organization, management and accounting will not be out of place here. Boyd Fisher, graduate of Harvard and secretary of the Executives' Club of the Detroit Board of Commerce, lectured on industrial organization. Harry F. Porter, a graduate of Cornell and editor of the magazine **Factory**, lectured on business organization and management. (Professor Porter, who had won name and fame in track at the London Olympiad, was a favorite with the boys, who claimed him as their own.) Louis B. Ermeling, a graduate of the University of Illinois and a mechanical engineer, was an expert on industrial affairs. Frank G. LaBonte, CPA with the firm of Price, Waterhouse and Co., had charge of the accounting class. Charles J. Higgins, a Detroit College<sup>9</sup> graduate, vice-president of the Federal State Bank, became well known for his lectures and writings on banking and related subjects. Robert J. Hanley, a Detroit College graduate with a Harvard law degree, was a popular lecturer on contracts and agencies. Thomas F. Davis, formerly with St. Louis University's School of Commerce and Finance, was secretary of the new School.

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<sup>9</sup> In 1911 a new charter changed the name from Detroit College to The University of Detroit.



Early Professors, Commerce and Finance.  
Fisher, Labonte, Porter and Spencer.

A good example of the caliber of instruction to be had at the new School is seen in the Wednesday evening class in business organization and management. At the time, the Executives' Club of the Detroit Board of Commerce, composed of representatives of about 40 leading manufacturing companies, employed scholars to study their organizations and present their findings to classes comprised of sub-executives and foremen. The study was conducted by Mr. Fisher, assisted by Messrs. Porter and Frank J. Spencer. Through the courtesy of the Executives' Club, these three gentlemen gave the lectures in the School's Business Organization and Management classes. As the **University of Detroit Magazine** commented: "It is only a decent recognition of the work of these gentlemen to say that the value of their work to the School of Commerce and Finance is so great that if it had to be purchased with money the School would have to go without it. It may also be added that the appreciation of the work of these gentlemen, both by the students and the school organization, is quite on a par with its exceptional value."<sup>10</sup>

<sup>10</sup> University of Detroit Magazine, Easter 1917, 262.



Approach to the College of Arts and Sciences

## The Student Body

If the composition of the faculty that first year was rich and varied, that of the student body was equally so. While entrance into the College required a high school education only, or the equivalent, many of the students had completed part or all of a regular college course. The **University of Detroit Magazine** for Easter 1917 tells us: "Eighteen of the men have attended the University of Detroit in the past; while two have done work at the University of Michigan; two at the University of Wisconsin; one at Lehigh University; one at Michigan Agricultural College; one at Western Reserve College; four at Assumption College at Sandwich, Ont.; nine at St. Joseph's Commercial College, Detroit; one at Detroit College of Law; one at De Veaux College, Niagara Falls; one at Mt. St. Joseph's College, Baltimore; one at St. John's College, Winnipeg; one at St. Joseph's College in Kentucky; one at Dixon College in Illinois; three at Ferris Institute at Big Rapids; three at Windsor, Ont. Collegiate Institute; two at Detroit Technical Institute; one at De LaSalle Institute, Toronto; ten at various business colleges, and thirty-one at various high schools."

It seems that it did not take long for a fine spirit of fraternity to develop among these young men who came from so many different backgrounds, a spirit of fraternity that, we are told, "resulted in the making of many a close friendship." It was a hardy breed of student that worked during the day, came to school three nights a week, engaged in debates once a month and still found time to attend College "smokers" and extra lectures on weekends.

Debating was, in fact, very popular. In a day when there was no radio or television, college students had to supply their own amusements — social, athletic, intellectual — and debating had always been prominent among these at the Detroit College. Considering all their other activities, it is surprising that the "night school" students should have found time to hold monthly class debates. For example, on Friday evening, January 3, 1917, the subject discussed was: "Resolved that trusts are beneficial to the public." The negative team of Messrs. Balt, Bartlett and Leo Monahan were declared the winners. A few weeks later, the topic discussed was: "Resolved that the railroads of the U. S. should be owned and operated by the government." Here again the negative team, this time Messrs. Stinson, Maloney and I.B. Hurley, were the winners, but apparently Messrs. Wuellner, VanAntwerp and Turcott put up quite a battle in losing.

Some of these topics were timely and were debated on the national level, while others apparently stemmed from material discussed in class. A noteworthy feature of the Friday night debates was that members of the audience were wont to get up after the formal debate and express their own views on the topic.

## Women Students at the University

Although there was nothing in the original agreement between the Society of Jesus and Bishop Borgess, nor in the Articles of Incorporation of 1881, that excluded women, the Detroit College was designed for men only. While women were not excluded from the lecture series so popular in the late 19th century, they were not admitted to the more formal lectures, such as those given by Father Stritch in 1909 on astronomy, Dante, modernism, socialism, etc. And while women were permitted to attend the Reverend Anthony F. Geyser's lectures in psychology in 1911, they were not mentioned in the evening courses given to the young men of the city in 1912.

However, possibly taking its cue from the Law School, the School of Commerce and Finance admitted women right from the start in 1916. The Register of Students for 1917-18 lists a Miss N. Sullivan and a Miss L. Suttelle in a freshman class of 89 students. In 1918,



Eta Zeta Sigma Sorority  
1920's

there were 14 women freshmen. The first woman to graduate from the School was Hattie Elizabeth Rooney, who received her bachelor of commercial science degree in 1919. Miss Rooney was secretary of the senior class in 1918-19.<sup>11</sup>

Several of the **Bulletins** at the time devoted a full page to "Opportunities for Women Students" in the world of business. The first point mentioned is that jobs taken temporarily by women during the war were now open to them on a permanent basis. Women executives were needed for special contact with employees of their own sex. Women buyers were in demand. Moreover, the degree given by the School of Commerce and Finance would further the promotion of teachers in the Public School System of Detroit, and Commerce and Finance became more and more popular with women.

In October 1918, the newly founded **Varsity News** asked Edith Turner, C&F '21, to join the staff as chronicler of coed activities. Shortly thereafter a host of parties and social gatherings paved the way for Miss Turner and Beatrice McLean to announce the establishment of the University's first sorority, Eta Zeta Sigma. Eligibility for

<sup>11</sup> Bulletin, 1917-1918, 7-9; 1918-1920. 13. The Bulletin for 1919-1920 gives the three-year "Schedule of Studies" with times and descriptions of courses, 21-28. It will be noted that classes were changed from Monday, Tuesday, Wednesday to Monday, Wednesday, Friday.



Rev. Henry W. Otting, S.J.

membership required successful completion of one semester's work together with endorsement by the sorority. Father Otting was named faculty advisor. We are told that the sorority's debut with a Valentine Dance held at the Twentieth Century Club was a great success.<sup>12</sup>

## Continuing Growth of the New School

The School of Commerce and Finance grew quickly. From a handful of students in 1916, the **Bulletin** for 1921-22 lists a total of 817 students, with 361 in the freshman class alone. At the same time, the program was enriched in scope as well as in quality.

The fall term 1919 saw the beginning of a Foreign Trade division under the direction of a native Detroiter, the Honorable John P. Weissenhagen. After being associated with the Commerce Department in Washington, D.C., Judge Weissenhagen represented the State Department in the Philippines; from there he had made several trips to China, Japan and elsewhere in the Far East to study oriental trade patterns. At the University of Detroit, Judge Weissenhagen was aided by the regular faculty for instruction in the conventional classes, in

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<sup>12</sup> Varsity News, January 27, 1920; February 17, 1920, 3.



Pioneer C & F Graduates

languages for example; for limited topics, special adjunct professors were brought in, some from as far as New York City. The students were offered an array of languages, including French, Spanish, Portuguese, Italian, Dutch, Flemish, Russian, Polish, German, Japanese, Hindostani, Chinese and Swahili. The **Bulletin** gives us the names of the professors prepared to teach these languages together with the assurance that they would be taught even if only a few students asked for them.

According to an "Announcement" issued by the School, the rationale for the new course was that the end of the war had brought about conditions that made foreign markets as vital as domestic outlets. The Announcement continued: "Conditions of municipal and national mercantile law, of credits, of the machinery of banking and exchange, the study of business customs and national idiosyncracies of foreign buyers, and many other important elements enter into the international trade nowadays, all of which, like much of desirable human knowledge, may be learned after a fashion in the school of experience. Most of it may be acquired with less hardship through carefully wrought courses of instruction." The immediate popularity of the Foreign Trade division may be judged from the fact that 57 students were enrolled in it during the school year 1920-21.



Early Commercial Art Class



Fred Nash



1920 View of land for the McNichols Campus

A formal announcement of a course in commercial art also appeared in the **Commerce and Finance Bulletin** 1920-21. The stated purpose of the course was to give "thorough, rapid and remunerative instruction in all the branches of commercial art." Students were told that they would be taught all the "short-cuts" so that they might have a source of revenue early in their careers. Some of the subjects to be studied were advertising and newspaper illustration, cartooning, lettering, show-card writing and perspective. Here again the School was most fortunate, obtaining the services of Fred C. Nash, who for many years had been cartoonist and illustrator with the **Detroit Free Press**, the **Detroit News** and the **Detroit Journal**. Mr. Nash was also well known for his portraits of many of Detroit's more prominent citizens, including Bishop Michael J. Gallagher; James Couzens, U.S. senator from Michigan in 1922-36; Ambassador Warren; William E. Thompson, mayor of Detroit in 1907-08; and others. The **Bulletin** numbered 54 students enrolled in the course that first year.

The program in federal taxation, also begun in 1920, arose from the realization on the part of businessmen that it was necessary to have experts on hand who knew something about the intricacies of the comparatively new tax laws. The income tax laws in the United States were first enacted in 1913. The following are the titles of a few of the lectures given in the course: General Explanation of the Federal Income Tax Laws; Gross Income in Business, Trade and Commerce; Dividends and Distribution of Profits; Interest; Excess Profits Tax;

and Corporation Income and Profits Tax. Each lecture would take up two evenings a week for 26 weeks. The total cost was set at \$100, payable in advance.

## Beginning Day Commerce and Finance

In the 1920s, while students throughout the University were becoming excited at the prospect of moving to the uptown campus from Jefferson Avenue downtown, a new development was causing its own excitement in the School of Commerce and Finance. Beginning with the fall term 1922, classes were conducted during the day as well as in the evening. And, wonderful to tell, women were permitted to register for the new day section.

The day school was organized on a four-year university basis. Five programs were offered — general business, accounting, banking, finance and journalism. The last would lead to a bachelor of science in journalism.<sup>13</sup> All five programs were heavily laden with what we would today call a core curriculum — English, American and European history, modern languages, mathematics, science and philosophy. Dr. Russell continued as Dean of the day program while his former assistant, William B. O'Regan, was given the title of assistant to the dean for evening courses. A “novel and very practical” feature of the day school program was that classes ended at noon, thus enabling the students “to gain actual laboratory experience in the local banking houses.” Another innovation permitted students in Arts and Sciences to take electives in the new division in their junior and senior years.

Lest anyone think that the University was dipping its flag a bit, its president, the Reverend John P. McNichols, S.J., emphasized that entrance requirements and course content in the School of Commerce and Finance were practically the same as in other degree programs. The tuition for the four-year course was \$125 a year, or \$62.50 at the beginning of each semester, plus a newly added athletic fee of \$10. The annual tuition in the evening division was \$100, an increase of \$20 over the original tuition of 1916. Evening students were also expected to pay the athletic fee.

Classes for the 45 freshmen students enrolled in the day division were held in Colford Hall. This imposing 19th century stone mansion stood on the south side of Jefferson Avenue, just east of the new

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<sup>13</sup> University of Detroit Bulletin, 1922-1923, “Commerce and Finance” (Day Course), 4 to 11. Varsity News, April 5, 1922, 1.



Carl H. Seehoffer

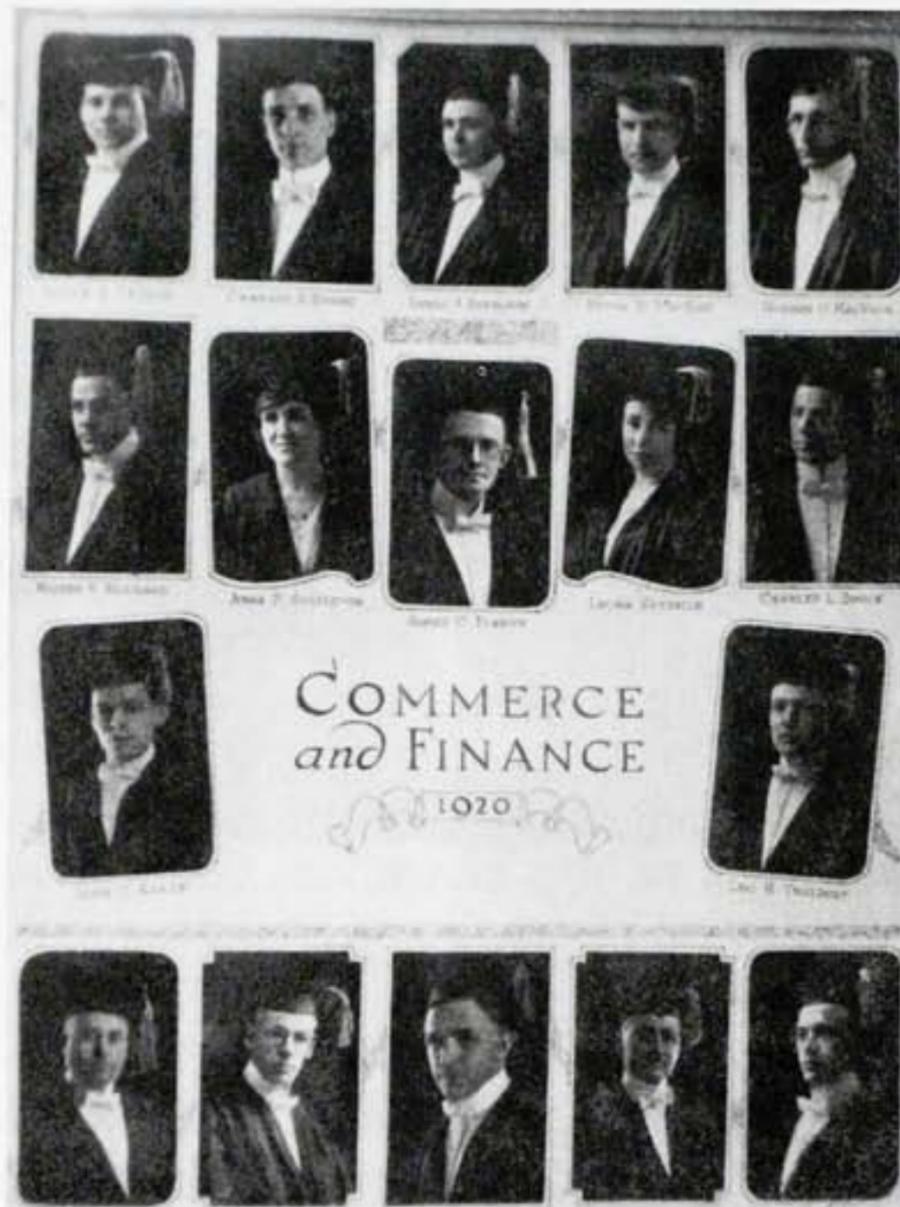
engineering building. Both these buildings, together with Godfrey Hall have long since been razed to make way for the Jefferson exit of Interstate 375.

The newly appointed associate dean of Commerce and Finance, Carl H. Seehoffer, who was also director of the day department, was evidently an efficient administrator. Under his direction the School soon outgrew its quarters, and classes were held all over the Jefferson campus, wherever a vacant classroom could be found. As enrollment continued to increase, an annex was added in 1926 at the rear of Godfrey Hall, whose rooms we are told were "still crowded by the students of this popular new department." From an original 45 students, in 11 years the enrollment in Day Commerce and Finance began to approach the half-thousand mark.<sup>14</sup>

A noteworthy acknowledgement appeared in several of the **Bulletins** in the early 1920s concerning the Maurice Black Memorial Library — the library of the School of Commerce and Finance — pointing out that the library owed its inception to the late Maurice Black, who was "for many years an honored merchant of the city of Detroit and during his lifetime a generous friend of the University."

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<sup>14</sup> The Tower, 1927, 161.



Commerce and Finance  
 Graduating Class 1920

The acknowledgement then went on to tell how Mrs. Black and her children had maintained this interest in extending the library by many generous donations. The result was that the School now had a library "fully equipped with the latest and best works in all the departments of its course."

Two developments that occurred shortly before the day division moved uptown should be mentioned. The first is the formation of "Associated Evening Classes," an organization composed of students of the Evening School of Commerce and Finance. The purpose, according to its constitution, was "to promote and increase School and department spirit among the students of the Evening School; to establish a foundation by means of which the School may have a unified organization after other departments shall have left the old campus; to provide a central means of communication and a council among the evening classes, things which hitherto have not existed; and finally to

ETA ZETA SIGMA



Eta Zeta Sigma

foster social and athletic affairs." The driving spirit behind the new organization was Bernard J. Kummer, who was its first chairperson.<sup>15</sup>

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<sup>15</sup> The Tower, 1927, 189.

Second, the Women's League was formed in 1924; it grew out of an earlier co-eds' union. In February 1927, the League received its corporation charter from the Michigan Secretary of State. In short order its membership had risen from an initial 75 students to more than 500 alumnae and undergraduates. Patricia Joachim was president and Vivian Mahoney vice-president of the league at the time of its charter.<sup>16</sup>

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<sup>16</sup> Ibid. 173.



Construction on the McNichols Campus

# 3

## The Move Uptown, 1927



View of Puritan Avenue  
1898

The story of how the University came to be moved in part to the McNichols campus — the history of the land, purchase of the Horkey farm, the planning stage, financing and operation, the blessing and dedication of the new buildings — has been told by this writer in **University of Detroit 1877 to 1977** and need not be repeated here, but a few salient facts will not be out of place.

By 1921 it was clear that something would have to be done to provide more adequate housing for the University. By the fall of that year, the student body had risen to more than 2,000 men and women. To Dowling Hall, built in 1890, had been added a fine engineering building, completed in 1916, on the south side of Jefferson Avenue. Godfrey, Colford and Reilly-Lansing Houses together with the Detroit Union clubhouse, all across from Dowling Hall, helped fill the gaps, but they were temporary remedies.

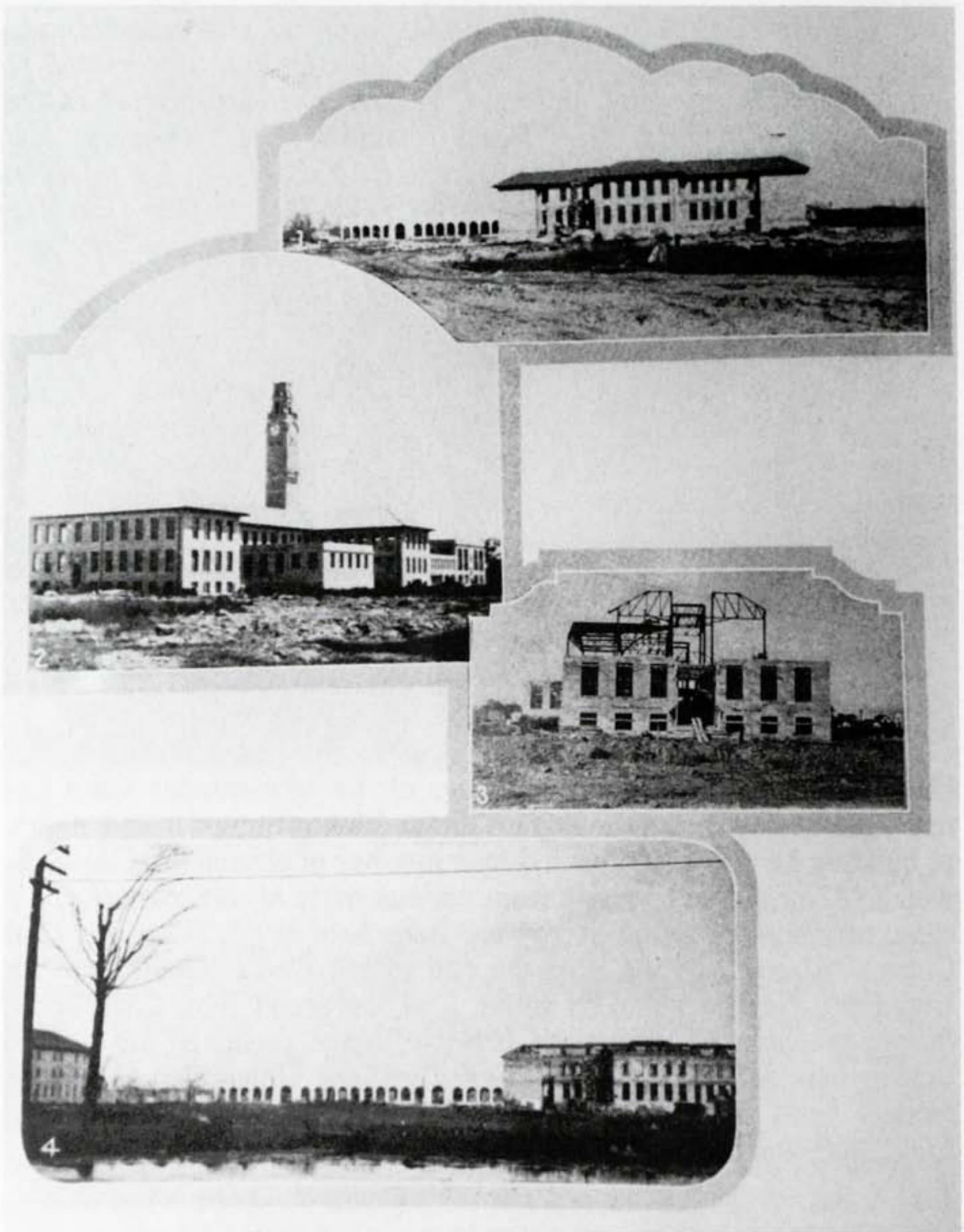
Apparently the trustees of the University, together with the president, Father Doran, were discussing the possibility of a major expansion as early as 1919. In January 1921, a proposal was considered to heighten the Dowling Hall-Rectory complex to four stories and to extend the building along Jefferson. A color postcard printed at the time shows what the architects had in mind for the University. Fortunately or unfortunately, a legal technicality arose that put a halt to the whole scheme, and Father Doran began to cast about for a location elsewhere. The site he favored was at Dexter Boulevard and Davison Avenue.

Father McNichols took office as president of the University on October 2, 1921, and he soon discarded the Dexter location as unsuitable. Instead, contrary to the advice of real estate men but very likely with the advice of the Dinan brothers, he gained the consent of his trustees and purchased land out on Six Mile Road. On November 8, 1921, \$120,000 was turned over to John Horkey, owner of the original 30-acre tract. In short order 10 more acres were purchased; a gift added seven and a half acres at the southwest corner of the campus; purchase of another 17 acres in the southeast corner, where Calihan hall and the baseball field now stand, rounded out the campus. The land to the south of Florence (now the Kassab Mall) was bought later.

On Sunday, October 9, 1927, 50 years after the founding of the University, the grounds and buildings of the new campus were formally blessed by Bishop Gallagher. As the Bishop moved from building to building he was accompanied by a number of church dignitaries as well as 17 prominent Jesuits from various parts of the country. That same morning, a solemn liturgy had been held in SS. Peter and Paul Church to celebrate the occasion and to ask God's blessing on the University for the years to come. The Reverend John Cavanaugh, former president of University of Notre Dame, preached the Golden Jubilee homily. As part of the festivities, the University of Detroit football team played Notre Dame. Although the score favored the Irish, 20-0, we are assured by tradition that it was a well-fought game.

## **The New Commerce and Finance Building**

When Day Commerce moved uptown in the fall of 1927, it gloried in the fact that it was to enjoy its own building. Built between June 1926 and June 1927 at a cost of \$261,470, the Commerce and Finance building contained, besides 18 classrooms, the largest auditorium on



Stages of Construction - Commerce and Finance Bldg.  
Late 1920's



Pioneer Day Class - 1926

the new campus. The University and the nation were about to experience the difficult years of the Depression, however. One consequence was that, due to lack of funds, construction of the proposed Arts building had to be delayed, and its faculty and students were lodged together with the Day Commerce section. The Economics office on the first floor at the southeast corner served as office of the Dean of Arts and Sciences. This somewhat crowded condition took on an aspect of permanence, in fact, and prevailed until completion of the Walter and Jane Briggs Building in September 1958.

The 1927-28 **Bulletin** shows Dr. Russell as dean of the School of Commerce and Finance and Dr. Seehoffer as associate dean and director of the day division. Mr. O'Regan continued as assistant to the dean. The **Bulletin** for 1929-30 lists Dr. Seehoffer as full dean of the day division and Dr. Russell as dean of the Evening School. Dr. Seehoffer was widely recognized for his knowledge of business curricula;

he wrote a number of manuscripts on the various phases of economics, organization, law and banking and was a widely known lecturer in these fields.

## The Bureau of Business Research

In the early 1920s, when the auto industry and allied concerns were booming, hundreds of new businesses brought thousands of people to Detroit, causing the city to grow in an almost unparalleled manner. Resulting problems of organization, marketing, transportation, accounting and the like led Professors Lyndon O. Brown (marketing) and L.K. Kirk (statistics) to propose the idea of a Bureau of Business Research. The bureau was established in 1926 "to carry on continued and extensive research in the fields of business, to publish reports on its findings, and to supplement the regular course work in the School by directing actual field work investigations in the different subjects taught."<sup>17</sup> By April 1927, construction of Business Barometers, a study of marketing channels, and similar research projects were already under way. Contemporary reports indicate that the bureau was met with enthusiasm on the part of Detroit businessmen.

When the bureau's first major study, a national survey of advertising personnel undertaken in cooperation with the International Advertising Association, was completed in 1929, the University of Detroit found itself established as the one authority in the United States on this particular subject. The study also brought national recognition to the School of Commerce and Finance, and the bureau seems to have continued as a going concern.

On May 30, 1929, for example, the **West Detroit News** mentioned a survey in industrial activity prepared by the University for the Union Trust Company. The results of the survey were remarkably similar to those of a survey done in 1925-26; if the trend continued, then a downturn was due in the months following the high index of April 1929. Continuing research, published by the **Detroit News**, showed an index decline from 28.4 above normal in April to 22.6 in May to 13.2 in June and up again to 20 in July. The July 19 barometer of 10 indices of local business activity found seven either failing to show the usual seasonal increase in June or declining to a greater extent

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<sup>17</sup> Bulletin, 1928-1929, College of Commerce and Finance, 10-11.



Colford Hall - Commerce and Finance classes were held in this building.

than normally expected.<sup>18</sup> One wonders if closer attention to the bureau's findings might have helped avert some of the miseries of the fall of 1929, at least at the local level.

With the beginning of evening classes on September 30, 1929, Dean Russell pointed out how for the past 10 years "the evolution of industrial methods in the direction of quantity production has been emphasizing itself in the demand for greater accuracy in cost accounting,

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<sup>18</sup> Detroit News, May 12, 1929; June 30, 1929; Sept. 1, 1929. These list the findings of the bureau together with tables, charts and graphs. The bureau continued its work up to 1936. It is not mentioned in the Bulletin for 1936-1937.

in the analysis of industrial and commercial operations and in the greater detail required in dealing with questions of capitalization and investments, the application of the tax laws and a more detailed distribution of expenditures." To meet this demand the College strengthened its taxation and cost accounting courses and added a course in domestic commerce.

A further indication that the Evening Division was by no means dormant is seen in the opening of the University of Detroit's Foreign Trade School in 1929. On October 2, 1929, the **Detroit Free Press** gave a good account of the opening of the School; after mentioning the instructors at length, it concluded: "At the opening assembly of the foreign trade division, a lecture was given by Dean John A. Russell ... on a proposal ... for almost immediate foreign traffic between Detroit and continental European countries. This project ... is intended to provide a line of 10 or 12 steamships of 2,500 tons capacity to carry freight from Detroit and points in the middle-west to an ocean junction in Newfoundland."

## The Curriculum in 1934

By 1934 the College of Commerce and Finance was considered by the **Jesuit Bulletin** to be "one of the finest of its kind in the country," the only one of its kind in the Michigan to be registered by the Board of Regents of the University of New York.<sup>19</sup> It was accredited by the North Central Association, but it would be a few years before recognition was obtained from the American Assembly of Collegiate Schools of Business. By 1934, all programs in the Day Business School were of four years' duration, and all led to the bachelor's degree in one of the following programs: accounting, economics, finance, foreign trade, journalism or marketing.

Colleges and universities today are proud of their "core curricula," and justly so. The University of Detroit's College of Commerce and Finance might well have held its head high in this regard. Here are typical requirements for the degree in accounting.<sup>20</sup>

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<sup>19</sup> Jesuit Bulletin, November 1934, XIII, 5.

<sup>20</sup> Bulletin, 1930-1931, 18ff. Evening students took the same basic courses, though most of them took a few years longer to complete them.

### Freshman Year

First Semester	Credit hours	2nd Semester	Credit hours
English	3	English	3
Mathematics	3	Mathematics	3
Mod. Language	4	Mod. Language	4
American History	3	American Government	3
European History	2	Soc. & Ind. History	2
Logic	3	Introd. Economics	3
	18		18

### Sophomore Year

First Semester	Credit hours	2nd Semester	Credit hours
English	3	English	3
Science	3	Science	3
Mod. Language	4	Mod. Language	4
Economics	3	Economics	3
Accounting	3	Accounting	3
Elective	2	Elective	2
	18		18

### Junior Year

First Semester	Credit hours	2nd Semester	Credit hours
Bus. Organization	3	Bus. Organization	3
Accounting	3	Accounting	3
Mod. Language	4	Mod. Language	4
Math. of Accounting	3	Math. of Accounting	3
Business Law	3	Business Law	3
Elective	2	Elective	2
	18		18

### Senior Year

First Semester	Credit hours	2nd Semester	Credit hours
Psychology	3	Ethics	3
Accounting	3	Accounting	3
Auditing	3	Auditing	3
Cost Accounting	3	Income Tax	3
Probs. in Accounting	2	Probs. in Accounting	2
Electives	4	Electives	4
	18		18

Sixteen hours were required in modern languages, and if a student had had no modern language in high school, he was required to take an additional eight hours.



The Reilly-Lansing House  
circa. 1925

The **Bulletin** notes that no religious requirements or courses were to be imposed on non-Catholic students. All Catholic students were obliged to complete two semester hours of religious instruction of college level during each of their four years, for a total of eight credits required for graduation. In addition to the formal theology courses, all Catholic students in the University were expected to devote three days to the Spiritual Exercises of St. Ignatius, or the annual retreat, as it was called, a sort of spiritual taking of inventory. Also, they were strongly urged to take an active part in the Sodality of the Blessed Virgin, whose stated purpose was "to develop Christian character under the protection of the Mother of Christ and to cultivate the lay apostolate."

Present-day students might be interested in how the University dealt with absentees in 1931. The following is from the **Bulletin** of that year.

**Absence.** — Students not in their appointed places within five minutes after the hour are regarded as absent. Unexcused absence

from fifteen percent or more of the class hours in any course disqualifies the student, with a grade of F for the course. Unexcused absences are penalized with deductions from the student's grade in a course as follows:

5 points for each unexcused absence in a 1 hour course.

2 1/2 points for each unexcused absence in a 2 hour course.

2 points for each unexcused absence in a 3 hour course.

1 1/2 points for each unexcused absence in a 4 hour course.

1 point for each unexcused absence in a 5 hour course.

**Tardiness.** — Students entering the class room within five minutes after the hour are regarded as tardy. Tardiness is considered as a partial absence. Three tardies will be regarded as one absence.

**Excuses.** — Absences incurred by the student through no fault of his own, as in the case of illness, accident, and the like, may be canceled at the direction of the Dean of the College.

Beginning in 1934, regulations such as the above were published in the **Student Handbook** rather than in the **Bulletin**.

## The Death of Dean Russell

The University of Detroit community, as well as the Detroit business world, was saddened by the death of its beloved Dean John A. Russell on April 6, 1936. For some three years his health had been failing, and toward the end he was confined to his home at 80 Virginia Park. He was 70 years old when a heart attack took him to his eternal reward. The **Detroit News** referred to him as a "great scholar" whose culture, wit and brilliance to the day of his death were admired by friends and enemies alike. As an example of his wit, the **News** recalled his answer to Judge William F. Connolly when the judge presented him with a portrait of himself on his birthday in 1918. He said: "If my friends exaggerate my virtues, I shall try to live up to them. If my enemies exaggerate my vices, I'll try to give them their money's worth."

Upon graduation from the Detroit College, Dr. Russell joined the staff of the **Detroit News** and, in time, became Sunday editor and later editorial writer. He next became full-time secretary of the Detroit Chamber of Commerce. Later, he went into business for himself, first as a successful promoter of interurban trolley lines such as the Detroit, Ypsilanti & Ann Arbor, the Detroit, Plymouth & Northville and the Detroit, Flint & Saginaw Railways. Dr. Russell later abandoned these ventures to return to writing. Together with Frank Carter he



Fitzgerald and Bellperch

published a financial monthly until 1908, when he founded the **Michigan Manufacturer and Financial Record**. Meanwhile, he became active in the Detroit Board of Commerce, serving as its president in 1920 and 1921, and at the same time served as director and/or counselor for several businesses.

His public services continued almost until the time of his death. He was a noted author, with several books on business and history to his credit. He remained most loyal to the University of Detroit and served as a knowledgeable leader in alumni affairs. Dean Russell continued to lecture at the University until a few weeks before his death. Funeral services were held in the University's St. Catherine's Chapel at the Jefferson Campus and were attended by many friends and acquaintances. He lies buried in Mt. Olivet Cemetery.

### **Dr. Lloyd Fitzgerald's Deanship**

When Dean Seehoffer retired, in 1936, Lloyd E. Fitzgerald became acting dean; he was made full dean in 1939. Dr. Fitzgerald did his undergraduate studies at Wisconsin State College and graduated in

1927 with a bachelor in social sciences. He received his master's degree in commerce in 1930 from the State University of Iowa and his Ph.D. in economics in 1938 from the University of Illinois. He taught at Illinois from 1930 to 1935.

When Dr. Fitzgerald retired as dean to return to full teaching at the University of Detroit in 1963, he was presented with a plaque that read in part: "For 27 years of distinguished service to the University of Detroit as Dean of Commerce and Finance ... For his leadership in earning for the College full membership in the American Assembly of Collegiate Schools of Business ... For his unswerving dedication to student and faculty development and welfare ..."

Dr. O'Regan continued downtown as assistant dean and director of Evening Commerce and Finance. The Reverend Laurence Lynch, S.J., was regent of the School at the time.

Shortly after taking office, Dean Fitzgerald made several changes in the curricula of the business courses, keeping the liberal arts core yet stepping up the professional courses a bit. The format for the accounting degree will again serve as an example.

Accounting	30 hours	Business Law	6 hours
Economics	12	History or Modern Language	6 or 8
Mathematics	10	Political Science	6
Philosophy	9	Speech	4
English	6	Related Minors	— — —

The other business programs followed much the same format, except that foreign trade kept the 16-hour modern language requirement.

## The Secretarial Science Program

The **Bulletin** for 1941-42 points out how surveys had shown the excellent opportunities in the secretarial field for both men and women. As secretary, for example, a man gets first-hand knowledge of how a business is run and has a good chance of advancement. With this in mind, the College began offering a secretarial science minor in the fall of 1941. The minor required proficiency in shorthand or typing and six hours in accounting; it strongly recommended 12 hours of English. Students following any of the prescribed majors could elect secretarial science as a minor.

The following year the School went a step further and provided for a two-year secretarial certificate program, meant for students who did not plan to attend college for more than two years. The certificate would be granted upon completion of 64 hours of credit and 128 quality

points (a 2.0 grade point average in today's terms). The program included such subjects as business correspondence, business law, typing and shorthand, speech, principles of economics and office practice. At the same time the Evening Division announced that students who failed to comply with the requirements for admission to the bachelor of business administration degree could be admitted to a certificate program in accounting or business management. Once admitted, however, they were required to maintain the same scholastic average as other students in the School.

Students at the University of Detroit were blessed with comparatively low tuition rates until well after World War II. In the school year 1934-35 the rate was \$55 per semester; in 1935-36 it increased to \$62.50 per semester. In the fall of 1940, students in the Evening Division were paying \$68 a semester, while day students paid \$200 a year plus fees — athletic, laboratory, **Tower**, etc. In 1945, returning veterans found charges of \$68 per semester in the Evening Division and \$110 per semester in the Day Division, From 1947 to 1951 rates remained the same — students paid \$90 for the regular 10-hour program evenings, while day students were charged \$300 per year tuition plus fees. During this latter period, the fact that many veterans were able to pay the full tuition no doubt helped keep the rates down.



Accounting Association Students at work

# 4 The Depression, World War II, and After

It has been said that the American economy would not completely have mastered the Great Depression had it not been for the War. It is equally true that the University of Detroit would not have overcome the Depression years had it not been for the post-War influx of students. Let us go back for a moment to those Depression years at the University.<sup>21</sup>

As late as mid-summer, 1929, most Americans were satisfied with the conduct of the economy, and the stock market crash of October 1929 and the ensuing depression caught them quite unawares. It was only a matter of a few weeks before unemployment became widespread; banks were closed; families began to dig into hard-earned savings; many eventually lost their very homes. It followed as a matter of course that schools throughout the country were seriously affected, and the University of Detroit was no exception. The University relied largely on tuition for its running expenses, and its student enrollment plummeted by more than one-third from 1930 to 1935, from 3,515 to 2,208. When classes began in the fall of 1931, the **Historia** tells us that "the number of students was found to be notably lower due to current financial difficulties."<sup>22</sup> At the same time annual gifts to the University, which totaled some \$66,960 in 1929, fell to \$20,436 in unrestricted gifts in 1933.

For the students, the Depression was a mixed blessing. While money was hard to come by, it stretched farther than previously. In 1933, for example, the Peter Pan restaurant on Livernois advertised a Thanksgiving dinner with all the trimmings for 75 cents. Tickets for athletic events, dances and other happenings were lowered considerably. Still, some students found themselves in dire need. Beginning with the spring term 1934, the Federal Emergency Relief Administration and the National Youth Administration were a great source of help for the students — and indirectly for the University. But it was not enough.

## Depression Problems

By the fall of 1931 the University of Detroit found itself facing serious financial problems. By borrowing it was able to pay interest on loans up to September 1933. With the closing of banks in March

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<sup>21</sup> The story of the depression years at the University is told in full in the writer's Centennial History, Chapters X and XI, 168-208.

<sup>22</sup> Historia Domus Collegii Detroitensis, Sept. 1931, 48.

1933, the University was forced to default on its debts of about \$3.5 million. A plan of readjustment was submitted and approved by the Public Trust Commission of the State of Michigan. However, while most of the bondholders were willing to abide by the proposed plan of reorganization, a small minority refused to do so. Accordingly, the University appealed to Section 77B of the Bankruptcy Act recently passed by Congress precisely to take care of such situations. The whole matter had now to come before the Federal Courts.

The hearings began in February 1936 and lasted until May. The University's plan for refinancing was approved by Federal Judge Edward J. Moinet on Monday, October 19, 1936. Most of the credit for the decision was due to the outstanding work of William S. Sayers, master in chancery, and to the brilliant representation of the University's president, the Reverend Albert H. Poetker, S.J., aided by the University treasurer, the Reverend Norbert Preusser, S.J.

In stating his position Judge Moinet pronounced the plan "fair, just, and equitable to all parties." The **Detroit Free Press** called it "a happy solution of a difficult situation growing out of Depression conditions." A later editorial, referring to the University as "a valuable school with high standards and a great history," considered that any other arrangement would have been unjust. The **Detroit News** said the solution would "enable the University to go forward with assurance, maintaining the creditable place it has gained among worthy educational institutions of the country."<sup>23</sup>

The University of Detroit had no sooner recovered — more or less — from the Depression when, together with collegiate schools throughout the country, it encountered another setback with the beginning of World War II. Registration of University of Detroit students for the draft occurred for the first time on October 16, 1940. The draft had an immediate impact on the University. By the fall term 1941 every unit except engineering had decreased in enrollment. At the time a study of the causes for this decline showed selective service to have been a relatively minor factor compared with the opportunities that had been created for highly remunerative employment — and feelings of uncertainty about the future.

## The University and World War II

Throughout the war the University did what it could, by various courses and programs, to keep students interested in continuing their education. In the course of a radio talk, Commerce and Finance Dean

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<sup>23</sup> Detroit Free Press, July 22, 1936; October 21, 1936, Editorials. Detroit News, "U. of D. Saved," July 22, 1936.

Fitzgerald pointed out the close relationship between war and its repercussions and the development of business education on the college level in the United States. He explained how preparation for national defense was creating a demand for all sorts of products. Business was increasing in size and complexity. Qualified men and women were in great demand. In the midst of this trend, the military had a need for men with technical knowledge in business subjects in all its branches. It was estimated that the need for such persons was five for every 1,000 soldiers; currently the military services had two. Moreover, as the dean pointed out, the war would not last forever, and people with training would continue to be in demand. With an understanding of economics and business fundamentals, one could rise to the top.

By February 1942, registration in most units was down by 15 to 20 percent. A series of new defense courses in the College of Engineering, Army and Navy dental units and an Army Specialized Training Program helped to alleviate the problem somewhat. Still, in the fall of 1944, registration had dwindled to 1,800 students — a frightening reality for a university that had recently known serious financial trouble and was still trying to pay off a large debt.

## Impact of Returning Veterans

With the end of the war in sight, the University of Detroit, together with other schools throughout the country, hastened to inform returning veterans that it would cooperate with the various state and federal agencies in making its educational facilities available to them. Special terminal (non-degree) programs were established to meet their needs. A special folder was put out by the Student Council Bureau of the University entitled: "Educational Opportunities for Returning Service Men and Women."

Furthermore, in accordance with government advice, the University accelerated its programs so that students could shorten their college course of studies by at least a year. Full summer sessions were a key factor in this regard. To help returning veterans, summaries of Public Law 346 — the "G.I. Bill" — and Public Law 16, the Veteran Rehabilitation Program, were listed in the **Bulletin** for several consecutive semesters. By August 1944, some 26 colleges and universities in Michigan, the University of Detroit among them, had been approved by the State Board of Education to accept students under the G.I. Bill. In February 1945, the University established a seven-member faculty board as a veterans advisory council that met regularly over a period of years — the first of its kind in the nation.

On June 3, 1945, the **Detroit Times** noted that Wayne State University and the University of Detroit were working through the State Department of Public Instruction to organize streamlined courses for veterans to enable them to get "the best business training in the shortest possible time." The **Detroit News** mentioned that the secretarial course was to be given in an expanded University of Detroit evening program on the McNichols campus.<sup>24</sup> Meanwhile, beginning with the fall term 1944, a 10-week course was offered evenings on the Jefferson campus for union workers to acquaint them with principles of labor unions. The Reverend Edmund Horne, S.J., a well-known labor arbitrator, conducted the course.

For the fall semester 1946, the College of Commerce and Finance organized four new two-year (64 semester hour) certificate programs in business that were basically vocational. Nevertheless, courses such as English, history and philosophy could be worked into the program, and any student who, on completion of a certificate program, wished to continue on in one of the degree programs was encouraged to do so, since the certificate program courses would have embraced solid college material.

Was the College of Commerce and Finance dipping its flag a bit with all its shortcuts? An article in the **Northwest Record** entitled "U-D Class Rated High"<sup>25</sup> tells us that an announcement by the National Organization of Certified Public Accountants revealed that the University's senior accounting class ranked among the highest in the nation's colleges and universities. The University of Detroit's average was 96.8; the national average was 79. Of the 54 University of Detroit students taking the four-hour test, only nine were below the national average.

Apparently the accounting instructors were teaching well, since in 1952, when 56 accounting seniors took the tests of the American Institute of Accountants, they ranked 17 percentile points above the average of all accounting majors in the United States taking the tests. The **Faculty News Letter**, in making the announcement, went on to say that "all University of Detroit seniors were required to take the tests, whereas many schools give them only to selected or volunteer groups." In March 1955, the **Faculty News Letter** informed us that debaters from accounting defeated Wayne State University debaters for the second successive year and won the Robert Pearce

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<sup>24</sup> Detroit Times, June 3, 1945; Detroit News, July 31, 1945.

<sup>25</sup> Northwest Record, February 23, 1950.

trophy. The debate, held at the Park Shelton Hotel on March 10, was sponsored by the National Association of Cost Accountants.<sup>26</sup>

During World War II, the University had sufficient buildings but few students; by 1947, the University had an abundance of students but no place to put them. We must recall that in 1947 there was no Calihan Hall, no Student Union, no Fisher Administration Building, no Briggs Building, and no Ford Life Science Building. And the enrollment was still growing.

The first really big surge came in January 1946, when 493 new students, mostly veterans, were admitted. The total enrollment in February came to 2,669, mostly ex-servicemen. By April 1,040 were already registered for summer school. The fall term 1946 numbered 7,500 students. Commerce and Finance alone had 1,420 students, compared with 770 in the spring term. On September 17, 1947, the *Varsity News* ran a headline that said, "Registration Largest in History." That year's total University enrollment was 8,500 students, with 1,650 in Commerce. The previous April, plans were already being made to move incoming freshmen down to the Jefferson campus. All Commerce freshmen, arts freshmen seeking a Ph.B. degree, pre-law students and all General College students would move downtown. Arts freshmen requiring lab courses would remain uptown. The evening Commerce College in Dinan Hall moved across to Dowling Hall to make more room for Law and Dental students. This shift, according to the University president, the Reverend William J. Millor, S.J., meant that the University could accept from 1,200 to 1,500 more freshmen. Incoming freshmen remained downtown until the fall term 1951, when all freshman day students were moved back to the McNichols campus.

## **The Business School Turns Thirty Years Old**

On Wednesday evening, November 20, 1946, the Jefferson campus celebrated the 30th anniversary of the founding of the Business College. The festivities took place in the University gymnasium downtown, with Dean O'Regan serving as master of ceremonies. Jack Collins, instructor in the psychology of selling, George Helwig, instructor in principles of accounting, and Dean O'Regan, all members of the School's first class, regaled the audience with stories about the early days of the College. The evening ended with a dance.

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<sup>26</sup> Faculty News Letter, May 1952; March 1955. University of Detroit Archives.



Left to Right: Smith, O'Regan, Wirtenberger

The Reverend Henry J. Wirtenberger, S.J., regent, spoke that evening on Jesuit education. He was director of the Evening Division from 1947 to 1957 and was widely known and admired for his kindness and for his sympathetic interest in people, particularly his students. As Dean Howard A. Ward so aptly remarked: "He was an energetic administrator by day and an enthusiastic teacher by night." Father Wirtenberger's portrait hangs on the wall of the Renaissance Campus office downtown.

The idea of cooperative education, in which students hold outside, paying positions that in effect form part of the educational curriculum, came under study during this period. A special meeting of the Commerce and Finance faculty was called for April 18, 1948, to consider a preliminary study of cooperative education for the School. They had received the document the previous month. The plan for cooperative education, later so successful, was turned down; the faculty felt that there was no pressing need for such a program, since students could complete their studies in the Evening Division and work during the day if need be. Moreover, it was a known fact that co-op programs in Commerce were more difficult to operate than similar programs in the Engineering School, which proved to be most successful over the years. Instead, the faculty voted first to organize a definite part-time

placement plan, and second to work out a detailed internship program at department levels.<sup>27</sup>

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<sup>27</sup> University Archives: "C & F, 1939-1951"



Night Commerce Division Class Officers

5  
The 1950s:  
AACSB  
Membership;  
The MBA  
Program

The American Assembly of Collegiate Schools of Business is probably the most important accrediting agency in its field in the United States. From its beginning early in the century its stated aim has been "The Promotion and Improvement of Collegiate Education for Business." Though some have felt that the association has emphasized research to the detriment of teaching, especially in recent years, there can be no doubt that it has succeeded admirably in its original purpose.

On March 7, 1936, Dean Fitzgerald mailed a self-study of the College of Commerce and Finance, the first step in application for membership, to the several officers of the assembly: President Walter J. Matherly, Vice-President Walter C. Weidler and Secretary-Treasurer Charles C. Fichtner. Copies were also sent to members of the Executive Committee of the assembly. The document is enlightening as well as interesting to present-day readers since it details such items as salaries, teaching loads, background of professors, entrance requirements for students and requirements for graduation. The finalized answer was not forthcoming from the assembly until February 29, 1940, when, in a letter, Secretary Fichtner told the dean that the Executive Committee felt that "the University of Detroit should not be put to the expense of an examination until it achieves a place on the approved list of the Association of American Universities." The secretary expressed his confidence that Dean Fitzgerald would soon overcome any difficulties that lay in the way of acceptance by the AACSB.<sup>28</sup>

A second attempt for recognition by the assembly was made some 10 years later. The required self-study was submitted; this time the assembly sent a committee to Detroit for the usual thorough examination of physical facilities, curricula, students and faculty. From a subsequent letter of Dean Fitzgerald to Dean Russell A. Stevenson, University of Michigan, we gather that the committee was not altogether satisfied with the MBA program at Detroit. In the letter, Dean Fitzgerald said that the Faculty Advisory Council of Commerce and Finance, the graduate dean, and the president of the University had decided to withdraw all graduate students from courses offered in Evening Commerce. Furthermore, no new candidates for the MBA program would be accepted until the quantity and quality of faculty would enable the College of Commerce and Finance to carry a complete graduate program.

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<sup>28</sup> University of Detroit Archives. "C & F 1939-1951."

Dean Fitzgerald attended the annual meeting of the assembly in late April 1949 in Madison, Wisconsin. Soon after, he was happy to be able to inform his colleagues that the College of Commerce and Finance had been admitted on a provisional basis at the undergraduate level into the AACSB.<sup>29</sup> He was happier still, two years later, when he received word that the Executive Committee had voted to grant full membership to the College. Dean Fitzgerald was not slow to point out that the AACSB was the only organization having authority to accredit colleges and universities engaged in college education for business and that this action placed the University of Detroit among the top schools in the country in this field. At the time only 65 of 630 colleges and universities in the United States offering baccalaureate degrees in business had been awarded full membership in the AACSB; in Michigan, only the University of Michigan and the University of Detroit were fully accredited.<sup>30</sup> (Knowing whom the Dean had in mind, we will pardon him for pointing out that the University of Detroit was the only private school in Michigan, Ohio and Indiana to have full membership in the Assembly.)

## From Graduate Studies to Graduate School

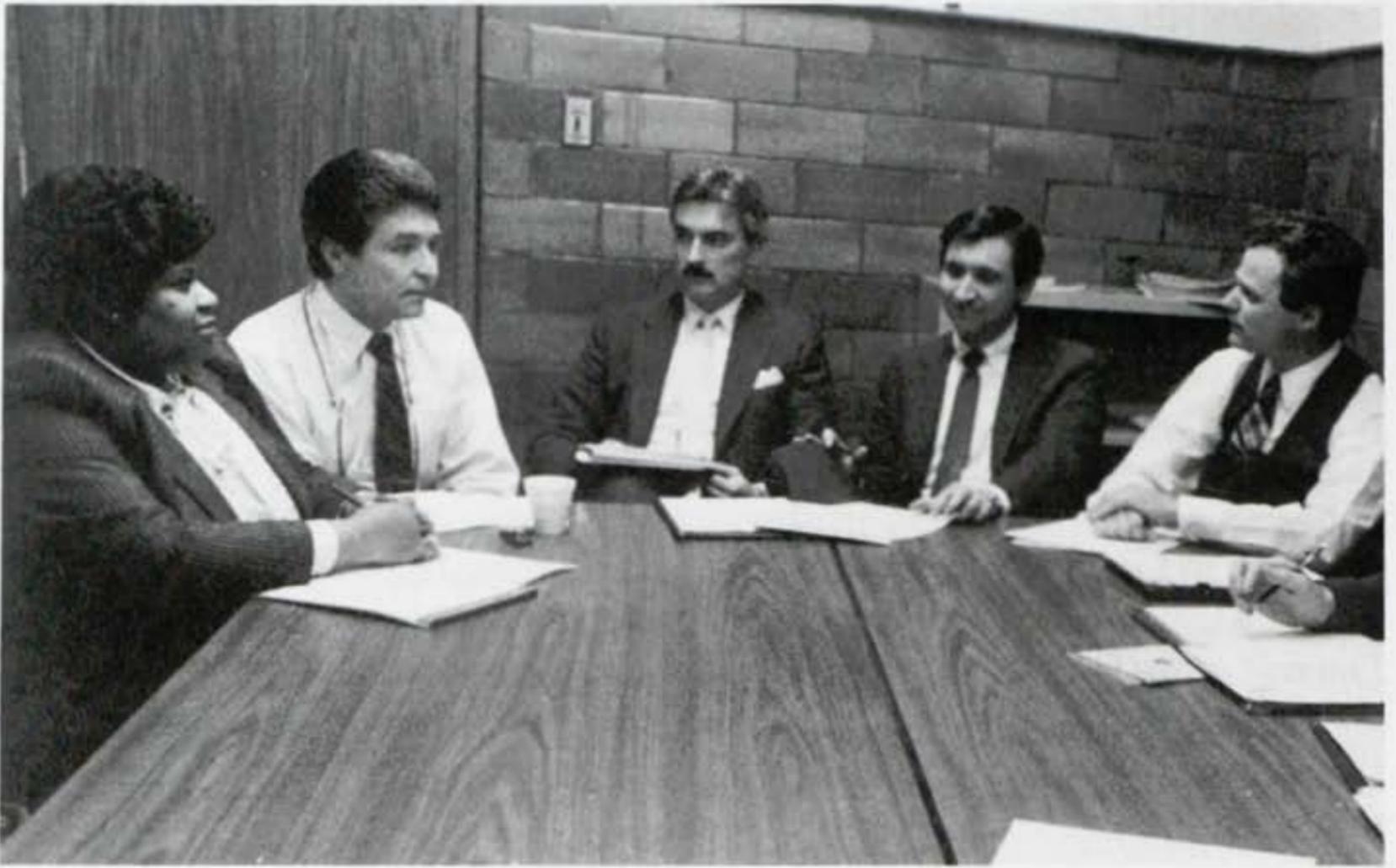
The University of Detroit had conferred graduate degrees from time to time as early as 1885. In the earlier years, the work required for such a degree was not too clear. No doubt with the English system in mind, one could get his master's degree if he were engaged in scholarly activity for two years after receiving his BA. As an alternative, he might study "philosophy" for another year at the College. All this was changed after 1920 as a result of a series of regulations sent out by the Committee on Studies for the Missouri Province of the Society of Jesus, of which the University of Detroit was a member. The regulations are listed in the 1921 **Bulletin** of the College of Arts and Sciences; they are quite the same as those demanded of our graduate students today.

As late as 1931, the graduate studies program was administered by the dean of the College of Arts and Sciences. That year, the Graduate

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<sup>29</sup> The Bulletin, 1950-1951, states that the College of Commerce and Finance is a provisional associate member of the American Association of Collegiate Schools of Business."

<sup>30</sup> Detroit Times, May 3, 1951; Varsity News, May 8, 1951. U. of D. Archives, "C & F Change of Name."



Graduate Student Advisory Board

Committee became a Graduate Council. The following year Paul D. Sullivan, S.J., chairman of the Graduate Council, was put in charge of a new "Graduate Division" of the University. It was not until 1950 that the University had a Graduate School that reported directly to the Council of Deans and Regents, but the **Tower** for 1933 was accurate when it labeled the Graduate Division a "distinct school" of the University.

The first College of Commerce and Finance department to be mentioned in the Graduate Division listings is Economics. The **Graduate Bulletin** for 1933 mentions economics as a possible major but lists no graduate courses in that study. The following year the **Bulletin** again lists economics as a major and adds a list of courses available to graduate students. The 1935-37 **Bulletin** adds an MA in finance to that of economics; there we are told that, to major in these subjects, the applicant must have had at least 24 semester hours of prior work in the same field, with a grade of "C" or better. The commerce degree was changed to an MA in Business and Administration for the 1940-41 school year. Since the graduate curriculum in the general fields of economics and commerce was already oriented toward business administration, it was but a short step, taken in May 1948, to the structure of the degree of master of business administration.

## The New MBA Program

Applicants for the new MBA program were informed that the normal minimum requirement was 24 semester hours of prior study in the general area of economics, industrial relations and commerce. Courses in principles of accounting and principles of economics were a must. All prior courses demanded a grade of "C" or better. The MBA required 24 hours of course work and six hours of thesis credit. Of the 24 hours of course work, 18 were to be taken in economics, industrial relations, commerce or any combination of these subjects. A maximum of six hours might be taken in a cognate field such as history or political science with permission of the department committee. A modern language was not required of students working toward the degree of master of business administration.

With Dr. Bernard Landuyt as chairman, the MBA program was an immediate success; by November 1953 there were more than 200 students enrolled in it. The **Faculty News Letter** gives us a partial breakdown of these students as follows: 63 employed by the Ford Motor Company, 14 by Chrysler, 9 by General Motors, 11 by the City of Detroit, six by Westinghouse, three by Packard Motors Company and three by Borroughs. Continued improvement was made in both faculty qualification and course work so that the master of business administration was given full recognition by the American Assembly of Collegiate Schools of Business in 1963, shortly after Dr. Landuyt became Dean of the College of Commerce and Finance.<sup>31</sup>

## The Teacher Training Program

In April 1939, Dean Fitzgerald announced a new professional program for training secondary school teachers in commercial subjects.<sup>32</sup> The program, sponsored by the Department of Education in conjunction with the Departments of Accounting and Economics, offered a four-year program leading to a bachelor of science degree in either accounting or economics and professional certification for teaching in

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<sup>31</sup> The original A.M. degree in economics and finance required students to pass a satisfactory examination in German, French or Spanish.

<sup>32</sup> Varsity News, Wednesday April 26, 1939. Bulletin, College of Commerce and Finance, Day. 1939-1940, 27, 36.

secondary schools. The accounting major required a minor in economics, the economics degree a minor in accounting. An additional minor in a third subject normally taught in secondary schools was also required, together with the prescribed 20 hours in education.

Students were told that the certificate issued them by the Michigan Board of Education once they completed the program would entitle them to teach for five years in any secondary school in Michigan. The certificate was renewable at its expiration. Students were advised to consult with the Department of Education with regard to specific requirements; this was all the more imperative if they planned to teach in a state other than Michigan.

The teaching program proved popular, perhaps in part because graduating students had several options: they could teach, or they could get a position as an accountant, or they could begin a career in business. And so it was that the program continued quite unchanged until 1952, when a "new" four-year program in business teacher education was announced. Actually, no great change in the program was forthcoming until 1960, when students working in any of the degree programs offered by the College of Commerce and Finance could qualify for secondary school education provided they also completed their certification requirements.

In recommending applicants for teacher certification, the University had insisted all along that it would consider personal qualities as well as academic ability. The 1964-65 **Bulletin** spells out these qualities for the first time. For example, acceptance of a candidate would never be automatic, for in addition to academic ability the candidate must have demonstrated "sound health, good moral character, maturity, a developed sense of responsibility, pleasing personality, and seriousness of purpose." Moreover, in addition to the minimum "C" academic average, candidates were to present evidence of "successful group work experience with persons of secondary school age." Each candidate was to have spent at least 26 hours of service in activities such as Boy Scouting or Girl Scouting, camp counseling, tutorial service, Sunday school teaching or social service work.<sup>33</sup>

Shortly after Dr. Landuyt became dean of Commerce and Finance, a letter from President Malcolm Carron, S.J., dated November 18, 1963, authorized the creation of a new department of Business Education and Secretarial Science. Father Carron also approved Dr.

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<sup>33</sup> Bulletin, Commerce and Finance, Day, 1964-1965, 42-43.

George E. Martin as chairman of the department. The formation of the new department was announced to the faculty by Dr. Landuyt on November 21, 1963.<sup>34</sup>

## Special Programs

By March 1957, the University of Detroit had organized a special co-ordinating office, the Institute for Business Services, that was to consolidate and extend the various educational services the University offered to the Detroit business community. Aided and guided by industry, the University now offered an expanded and practical series of special courses, workshops and programs "designed to improve supervisory and management abilities together with work performance of employees." The institute also proposed to further faculty research and to organize consulting services in marketing, economics, accounting, finance, personnel training, organization and management.

In terms of response, the program was an immediate success. During the 1958-59 school year, more than 500 concerns from Detroit and Michigan sent some 2,000 employees to the 90 courses and programs offered by the institute. The following year that number increased to 600 concerns sending 2,400 employees to the 120 courses offered by the institute. Unfortunately, popular appeal was outweighed in a few years by "financial infeasibility." Professors were paid extra for teaching the institute courses, and University officials felt that what was left over from fees did not cover various added expenses. The University closed the Institute as such at the conclusion of the spring term 1965.

Finances played a major role in other decisions in that period as well. The question of projecting graduate work into a Ph.D. program in economics and/or business administration had long been under consideration in the College. A document dated June 30, 1960, sent to the Reverend Celestin J. Steiner, S.J., president, by Dean Fitzgerald raised the subject after committees had given it serious consideration. Seemingly, the stumbling block of such a program was the financial burden it would entail. At any rate the project was abandoned.

On the other hand, times had evidently changed with respect to the cooperative program once turned down by the Commerce faculty as being unnecessary and difficult to negotiate. A letter to Hugh F.

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<sup>34</sup> Archives. "C & F General."

Smith, S.J., executive vice-president, dated November 9, 1962, explained that the Business Special Coop Curriculum had been going for three years on an experimental basis. Reports indicated that it had been very successful and that it might well be expanded. The letter said a minimum "B" grade average was demanded for entrance into the program, which was two years long, with a semester of study followed by a semester of work. The letter further commented that such a program was unique in the United States. Father Smith was asked for help to attract qualified students to the program.



Bernard F. Landuyt  
Former Dean, College of Commerce and Finance

# 6 The Landuyt Era

In mid-May 1963, President Laurence Britt, S.J. appointed Dr. Bernard F. Landuyt to succeed Dr. Fitzgerald as dean of the College of Commerce and Finance, effective June 14.<sup>35</sup> In making the announcement, Father Britt said: "Dean Fitzgerald, who will soon be completing his 27th consecutive year as dean of the College, has long desired to be able to return to full-time teaching. This summer he has a Ford Foundation Scholarship for post-doctoral studies in business administration at the University of Indiana. He will return to the University of Detroit in September as dean emeritus and as professor of economics on a full-time basis."<sup>36</sup> Father Britt further appointed Professor Leonard D. Maliet assistant dean and at the same time named Professor Desire Barath chairman of the Department of Economics.

Dr. Landuyt joined the University faculty in September 1938. He had received a B.Ed. with a major in history from Western Illinois State University in 1929, an MA in economics from the University of Iowa and an MA in Political Science from Columbia University in 1943. His Ph.D. in economics and commerce came from the University of Iowa in 1938. Dr. Landuyt was experienced as a teacher-administrator at the high school level (1926-35) and as an instructor in economics at the University of Iowa (1937-38). He taught in the College of Commerce and Finance at the University of Detroit until 1942, when he was called to active service in the Navy. He served in both Atlantic and Pacific waters and was awarded the Bronze Medal at Okinawa. Returning to the States he taught as a naval officer at Princeton University in 1944-45; the following year he retired from the Navy as a full commander.

Back at the University of Detroit, Dr. Landuyt served as chairman of the Department of Economics from 1947 to 1963 and as chairman of the MBA program from 1949 until 1963. Beginning in March 1958, he also held the title of assistant dean. Meanwhile, for several years he was a very successful track coach at the University.

Throughout his career Dean Landuyt was nationally noted for his lectures on governmental as well as economic topics. In addition to articles in periodicals, he co-authored two books with Dr. Clyde Hardwick on administrative strategy and decision-making. In the course of his work at the University of Detroit, he offered his services to a large

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<sup>35</sup> Press Release, May 12, 1963. Archives: Personal. B.F. Landuyt. Varsity News, Friday May 17, 1963. Faculty News Letter, May 24, 1963.

<sup>36</sup> Press release, May 17, 1963. Archives: Personal. B.F. Landuyt.

group of corporations, notably General Motors, Chrysler, Bendix, Sylvania, Sherwin Williams, Magnavox and others. On October 11, 1963, Mayor Jerome Cavanagh appointed him a commissioner of the Department of Street Railways.

Dr. Landuyt served as dean of the College until 1971. After that, as dean emeritus and distinguished professor, he continued to head the MBA program until 1974. He was awarded the doctor of law degree, *honoris causa*, by the University of Detroit in 1973. Dr. Landuyt's immediate service to the University ended in 1977. On February 25, 1975, he was named chairman of the Executive Committee of the University of Detroit Centennial. At the time, President Carron lauded his talent for leadership and his academic and administrative experience.

## Accreditation of the Graduate Program

One of Dean Landuyt's earliest duties was pleasant indeed: at a faculty meeting held December 5, 1963, he informed his colleagues that the American Assembly of Collegiate Schools of Business had embarked upon the accreditation of MBA programs some three years before — and that the University of Detroit's program was in the first group to be accredited.

In summarizing the criteria for accreditation, Dr. Landuyt emphasized the following: "At least 75 percent of the courses shall be taught by faculty members with the appropriate doctoral degrees. At least 75 percent of the faculty shall be full time. The student must take at least 15 semester credit hours beyond the core outside of his field of specialization. The student must take at least 24 semester credit hours of work beyond the core and baccalaureate degree [in courses that are] open exclusively to graduate students." When the dean outlined the admission standards required by the AACSB, it became apparent that it was quite an honor for the University of Detroit to have achieved this accreditation.

The first graduate program in Commerce and Finance began with an MA in economics, but while the degree was conferred at various times in the past, it had been dropped formally upon the establishment of the MBA program in 1948. In January 1962, while submitting a self-study of the MBA program to the AACSB, Dr. Landuyt, then assistant dean and chairman of the MBA program, also submitted information on the MA in economics. In a letter to the executive secretary of the assembly, Dr. Landuyt pointed out that the MA in economics was, for

all practical purposes, a new project in the University, and he described the needs of the day that prompted the College to institute the program anew.<sup>37</sup>

A few years later, Dr. Landuyt served as chairman of the AACSB standing committee for "Cooperation with the Council for Professional Education for Business." His term expired in 1968.

## The Death of Dean O'Regan

The University and the Detroit business community were saddened by the death of Dean William B. O'Regan on January 17, 1963.

After graduation from the University of Detroit in 1914, Dean O'Regan served in the armed forces until 1918. Shortly thereafter, he came back to the University as an instructor in the Business School. From 1919 to 1956 he was a partner in the well-known McManus and O'Regan advertising agency. He served as assistant to Dean Russell and then, up to the time of his death, as assistant dean and director of the Evening College. Dean O'Regan was awarded an honorary doctor of laws degree by the University of Detroit in 1927. In May 1962, while celebrating his 40th year with the Evening Division, he was presented with his portrait, done by Detroit artist Cornelius Christian Zwaan, and students painted the dean's office and supplied it with new drapes.

No more fitting praise could be given Dean O'Regan than that expressed in a Chinese poem written in 1959 by one of his students, Mary Chang.<sup>38</sup>

Your activities are above the world;  
Your poise and attitudes impress others;  
Your virtues advance with age;  
Your charity extends to generations.

Dr. Ward succeeded Dean O'Regan as director of the Evening Division. Dr. Ward joined the University faculty in 1947; he had received his BS in commerce from Central Michigan University and his MA in economics from Wayne State University. After teaching for two years in the Evening Division, Dr. Ward took a leave of absence to complete his Ph.D. in economics at St. Louis University. Coming back to Detroit, he resumed his teaching at the University.

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<sup>37</sup> Archives. MBA Program. Landuyt to R.R.Weeks 1/11/62.

<sup>38</sup> Archives. Personal: O'Regan.

When he succeeded Dean O'Regan, Dr. Ward had also been serving as associate director of the University's Institute for Business Services. In February 1963, the trustees approved a recommendation of President Britt to appoint Dr. Ward associate dean of the College of Commerce and Finance and director of the Evening Division.

## The Evening Division Becomes a "College"

A further change took place in late fall of 1963. A letter dated November 6 from Father Carron, recent successor to President Britt, informed Dr. Ward that his title was being officially changed from associate dean to dean.<sup>39</sup> This meant in effect that the Evening Division was to give way to a new Evening College of Commerce and Finance. The decision was not made suddenly. As a division of Day Commerce and Finance, the Evening Division was bound to observe AACSB regulations regarding full-time professors, terminal degrees, etc. As a fully separate entity, the Evening College would not be thus obligated. The new program was keyed to serve working adults, most of whom attended the University part time.

For 12 years, this new entity functioned as an independent college of the University of Detroit, and it was most successful from the start. At one time it had an enrollment of 1,150 students, a part-time faculty of 55 and a separate degree with graduation requirements differing from those of the Day College. Moreover, through the efforts of Dr. Ward as a member of the Council of Academic Deans, fees and tuition for the Evening College were kept at a more modest level.

It was a golden era of the "Night School" in other ways, as well. The Student Council, founded years before, was vibrant. The students enjoyed the presence of two fraternities, a sorority and an Honors assembly. From a budgetary standpoint, the School was a complete success.

Still, as Virgil once observed, *Tempora mutantur* — times change; and this time, change came in the form of pressure from the AACSB so that continuation of two schools of business in the same institution posed a problem. Absolutely speaking, it is not clear that the Evening College had to go. However, the decision was made, and in 1975 the two colleges were again united under the Day School dean, Rikuma Ito, successor to Dean Landuyt. Assistant Professor

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<sup>39</sup> Archives. Personal: Howard Ward. L.V. Britt to H. Ward, February 5, 1963; M. Carron to H. Ward, November 6, 1963.



Howard Ward  
Appointed Dean, Evening College of Commerce and Finance 1963

Bruce Brorby, a member of the Economics Department, was appointed assistant dean of the Evening Division

Meanwhile a letter from Vice-President Henry B. Maloney, dated June 25, 1975, to the deans and department chairmen of the College said that Dr. Ward had submitted his resignation as dean of the Evening College and that he would assume a full-time teaching position in the College in the fall. The letter continued: "During the [twelve] years of his deanship, Professor Ward has served the College and the University faithfully and effectively. Known as an exceptionally able teacher, Professor Ward has resigned his administrative position to return to full-time teaching. We are pleased to welcome him back to the classroom."<sup>40</sup>

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<sup>40</sup> Archives. Personal. Howard Ward. Memorandum from H. B. Maloney, June 25, 1975.

## Beginnings of Management Science

Two thoughtful and constructive critiques of American university business programs were published in 1959: **The Education of American Businessmen**, by Frank C. Pierson et al, and **Higher Education for Business**, by Robert A. Gordon and James E. Powell. These studies stimulated business school faculties nationwide to re-evaluate their programs critically.

The University of Detroit was no exception. The Department of Management in particular engaged in much individual and group study of its offerings. In 1960, Dr. George H. Haines, a faculty member in the department, attended a Ford Foundation seminar at the Carnegie Institute of Technology. Ideas developed at the seminar contributed to the formation of a management science curriculum at the University. At the same time, another faculty member, the Reverend J. Richard Dempsey, S.J., started long-range studies of both the behavioral sciences and quantitative methods.

After four years of serious study, the Department of Management announced that it would launch a curriculum in management science in the fall of 1964 with a view toward "business education for the future." The program, designed for the particularly talented student, provided intensive work in the use of fundamental analytical tools to identify, solve and implement decisions on managerial problems. Much emphasis was placed on the use of mathematics. In the senior year each student was required to conduct "an individual investigation of a specific application of quantitative analysis to a business problem."

Freshmen had to apply for admission to the management science program prior to their first enrollment. They had to show evidence of having had high rank in their high school class and at least three units of solid mathematics, as well as high scores in their college entrance examinations. Final admission into the program depended on a faculty committee. Moreover, a student who did not maintain adequate performance might be transferred to another major.

The program also included a board of business leaders and educators who were to advise the faculty on such matters as curriculum, selection of students and student placement. The advisory board for the first few years included John H. French Jr., E.H. Graham, Merritt D. Hill, Florence Jacques, Louis W. Matusiak, George H. Miels, Lawrence V. Nagle and James D. Wright.

A year or so later a management science internship program was added to give students a chance to acquire business experience in the summers following their sophomore and junior years. Assignment to an internship was contingent on the student's progress in the program

and on professional development in general. The new program was chaired by Dr. Edward D. Wickersham, chairman of the Department of Management and Marketing.<sup>41</sup>

Not to be outdone, the Department of Economics and Finance developed a similar program in mathematical economics. Like management science, it was an honors program meant only for able and ambitious students "capable of working effectively with economic ideas as well as with mathematical symbols." Admission and continuation in the program were subject to the decision of the chairman of the department. The use of mathematics in economics had been going on for a hundred years or more. As the **Bulletin** pointed out: "In theoretical economics as well as in the application of economics to the solution of problems in the areas of business, government and domestic and international economic policies, mathematics is today an ever present, highly efficient tool, the usefulness of which is growing every day." Students, especially those who were planning to take higher degrees in economics, were advised to take courses in differential equations and advanced calculus.

In December 1964, Commerce and Finance administrators Barath, Richard E. Czarnecki, Fitzgerald, Maliet, Martin, Wickersham, Ward and Herbert Marr met to study the feasibility of converting the four-year curriculum of the College of Commerce and Finance to the two-year upper division format. A document dated December 14 states that "after a thorough study of the relative merits of a two-year versus the traditional four-year program for Commerce and Finance, Dean Landuyt strongly recommended retaining the latter system." He gave four main reasons for his recommendation, basing them on the findings of his ad hoc committee: First, that there was no great shift from a four- to a two-year program discernible in the United States; second, that the example set by large urban universities, by Jesuit universities and by Catholic universities in general, does not argue for the shift; third, that advantages claimed for the two-year program would be unlikely to eventuate for the University of Detroit; and finally, that members of the committee who studied the two-year program were unanimously opposed to it.<sup>42</sup>

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<sup>41</sup> University of Detroit Alumni Magazine, Winter 1964, 26-27. Bulletin 1964-1965, 46; 1965-1966, 35; 1967-1968, 43.

<sup>42</sup> Archives. C and F "General."



The B & A Senior Officers



The B & A Student Council

## The First Annual Honors Convocation

From the very beginning of the Society of Jesus, when the Jesuits first entered the field of education, they were criticized, especially by Jansenist educators, for their system of emulation, despite the fact that it found its origins in classical Greece and Rome. Today, we encourage rivalry on the playing field; should we not encourage it in the classroom as well? The University of Detroit, in holding its annual honors convocations, is carrying on this tradition today.

The honors convocation had its origins in the 1964-65 school year, when the Student Council suggested that every dean should have student advisors. Accordingly, the students selected to advise the business school dean approached him with the question: "About what shall we advise you?" Dr. Landuyt suggested that the University should honor outstanding students in the way it honored outstanding athletes, and the students got busy. The first annual honors convocation was organized with Dr. Wickersham as chairman and was held in the Student Union at 8:30 p.m. on May 23, 1965. Father Dempsey



Phi Beta Lambda, National, Professional, and Social Organization

gave the invocation; the benediction was pronounced by Father Steiner, chancellor of the University; Dean Landuyt gave the welcome address; Father Carron provided a perspective for the occasion. The formal address was given by the Reverend Paul P. Harbrecht, S.J., dean of the School of Law, who spoke on "The American Myth and American Progress." President Britt presented the academic awards. Much credit for the success of the occasion must be given to Timothy J. Clarke, chairman of the Honors Convocation Committee.

Other mechanisms existed, to be sure, to recognize academic achievement on campus. The College has taken an active part in Alpha Sigma Nu, the national Jesuit honor society, ever since its founding early in the present century. Membership is based on three major considerations: scholarship, loyalty and service. When Jesuit schools were small and women were not admitted, only two candidates were chosen from each college of the University. With expansion, this number has been increased in recent years and women are now admitted to Alpha Sigma Nu.

Beta Gamma Sigma, the national scholastic honor society for students in business programs, is also an important organization on campus. Chapters are limited to schools accredited by the American Assembly of Collegiate Schools of Business. Founded in 1907, the society has these purposes: "to encourage and reward scholarship and accomplishment among students of business and administration, to



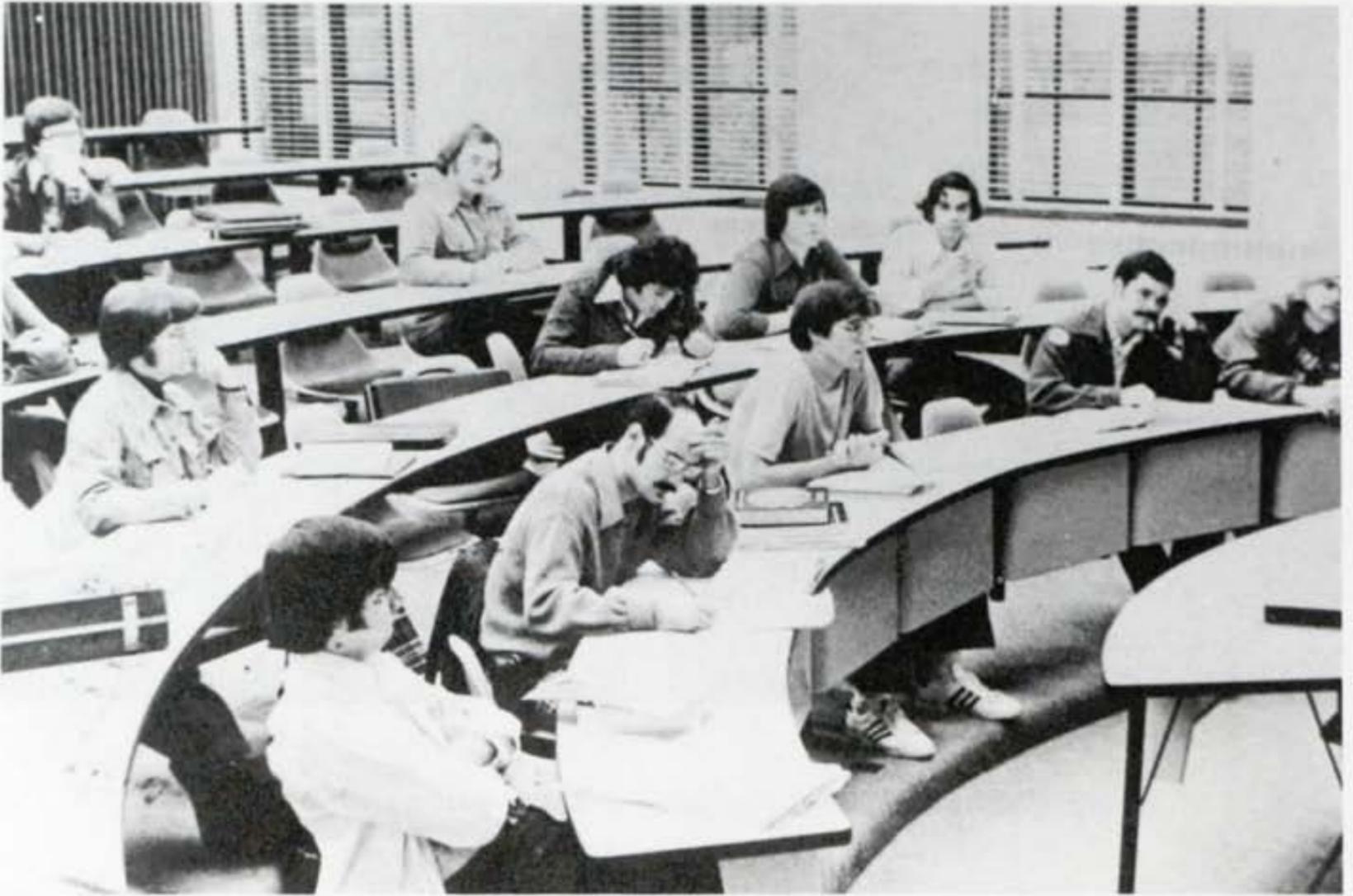
Alpha Kappa Psi, Professional Business Fraternity

promote the advancement of education in the art and science of business and to foster integrity in the conduct of business operations.” The University of Detroit’s chapter, Beta of Michigan, was founded in December 1953. One of the founders, Dr. Charlton G. Schoeffler, is still teaching accounting in the College.

Also very active on campus is Beta Alpha Psi, honor fraternity in accounting, founded in 1919 at the University of Illinois. The University of Detroit has had a chapter, Alpha Xi, since March 1954. Dr. Donald Byrne, professor of economics, who was a student at the time, and Dr. Schoeffler were among those chiefly responsible for starting the chapter. The fraternity admits both men and women. It recognizes students for their performance and is at the same time meant to provide a deeper knowledge of accounting and an opportunity for interaction with professional accountants. Beta Alpha Psi has been participating in community services such as the Volunteer Income Tax Assistance Program, through which members help low-income families prepare tax returns. Within the University, the fraternity has hosted presentations by members of the accounting profession, tutored students in lower levels of accounting courses and in general given its support to a number of other campus activities.

## **Commerce and Finance becomes Business and Administration**

In a letter dated September 21, 1967, to Dr. Raymond Baralt, Jr., Vice-President for Academic Affairs, Dean Landuyt argued that the name of the College of Commerce and Finance be changed to Business



Students in accounting class - Commerce & Finance Bldg.

and Administration. The phrase Commerce and Finance, he said, was somewhat archaic and no longer meaningful to the general public. Outdated as it was, it could be a handicap for recruiting. Secondly, the term "Business" would be more easily understood by the University clientele and covers nicely the disciplines and fields of study currently taught in the School of Commerce and Finance. Again, "Administration" connotes leadership and reminds the public of the primary function of any school of business — "the development of leadership capacity and training for leadership performance." Also, the very term "Administration" in the title would encourage students to take part in programs designed to develop leadership.

Dr. Landuyt continued: "The emphasis upon leadership in this rationale is certainly justified by the great need for more and better leaders everywhere in our society and by the concern of thinking people over its scarcity. Moreover, the emphasis is in conformity with some advanced thinking in the field of collegiate education for business." The terms "Business" and "Administration" were separated to suggest education in business operations as well as in leadership.

The proposition was approved by the Board of Trustees, and the new title became effective on July 1, 1968.<sup>43</sup>

Concurrently, other steps were taken to give the College's new name added substance. In the fall of 1967, a program was begun for the purpose of encouraging undergraduate students with superior grades to continue on to the MBA degree. Any student who had a "B" cumulative average at the end of Term I of the sophomore year could elect the MBA Incentive Formula. This meant first of all that he could carry one course above the normal load each term for the rest of his undergraduate career, could begin graduate work during his final term of year four, and by taking courses during the summer and in Term I of the next year could complete the MBA approximately one-half year after graduation. However, there were two conditions: that the student maintain a "B" average throughout the program and that he take the normal Admissions Test for Graduate Study in the first term of his senior year with a minimum average of 450. Students who chose the Incentive Formula needed the permission of the Dean of Business and Administration prior to registration for Term II of the sophomore year.<sup>44</sup>

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<sup>43</sup> Archives. B and A "Change of Name."

<sup>44</sup> The M.B.A. Incentive Formula. Graduate Bulletin, 1967.





Dr. Ito  
Dean, B & A 1971-1978

**7**  
**The Deanship  
of Dr. Rikuma  
Ito**

Dr. Rikuma Ito was chosen to succeed Dr. Bernard Landuyt as dean of the College of Business and Administration, effective July, 1, 1971. On taking office, Dr. Ito praised Dr. Landuyt, noting that under his leadership the College had made great progress. By this time, enrollment in the Day Business School had risen to 783 undergraduates, with 1,172 on the Jefferson campus. In Business, there were about 700 graduate students.

Dr. Ito joined the University of Detroit in 1961. Born in Japan, he came to the United States in 1950; he received his bachelor of science degree in economics in 1956 and his master's in economics in 1959, both from the University of Illinois. In 1962, he was awarded a Ph.D. in economics and statistics from Illinois. After teaching statistics for a year there, he came to the University of Detroit as an assistant professor. He continued teaching and also published extensively in periodicals such as **The Journal of Business**, the **Journal of Marketing** and the **Journal of Advertising Research**. Dr. Ito was named associate professor in 1965 and full professor in 1968. In 1965, he began to lecture in marketing research, and the following year he assumed the chairmanship of the Department of Management and Marketing. He became a citizen of the United States on January 1, 1963.

According to President Carron, Dr. Ito was the unanimous choice for dean by the search committee composed of Business and Administration faculty and a student representative.

The committee was chaired by James McGlynn, S.J., vice-president for academic affairs. As Father McGlynn stated: "Dr. Ito brings a wealth of new ideas to this critical position in the University at a crucial time in the history of all business schools." Father McGlynn further considered that the University was "fortunate to have a man as well versed in management science, mathematics and scientific approach to management as Ito."<sup>45</sup>

## **The Business and Administration Alumni Council**

Although the College of Business and Administration had always been interested in its alumni, the formation of an active alumni association was somewhat slow in coming. In its earliest years, the Business and Administration Council, which first met in 1971, was

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<sup>45</sup> Archives: Individual. R. Ito. Northwest Detrouter, November 12-18, 1970.



Graduate and Undergraduate Business Alumni.

Left to right: Dan Grady, V.P. Michigan Bell, U of D President, Robert Mitchell, S.J. and retired General Motors executive James E. Conlan.

part of the University of Detroit National Alumni Association. As late as April 1975, the council, chaired by Dennis B. Sullivan, seems to have acted, provisionally, as the Business and Administration Alumni Association Board.<sup>46</sup> An alumni newsletter of the College (the first) was printed in May 1976.

Dean Ito wrote to Vice-President Maloney on October 9, 1974, about a plan for the formation of an MBA alumni association. The plan, prepared by Dean Emeritus Landuyt, was designed to “make possible a continuing and dynamic relationship with the alumni of the Master of Business Administration program.” More specifically, its objectives were:

1. That the University become better able to discharge ... its obligations of demonstrated affection for and practical service to the alumni.
2. That the alumni, thereby, be made to feel more strongly that they indeed are members of the University community.

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<sup>46</sup> Minutes of the Fifth Meeting B & A Alumni Council, April 1, 1975. Business and Administration Files.

3. That the alumni, in fact, be encouraged to see the University as their own and to take a lively pride in it.
4. That the alumni, singly and collectively, be better able to communicate with their alma mater.
5. And that the supportive strengths inherent in an interested and active MBA alumni association be made more susceptible to mobilization.

A "brainstorming committee" was formed to assist in early conceptions. Its members were Richard A. Berkfield, Jr., '72, Sidney J. Hirschfield, '57, Stephen D. Napier, '74, Steven J. Wall, '69, and Joseph E. Williams, '53. A copy of the minutes of the first organizational meeting was sent to James E. Conlan, national alumni president.<sup>47</sup>

The year 1975 marked the 50th anniversary of the move to the McNichols campus, and a series of alumni meetings was held on June 6 to celebrate the event. The College of Business and Administration met its alumni at a special social reception in the Commerce and Finance building. The next day, the University of Detroit for the first time recognized in a special manner some of its distinguished alumni. Each college was asked to recommend one of its graduates for the



Students in class Commerce & Finance Bldg.

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<sup>47</sup> Plan for Creation of an MBA Alumni Association. B & A Files.

Alumni Achievement Award. Representing the School of Business and Administration was Patricia J. Shontz, Ph.D., of the University of Michigan Graduate School of Business Administration.

## The Downtown Alumni Council

Although the Evening Division again had been joined with the Day Division in 1975 under Dean Ito, it was deemed advisable to establish a downtown alumni council on a separate basis. The first **Evening B & A Alumni Update** was printed in September 1979. The guiding hand behind the movement was Connie DiPonio, a graduate of "Dowling Hall" and national alumni president at the time. According to the **Update**, the organization was formed " ... to unite the Alumni of the Evening Business and Administration in closer bonds of fellowship, to further their interests in all proper ways, to foster and more fully realize the ideals of the University, (and) to stimulate and encourage the loyalty and interest of the Alumni by disseminating information respecting the University, its ideals and programs." Moreover, the council was not meant to be "just another formalized alumni group;" rather it was hoped that the people who had met at the school would continue to associate professionally and at the same time recognize graduates who had reached a high level of professional success. Richard Tschirhart was elected president, Mildred McGurgan vice-president and Mildred Chapman treasurer of the new council.<sup>48</sup>

Dr. Ito resigned his post as dean of the College of Business and Administration effective June 30, 1978, to assume a position in private business. Dr. Ito, in a letter to the faculty, called this "the most difficult decision" he had ever made, mainly because he had to leave colleagues and staff who had given him the support and encouragement he needed as they "grew together professionally." Commenting on Dr. Ito's resignation, President Carron praised him for his contribution to the University personally and professionally and for his ever-willing and vigorous service.

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<sup>48</sup> College of Business and Administration Files. Note. As National President Ms. DiPonio was most interested in getting each college of the University to establish an alumni council as part of the national council. With this in mind she called a planning session at the University on Nov. 2, 1981, to develop a better understanding of how alumni councils work and to explore the possibility of establishing councils in those colleges where currently none existed.

In the course of his career at the University of Detroit, Dr. Ito was active and honored in a number of other areas. He served as a member of a task force of New Detroit and was a member of the Advisory Committee of the U.S. Department of Labor. He received the master of business enterprise from the Institute of Career Management, and Outstanding Educator of America, Inc., made him one of its honorees. At the time of his resignation as dean, Dr. Ito said: "I just hope everyone knows how much I will miss the University and how proud I am to have had such a lengthy professional association with it."<sup>49</sup>

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<sup>49</sup> University of Detroit Review, VII, No. 44, April 7, 1978, 1 and 4.



The College of Business and Administration  
Annual Awards Banquet

# 8

## The Late 1970s and Early 1980s

Dr. Ito was followed as dean by Dr. Sam Barone, who, in the words of Warren Baker, vice-president for academic affairs, was chosen by the search committee "because of his ability to innovate, his insight into the current concepts of business education, and an excellent record in the development of curriculum and recruitment of faculty." Before joining the University of Detroit in July 1979, Dr. Barone had served as professor and dean of the College of Business Administration at Wright State University in Dayton, Ohio. From 1962 to 1973, he had taught at St. Louis University and was also chairman of the Department of Management Science there. Dr. Barone received his BS in economics in 1958, his MS in 1959 and his Ph.D. in labor economics, all from the University of Illinois, where he also held a teaching fellowship from September 1959 to June 1962.

## **Further Developments on the Downtown Campus**

If there is anything that strikes the historian who studies the saga of Evening Business and Administration, it is the loving service rendered by such stalwarts as Deans Russell, O'Regan and Ward, Jesuit Regents Otting and Wirtenberger and Assistant Maureen McClean. Fortunately, the story does not end there.

When Dr. Ward returned to the classroom after 12 years as dean of the Evening College, he was followed by Bruce Brorby, assistant professor of economics at the University from 1971 to 1975. With the reunion of the two colleges, Mr. Brorby was named assistant dean of the College of Business and Administration and director of the Evening Program, effective July 1, 1975. Mr. Brorby received his bachelor's degree from the University of Detroit, where the several awards he received, as listed in the honors programs of 1965 and especially 1966, bear witness to the fact that he was an outstanding student. After receiving his master's degree in economics from the University, he went on to Michigan State University for further study in that discipline.

Dean Brorby, who continued to teach two courses per term in addition to his administrative duties, found himself with an extremely able staff of four Evening College veterans: Ms. McClean, assistant to the dean, who for several months during Dean O'Regan's last illness had practically run the office; Nettie Knisel, secretary; Joseph Mansour, assistant dean; and Herbert Marr, assistant dean. Mr. Marr and

Mr. Mansour, like Dean Brorby, regularly taught two courses per term.<sup>50</sup>

Dr. Ward had established an efficient administrative system in the Evening College, and Dean Brorby saw to it that it remained virtually intact during the three years of his directorship. The same can be said for the active student life on campus — unique among evening programs at the time — which had flourished under Dean Ward. We refer in particular to a vibrant student government, the two professional fraternities, a professional sorority and an active chapter of Alpha Sigma Lambda, the national honor society for evening students. The social highlight of the year was the senior banquet held annually at one of Detroit's leading hotels, which always drew close to 200 participants.

One major change did occur between 1975 and 1978 and that was in the teaching staff. Prior to 1975 most classes in the Evening Division were taught by adjunct faculty members drawn from Detroit's business and professional community. Gradually, more and more of the courses were being taught by the University's full-time faculty, until the requirements of the AACSB were fully met in the evening as well as in the day division. The two years following the merger of day and evening divisions saw a drop in enrollment of approximately 250 students, apparently because of rising admission standards, more challenging classes and the dislocation resulting from the renovation of Dowling Hall. However, the beginning of the fall term 1977 witnessed a halting of the decline and a slight increase in enrollment.

## **Developments on the McNichols Campus**

About the time Dean Ito announced his plan to enter private industry, in the spring of 1978, Dr. Maliet, associate dean and director of the MBA program, announced that he would be retiring to full-time faculty status, and Dr. Naser Bodiya, assistant dean for graduate programs, also returned to full-time teaching at the University. These announcements triggered a series of personnel changes throughout the College. The following appointments were made, effective July 1, 1978: Dr. Barath as acting dean of the College; Mr. Brorby as director of the MBA program; Mrs. Jean Chesney as assistant director of the

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<sup>50</sup> Most of the material concerning Evening B. and A., the MBA program at this time and the Colombiere Campus has been taken from a memorandum written by Bruce Brorby.



Kellstadt Lecture Series.

Virginia Knauer, special assistant to the Pres. of U.S. for Consumer Affairs (1984)

MBA program; and Mr. Mansour as director of the Evening Business and Administration program.

The Evening School continued to do well under Mr. Mansour's capable leadership. Mr. Mansour also was a product of the University of Detroit, where he received his BS in arts with a major in mathematics in February 1950, and an MA in mathematics in June 1952. He continued his graduate work at the University of Michigan. Beginning in 1952, he taught mathematics at the University of Detroit for several years until his administrative talents were used on an ever-widening basis.

As director of the Evening program, the first major problem Dean Mansour had to cope with was a continuing drop in enrollment. In the throes of severe financial difficulties, the University was forced to raise the Evening School tuition significantly in 1977, 1978 and 1979. When Dean Mansour, backed by Dr. Barath, convinced University authorities to freeze the Evening School tuition for 1980, enrollment there seemed to stabilize at slightly more than 500 students. Considering that the enrollment had been well over 1,000 only a few years before, it is remarkable that both faculty and student morale remained so high

during this period of stress. At best the merger of Day and Evening divisions could be pronounced an academic success.

When Ms. McClean retired in 1976, Mr. Marr and Mrs. Knisel continued to carry on their key roles in the evening program.

With Mr. Brorby as director, the MBA program continued to thrive. The year 1978-79 saw the program peak at 976 students. Even with more than 50 sections of graduate classes per term, closed sections and larger class sizes were constant concerns. At the same time, changes were made in the quality of the program. For example, admission standards were raised so that, for the first time, a minimum score on the Graduate Management Admissions Test as well as an increase in the minimum "admissions index" were required for entry into the MBA program. Again, in response to accreditation standards, the curriculum was expanded from 48 to 57 credit hours. While the stricter requirements may have deterred some students from enrolling in the program, the quality of incoming students increased significantly.

Much credit should be given to Mrs. Chesney, who continued to play a significant role in the MBA program. In her 25 years at the University, she was an invaluable asset to the students as well as to the five MBA directors she served.

In November 1980, Mr. Brorby announced that, for personal reasons, he would leave his position as director of the MBA program and return to full-time faculty status in January 1981. Mr. Mansour was appointed by Dr. Barone to succeed him, and Mr. Mansour's position as director of Evening Business and Administration was taken by Mr. Jacques Boettcher, for years a favorite instructor of evening students.

On July 1, 1982, Dr. Barone assumed full teaching responsibility in the Department of Economics. As a committee chaired by Mr. Brorby searched for a successor, Dr. Byrne, chairman of the Economics Department, became acting dean, a position made all the more difficult since the College was preparing its self-study in preparation for the upcoming AACSB reaccreditation. Later, the Reverend Norman G. McKendrick, S.J., vice-president for academic affairs, in announcing the appointment of Dr. Gregory W. Ulferts as dean of the College, pointed out to the faculty that Dr. Byrne "deserves the thanks of us all. During a very difficult year he has managed to keep the College on the route to reaccreditation, to recruit new faculty, to assist in the development of the Colombiere Campus." Father McKendrick added: "I wish to take this public opportunity to express my own personal

gratitude to him for his loyalty and dedication and for his unstinting assistance to me.”<sup>51</sup>

In 1984, Mr. Mansour had succeeded Charles F. Leichtweis as assistant dean in charge of the day undergraduate program, a position that entailed a number of responsibilities, such as maintaining student records, advising, scheduling and building maintenance. At the same time, Dr. Larry Bossman had been made director of the Graduate Division.

## The Colombiere Campus

About the time that the University of Detroit celebrated its centennial (1977), there was serious study of the idea of establishing a series of regional feeder centers. This did not mean that there was thought of abandoning the University’s urban commitment. The problem was that Detroit was losing its population — the city had suffered an 11.8 percent decline from 1970 to mid-1975 alone. Between 1971 and 1976, the University of Detroit enrollment from Wayne County dropped 14 percent; at the same time the number of seniors in Detroit public schools declined 23 percent. The sons and daughters of alumni, who once registered from addresses in the city, were now living in ever-expanding suburbs. And while increasing numbers of students had been coming to the University from the surrounding counties, it was felt that many more would enroll if they could take at least part of their education closer to home.

In September 1983, the University of Detroit opened its first suburban campus, in the Colombiere Center, in Clarkston. Called the Colombiere Campus of the University of Detroit, this undergraduate program offered a limited number of majors in business and in liberal arts. Classes were taught by members of the University’s regular faculty, and the class schedule ran from 8 a.m. to noon Monday through Thursday. Robert O’Neil of the Psychology Department was the founding director of the Clarkston Campus; the assistant director was Mrs. Martina Kueckle. When, in the spring of 1984, Dr. O’Neil announced that he would like to return to full-time teaching, he was replaced by Mr. Brorby.

For a variety of reasons, the Clarkston Campus fell short of its enrollment goals from the beginning. Nevertheless, every effort was

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<sup>51</sup> Norman G. McKendrick, S.J., to Faculty and Staff, College of Business and Administration, April 27, 1983.

made to make the campus successful, and in many respects these efforts bore fruit — witness the co-op program, campus ministry and excellent library facilities. Largely through the dedication and hard work of Mrs. Kueckle, there was an excellent student life program. The academic program, strongly supported by Dean Ulferts and Dean John O. Dwyer, remained solid throughout the six-year existence of the program, and many faculty lent their faithful service, which often included a 40-mile drive to Clarkston twice a week.

Enrollment grew to 113 students, including 76 full-time day students, by the first term 1986-87. However, a decline in enrollment began soon after that, and in the fall of 1988 the University announced that it would be closing the Clarkston Campus at the end of the 1988-89 academic year. While a few students transferred to other academic institutions, most continued their studies at the University of Detroit's McNichols Campus. Mr. Brorby was appointed assistant dean for undergraduate programs and operations in the College of Business and Administration, and Mrs. Kueckle was named assistant director of the undergraduate day program.

## **The Kellstadt Chair**

The University of Detroit College of Business and Administration endowed chair in marketing and its accompanying Consumer Research Center were funded in part through a million-dollar endowment from the Kellstadt Trust, a non-profit foundation for the advancement of the science and practice of marketing. Named for the late Charles H. Kellstadt, former chairman of Sears, Roebuck and Company, the center is directed by the Reverend Oswald A.J. Mascarenhas, S.J.

After completing his undergraduate studies in India, Father Mascarenhas received licentiates in philosophy and theology, the latter from De Nobili College, Poona, India, in 1967. That same year he was granted an MA in philosophy from Dharwar University, India. After teaching philosophy and theology for four years, his Jesuit superiors sent him to the United States in 1970 to do graduate work in economics and business. Accordingly, Father Mascarenhas received an MA in economics from the University of Detroit in 1971, an MBA from the Wharton School of Business, University of Pennsylvania, in 1974, and a Ph.D. from Wharton in business and economics in 1976. His doctoral work was published by Arno, Inc., New York; he has written two other books and a number of journal articles. The University of Detroit received its first installment of the Kellstadt grant in 1981; Dr. Mascarenhas received his appointment in 1983.



Reverend Oswald A.J. Mascarenhas, S.J. Director, Kellstadt Center

Under the capable direction of Dr. Mascarenhas, consumer research on Detroit area market conditions and studies of selected business topics of interest to consumers as well as marketers are undertaken. Based on these studies, comprehensive research findings on the metro Detroit economy and consumer behavior are published. Finally, conferences have been presented pertaining to current consumer and business issues, such as "Greater Detroit's Future: How Dynamic?" (1986), "Preparing for the Nineties: Metro Detroit Retailing Dynamics" (1987), "The Japanese Challenge to Michigan" (1988) and "Health Care Issues Today and Tomorrow" (1989).

Since 1984, an eight-county Metro Detroit Household Consumer Panel of more than 1,000 members has been a major resource for the conferences and research projects.



Dr. Gregory Ulferts, eighth full dean of The College of Business and Administration, 1983-Present.

9  
Seventy-Five  
Years of  
Service  
Completed

Dr. Gregory Ulferts, eighth full dean of the College of Business and Administration since its beginning in 1916, took office on July 1, 1983. Dr. Ulferts received his BS with a concentration in mathematics from Illinois State University in June 1968 and was certified to teach in secondary education. He has his MBA and his DBA (1975) in management science from Louisiana Tech University in Ruston. Before coming to Detroit, Dr. Ulferts was a teacher and administrator at Louisiana Tech (1968-71); at Northwestern State Louisiana (1971-76); at the University of Southern Colorado (1976-79); and at the University of San Francisco (1979-83). Dr. Ulferts has lectured and published widely on a number of business topics. While at Southern Colorado he received the Outstanding Faculty Award in 1977 and 1978. He has held several chairmanships and served as associate dean of business at the University of San Francisco.

Dr. Ulferts has also been active in community affairs since coming to Detroit. He has been chairman of the Program Committee of the Economic Club of Detroit since 1987; he has also served as chairman of the High School Relations Committee of the club. He has been a board member since 1984 of the Boys and Girls Clubs of Southeastern Michigan. He is a founding member and chairman of the Northwest Institutional Leadership Action Council. From 1985 to 1988, he served as chairman of the board for the Mobilization of Disabled Youth Leadership. He has served as board member of the Business Education Alliance and the Michigan Economic Education Council. Dr. Ulferts also has been an active member of St. Regis Parish, where he was a member of the school board from 1984 to 1987 and its president in 1985-86. He is also recipient of the Community Leader of America Award from the Service League.

In 1989, after serving as dean for six years, Dean Ulferts was proud to announce that the American Assembly of Collegiate Schools of Business had reaccredited the College. The University hosted the regional AACSB meeting that year. Dean Ulferts served as vice-president of Mid-Continent East AACSB in 1988-89 and as president in 1989-90. He also served as president of the Business Deans Association of the Association of Jesuit Colleges and Universities in 1988-89.

## **The Business School Advisory Board**

The school year 1982-83 saw the founding of a comparatively small Business School Advisory Board. The person responsible for its establishment was Father McKendrick, then vice-president for academic affairs. The following year, under Dean Ulferts, the board was enlarged

and formally organized. Its stated purpose was: "To enhance the commitment to excellence as articulated in the mission statement of the University of Detroit and the goals and objectives of the College of Business and Administration." For example, the board, together with the dean of the College of Business and Administration, would use their expertise to strengthen the educational programs and services of the College, to provide an "interface" between the business community and the College, to promote good public relations for the College and, in general, to advise and assist the dean in the successful attainment of the College's goals and objectives.

The members of the first board were William Beckham, Michael Brenner, James E. Conlan (chairman), E. Daniel Grady, M. Jane Kay, Alfred Warren, Robert W. Koval, Frank Moran, Thomas F. Russell, Thomas Stuart and Robert M. Surdam.

## **Graduate and Undergraduate Business Alumni**

The National Alumni Association recognized the organization of the Graduate Business Alumni Association (1986) and the Undergraduate Business Alumni Association (1990). Since the stated purpose of the two organizations is essentially the same, we cite the graduate alumni constitution as it was revised in 1986.<sup>52</sup>

The purpose of this Association is to unite the graduate alumni and supporters of the College of Business and Administration and join with the Dean of the College of Business and Administration in order to carry on such activities as are appropriate to achieve the following:

- Foster and more fully realize the ideals of the University of Detroit and the College of Business and Administration.
- Establish and sanction continuing professional education programs for graduate alumni.
- Unite the College of Business and Administration alumni and supporters in closer bonds of fellowship.
- Serve as an advisory board to the Dean and a link between the College and the business community.
- Involve graduate alumni in University fundraising efforts.

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<sup>52</sup> Revised Constitution 8/1/86. Files, B & A Office.

## Professional Development of Faculty

The College of Business and Administration has always encouraged its faculty to grow in their professional careers. Not only is such development a benefit to the faculty themselves, but it also benefits students and serves the mission of the College and the University. Since 1987 particularly, the College has been most mindful of its faculty in this regard. Thus, established researchers now provide counsel for younger or less experienced colleagues. They further take the initiative to contact faculty members and encourage them to contribute. The dean maintains grants to assist such faculty research, and grants of as much as \$6,000 have been made available for summer research recommended by the Research and Professional Development Committee of Coordinators. Other funds may be requested for computer use, secretarial help, postage, etc.

In addition to the department secretary, special research assistance has been made available to faculty researchers, and faculty can also request the use of graduate assistants to aid them in their efforts. Faculty members are encouraged to participate in and attend professional meetings; young faculty in particular are encouraged to take part in relevant professional work in appropriate business, industrial and government organizations. Faculty development and research leaves are available with the purpose of fostering professional growth and to "enhance scholarly research and teaching effectiveness." A faculty member may receive 75 percent of his or her base salary during a full year's leave or 90 percent for one semester.

When Dr. Ahmad Hosseini, associate professor of accounting, was at the University of Missouri, he had attended informal research seminars for graduate students and faculty. Thinking the idea worthwhile, on coming to Detroit, he started the Brown Bag Luncheon series in the spring of 1984. The Missouri seminar, as modified by Dr. Hosseini, enables business faculty to bring their research before their peers for discussion and criticism before presenting their thoughts to outsiders. Faculty and individual researchers alike have benefited from the exchange of ideas.

A somewhat similar aid to faculty research has been the Working Paper Series, started in 1985 by Dr. Suk Hi Kim. A faculty member may have a research paper duplicated and distributed to his peers before submitting it for publication. Here again criticism, positive or negative, is welcomed by the researcher.

Dr. Kim was also responsible for starting the **Detroit Business Journal** in 1988; it is published twice a year by the College "to disseminate informative and thought-provoking information to business

executives, but not to communicate between scholars." While articles are welcomed from practitioners and academicians in accounting, economics, finance, management, management information systems and marketing, preference is given to papers that deal with topics of interest to Midwestern decision-makers. The **Journal** is refereed.

## The Core Curriculum

The first Jesuit schools founded in Renaissance Europe were strongly humanistic in the classical sense. Following the lead of such Renaissance educators as Vives, DaFeltre, Vergerius and the Brethren of the Common Life, the Jesuits built their educational structure around the classics of ancient Greece and Rome. Shortly after the restoration of the Society in 1814, the Jesuits revised their **Ratio studiorum**, or Plan of Studies, to bring it up to date. Thus, the 1832 **Ratio** added modern languages to Greek and Latin and widened the curriculum to include mathematics, physics, chemistry and astronomy. History and geography were also to assume a place in the new plan. As late as 1887, the Central Committee on Studies in the Missouri Province, of which Detroit was a part, stated: "Though the Society is not adverse to special schools where they are needed, it is not her object in establishing colleges to turn out specialists, but to develop all the mental and moral faculties of the students by means of a liberal education."<sup>53</sup>

The first **Prospectus** of the Detroit College as it appeared in the catalogue of 1877 was most Jesuit in scope. While the curriculum was gradually widened as the years went on, the University did not lose sight of its original objectives. A further glance at the syllabus of the College of Commerce and Finance given above (Chapter III) for the academic years 1930-31 will make that clear. Unfortunately, for a period in the 1960s and 1970s the University of Detroit subscribed to certain educationist theories that favor a supermarket type of program. It was felt that the students were mature enough to know what was good for them and, with advisement, would take the courses they required. It did not work, and in 1983 the University as a whole went back to the Core Curriculum.

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<sup>53</sup> Course of Studies for the Colleges of the Missouri Province of the Society of Jesus, St. Louis, 3.

Each undergraduate program in the University has adapted the complete core to its own particular needs. While there has been need of revision in some of its aspects, in general the core curriculum is serving its purpose and is well received throughout the University.

## **The Goals of Business and Administration**

In an effort to formalize the direction in which it was tending, the College of Business and Administration in 1984 proclaimed three goals.

Goal I proposed to "present contemporary undergraduate, graduate, and special programs which provide students with knowledge, values, and skills to develop throughout their lives, so as to understand and lead business and non-business organizations." Goal II has to do with maintaining and supporting quality faculty through teaching excellence, research, professional activities and service to both the University and the community. Goal III concerns relationships between the University community and business, government and community leaders, especially in the Detroit area.

That these goals are not merely a matter of rhetoric can be seen in Objective C of Goal I, which deals with improving student-faculty relationships, student advising and student services. In 1984, Dean's Student Advisory Boards were revitalized and formalized at the Day and Evening undergraduate and graduate levels. The function of the undergraduate Dean's Student Advisory Boards (DSAB) is to improve communication and increase interaction within the student body and between students and the administration; and secondly to coordinate and promote business school organizations.

One outstanding service of the undergraduate DSAB has been to help with the organizing of the annual College-Industry Dialogue. The first of these dialogues, held in 1984, was sponsored by the University together with the National Association of Manufacturers. William Grier, now with the Detroit Executive Service Corp., represented the association. The program has since been extended to high school students; Mackenzie High School in Detroit was the first to benefit by the meeting. Meanwhile, the American Society of Employers has become a sponsor along with the College.

The purpose of the College-Industry Dialogue has been "to provide an opportunity for students and business leaders to exchange ideas and viewpoints." The general format is to begin with panel presentations, followed by round-table discussions. The panel then responds to questions from the tables, each of which consists of a business person, a faculty member and eight students. The discussions cover



M. Jane Kay, Vice President Detroit Edison  
College Industry Dialogue 1986

a wide range of topics generally concerning education and business, such as global economy, the new European Economic Community, government and business, and so forth. The March 1990 panelists were David L. Draper, chief executive officer and president, C&C Inc.; William R. Flynn, senior vice-president, National Bank of Detroit; and Michael N. Hammes, vice-president International Operations, Chrysler Corp.

Other student groups provided further mechanisms for bringing the University and the community closer together. One such is the Graduate Business Advisory Council, which is made up of students appointed by the dean who are enrolled in Term I and II classes in the College of Business and Administration. The purpose of the council is to further interests common to graduate students and to advise the administration of the College. Council members attend the weekly luncheon programs of the Economic Club of Detroit.

The Evening Students Advisory Board has similar interests and mechanisms. This does not mean that the board is deadly serious in all its efforts. On April 29, 1990, for example, the board conducted its

eighth annual Fun Run, a five-kilometer event that started at Dowling Hall and sent the students up and down Jefferson and Larned. The result was much fun and not a few aches and pains.

## Meeting the Need of the Community

The College of Business and Administration has always been ready to update its curricula to meet the needs of the Detroit business community, and the MBA program was revised in May 1986 with the community in mind. More course work was required in finance and marketing, and under the direction of Father Dempsey, chairman of the Management Department, the College introduced a "cutting edge" course in leadership into the MBA program.

In 1987 the College expanded its MBA program into Pontiac at the Phoenix Center complex. Classes are taught there in the first floor conference rooms of the Ottawa Tower and Office Building. Classes meet from 5:15 to 8 p.m. Mondays through Thursdays; each class meets one night per week. Ninety percent of the MBA classes are taught by faculty with doctoral degrees. Concentrations are available in finance, marketing, management, economics, international business, management science and management information systems.

Through the efforts of Dr. Y. Song, chairman of the Economics Department, the MA in economics, with theory and applied tracks, was implemented.

Mr. Marc Stepp, Dr. Michael Whitty, Dr. Ronald Koenig and a number of other faculty and administrators have been instrumental in establishing the National Skills Development and Training Program, which was begun in 1987 and which, according to an article in the **Detroit Free Press**, "has reached more than half of Chrysler's hourly workers." The purpose of the program is to raise the language and technical skills of Chrysler workers. The University has provided 29 counselors for the program; it is their job to "help workers set educational goals and administer a tuition assistance program through which Chrysler hourly workers can receive up to \$2,250 a year to achieve those goals."<sup>54</sup>

Since 1985, graduate and undergraduate certificate programs have been available to students in international business. It might also be

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<sup>54</sup> Detroit Free Press, Wednesday, March 15, 1989, 7 C.

noted here that the College of Business and Administration has continued conducting a business certificate program jointly with Architecture, Education and Human Services, Engineering and Science, and with Liberal Arts. There is also a graduate certificate in management information systems.

Through the efforts of Dr. Bahman Mirshab, chairman of the Management Science and Information Systems Department, and others, a new computer lab was developed in 1983 and 1984 in the basement of the Commerce and Finance building, and another in Dowling Hall for the undergraduate Evening business students. Additional equipment and software have been acquired over the years, and Dr. Mirshab has provided leadership in curriculum and resource development in the computer and management information fields.

A new direction in outreach activities was taken in 1985 with the formation of an Institute for Business and Community Services. The major purpose of the Institute has been to render management services to business and to the industrial community. More specifically, it seeks to aid professional and management outplacement, consulting (especially strategic planning), development and assessment. Dr. Sheila Ronis started the program in 1985.

Through the efforts of James Mosby, the College of Business and Administration has had successful affiliations with two centers. The Entrepreneurial Center supported the development of minority and women entrepreneurs and in collaboration with the School of Education formed the Center for Economic Education. This initiated the Development Economic Education Program (DEEP) and the Choices and Changes Project, which is designed to increase students' sense of self-worth — and the likelihood that they will complete high school and begin to realize their own contribution to today's world.

## **Some Recent Administrative Changes**

Dr. Ronis succeeded Mr. Jacques Boetcher as director of the undergraduate evening business program and, in addition, assumed supervision of the new Institute for Business and Community Services. Dr. Bossman succeeded Dr. Ronis as director of the institute in 1988, and Dr. Lawrence Zeff was appointed director of the undergraduate Evening business program.

Succeeding Dr. Bossman in July 1988 as associate dean and director of the graduate business programs was Gerald F. Cavanagh, S.J. Father Cavanagh has a BS in engineering from Case Western Reserve University, graduate degrees in business, philosophy and education from St. Louis University and a Ph.D. in business administration from

Michigan State University. He received an honorary doctorate from Loyola University, Baltimore, in 1989. He is the author of numerous articles and five books, among them **The Business Person in Search of Values** (1976), **Ethical Dilemmas in the Modern Corporation** (1988), and **American Business Values** (third edition, 1990). Father Cavanagh has lectured at Stanford, Harvard and Berkeley. He has held chairs at Boston College (1986-87) and at Santa Clara in business ethics (1979-80). He has served on boards of trustees at Fordham University, Xavier University and the University of Detroit. Father Cavanagh was named academic vice-president at the University of Detroit in the summer of 1989; he was succeeded as associate dean and director of the graduate business programs by Father Dempsey.

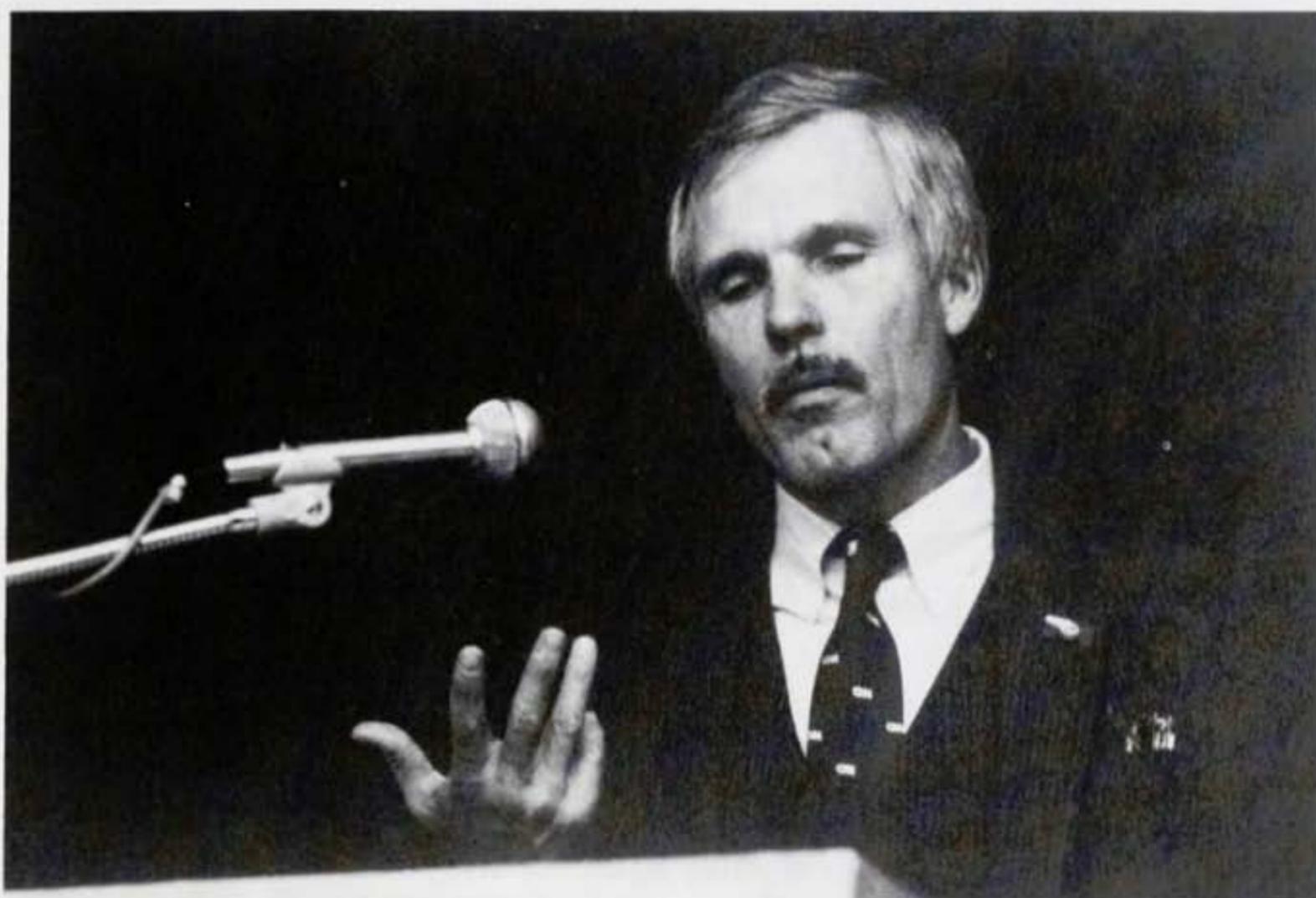
J. Richard Dempsey, S.J., received his Ph.D. in labor economics from the University of Wisconsin in 1958. He has been teaching courses in business ethics at the University of Detroit since 1962 and in collective bargaining since 1967. He has written a book on the Right to Work laws and is well known throughout Michigan for his work in labor arbitration; he has been a member of the National Academy of Arbitration since 1980. He was a research scholar in social ethics at the Yale University Divinity School (1965-66). As a Fulbright Scholar, he studied in India at the Xavier Labor Institute at Jamshedpur in the fall of 1982. Father Dempsey assumed the chairmanship of the Management Department in 1979, a position he held until becoming director of the graduate business programs and associate dean in 1989.

## **“The Evening Program for Working People”**

In response to the changing needs of students in the undergraduate evening business program, the College of Business and Administration has implemented concentrations in five major fields of study. (The majors in the day program remained unchanged.) In accounting, for example, following the suggestion of the American Institute of Certified Public Accountants, the College has “expanded the responsibilities of CPAs in public accounting practice, requiring them to take a broader view of the companies with which they work.”<sup>55</sup> In addition to programs aimed at qualifying students for the CPA, the Certified

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<sup>55</sup> An excellent brochure was published by the College in the winter of 1989 giving in detail the four programs. Copies are still available as this history goes to press.



Communications mogul and business entrepreneur Ted Turner speaks at the 1985 Tracey Lecture Series.

Management Accountant and the Certified Internal Auditors examinations, the College has instituted courses such as Accounting Information Systems and International Accounting to keep students aware of latest developments in the field.

In finance, students take courses such as Management of Financial Institutions, International Business Finance and Computer Applications in Finance to learn about the deregulation of major industries, international competition and the current shift from a manufacturing-based to a service- and information-oriented system.

The University of Detroit has always combined the teaching of theory of management with mastery of practical skills. At the same time, in the Jesuit tradition, the University has always recognized the importance of ethics in decision-making, and a course entitled Corporate Social Responsibility is available to all students.

The College's fourth major field of study is Management Information Systems, for the undergraduate evening students, and the fifth is Marketing. Here again the University of Detroit has proven to be most modern. We might point out, for example, the course in "Services

Marketing,” which was developed under the direction of the department chairman, Dr. Naser Bodiya, and deals with such businesses as health care, insurance, hospitality, financial services and pharmaceuticals, all of which are expected to play a leading role in the American market in the 1990s.

## **Most Recent Business and Administration Developments**

The College of Business and Administration, in 1990, began a comprehensive review of its programs. Distinguished colleagues from outside the institution were involved in peer evaluation of classroom teaching, course materials, research and publication. Also, members of the business community met with departmental faculty to discuss curricula, business community expectations of students and collaborative efforts.

Perhaps the most significant development to take place recently in the College has been the setting aside of the traditional department chairpersons in favor of academic and research coordinators. It may be more accurate to say that, for the sake of greater efficiency, the department chairmanship and research coordinator positions have been combined in part. We say “in part” since much of the traditional “busy work” — assignment of classes, of classrooms, etc. — are handled by the assistant dean and director of undergraduate business programs in consultation with members of the several programs.

According to the report of the B&A Planning Committee chaired by Dr. Michael Whitty, the function of the academic and research coordinators is to accomplish three major goals: “to provide leadership for faculty in the pursuit of the two aspects of academic excellence — teaching and research; to provide leadership in the development of curricula; and to enhance the relationship between students and faculty.”<sup>56</sup> More specifically, if we consider activities related to faculty leadership, in addition to the traditional duties of the chairperson such as facilitating departmental meetings, representing the views of the faculty to the dean, assisting the dean in evaluating faculty performance, etc., the new coordinators stress the following: “discuss and encourage new or improved developments in teaching ... promote

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<sup>56</sup> The most recent edition of the document dated June 11, 1990, is quoted here.

faculty development activities ... encourage and assist faculty in submitting proposals for contracts/grants to such organizations as government agencies, private foundations and corporations ... provide mentorship to junior and other faculty in research activities ... (and) assist the dean in the recruitment and retention of quality faculty.”

The coordinators also oversee the promotion of course development and consulting on long-range curriculum planning. Concerning the students, the coordinators will “encourage faculty in counseling and advising activities” and “encourage and support student organizations and their activities.”

Another development has been the promotion of a secretarial pool for the College. Instead of being scattered throughout the building, the secretaries occupy the large office on the first floor at the southeast corner of the C&F Building. Working together in this way, the secretaries can be of assistance to each other during busy periods. Also, at least one person is always available to answer phones and to assist a faculty member in need. Furthermore, a new secretary will have the company of knowledgeable peers to help her become acclimated.





Members of the Beta Alpha Psi Fraternity

**10**  
**The**  
**University of**  
**Detroit Mercy**

The consolidation of Mercy College of Detroit and the University of Detroit was finalized in December 1990. Sister Maureen Fay, O.P., was elected president of the new institution, and the Reverend Robert A. Mitchell, S.J., was elected chancellor. They, together with the various vice-presidents, deans and chairpersons of the several campuses, have been working hard on the design and implementation of the new University.

The University takes its mission from the educational traditions of the Society of Jesus and the Religious Sisters of Mercy. These traditions emphasize concern for the dignity of the person and for the common good of the world community. This education seeks to integrate intellectual, spiritual, moral and social development.

The University further states its mission to provide quality undergraduate programs, graduate programs and professional education. In order to accommodate a wide range of educational needs, the University makes these programs available in three broad ways:

- Quality undergraduate programs with a core curriculum in the liberal arts and sciences and graduate and professional education.
- Undergraduate and graduate programs for adults returning to study and for other non-traditional students, offered through specialized delivery systems.
- Programs provided under contract to businesses and institutions.

Today's College of Business Administration has its own goals and objectives, designed to make the College a center of quality management education.

In line with this mission, Goal I is to present contemporary undergraduate, graduate and special programs that provide students with knowledge, values and skills to develop throughout their lives, so as to understand and lead business and non-business organizations. The objectives of Goal I are as follows:

- Maintain the quality and increase enrollment of new and transfer students and retain these students in undergraduate, graduate and special programs.
- Provide intellectual and practical educational experiences for students, including knowledge, values and skills in the areas of business administration concurrent with trends and changes in business and community organizations. These shall be consistent with the accreditation standards of the American Assembly of Collegiate Schools of Business and based on a solid foundation of humanistic and liberal studies.

- Continually improve student-faculty relationships, student advising and student services to meet needs and personal objectives of the College of Business Administration students.

Goal II is to maintain and support quality faculty as measured by teaching excellence, scholarly research and publications, participation in professional activities and service to the University and the community. The objectives established to meet Goal II are:

- Maintain and improve the teaching excellence of the College's faculty.
- Develop and enhance faculty scholarly activities in order to continue faculty development, classroom performance and College reputation.
- Maintain and improve faculty service to the College, the University and the community.

Goal III is to develop helpful, ongoing relationships with business, the community, government leaders and alumni, with particular emphasis on the Detroit metropolitan area business and social communities. The objectives for these goals are:

- Provide assistance and support from faculty and administration to College alumni and the metropolitan area business and social communities.
- Promote current and future support of College programs and faculty improvements from alumni, businesses and community leaders.

In accordance with the University's and the College's stated missions, the consolidated College of Business Administration will offer:

- Day and evening undergraduate programs leading to the Associate of Arts in Software Technology, the Certificate in Business Administration, the Bachelor of Science in Business Administration (with majors in Accounting, Finance, Hospitality Management, Human Resources Management, Industrial Management, International Business, Management Information Systems, Marketing, and Organizational Management and Leadership) and the Bachelor of Science in Computer and Information Science with a major in Software Production and Management.
- Weekend undergraduate programs leading to the Associate of Arts in Software Technology, the Certificate in Business Administration, the Bachelor of Science in Business Administration (with

majors in Human Resources Management, Marketing and Organizational Management and Leadership) and the Bachelor of Science in Computer and Information Science with a major in Software Production and Management.

– Graduate programs in the evening and the weekend leading to a Master of Business Administration (MBA), and a Certificate in Management Information systems.

The day undergraduate programs and the evening graduate programs are offered on the McNichols campus, while the evening undergraduate programs and weekend undergraduate and graduate programs are offered on the Outer Drive campus.

In order to ensure that the undergraduate business students are given a liberal, value-oriented education, all students are required to complete the core curriculum, which emphasizes the following objectives: communication skills (writing, speech), mathematical and computer skills, scientific literacy (social science, natural science), meaning and value (philosophy, religious studies), history and culture (history, literature, art, drama or music, study of other cultures or a foreign language), and social responsibility (ethics, contemporary, socio-political issues).

The long tradition (75 years) of rigor and excellence associated with humanities, arts and sciences and religious studies continues to be incorporated into the College's curriculum design. The tradition builds on a quality core curriculum while maintaining a balance between global intellectual perspectives and the specialized analytical perspective of administrative sciences; it also maintains sensitivity regarding the ethics and values in business conduct integral to business decision making.

The College continues to ensure the level of student quality, to maintain excellence in teaching, to strive for quality faculty scholarship and to consider the special but distinct challenges of both graduate and undergraduate education as well as alumni and executive programs.

The College of Business Administration enters the nineties celebrating its 75th year of excellence in business education and facing the dramatic challenge of the 21st century. The College continues to provide its business students with a deeply humanizing learning experience, the skills necessary for distinguished professional performance and especially a commitment to exercise power in the service of others. The College believes that its graduates will "leaven the social order" with competence, compassion, breadth of vision, depth of insight and decisiveness. May the good Lord grant the College of Business Administration another 75 years of continued growth and dedicated service in the greater Detroit area!

# APPENDIX I

## Presidents from the Beginning of the Detroit College

Name	Date of Installation
Rev. John B. Mieke, S.J.	June 3, 1877
Rev. James G. Walshe, S.J.	June 26, 1880
Rev. John P. Frieden, S.J.	July 11, 1885
Rev. Michael P. Dowling, S.J.	March 17, 1889
Rev. Henry A. Schaapman, S.J.	December 28, 1893
Rev. James G. Foley, S.J.	December 27, 1897
Rev. Louis Kellinger, S.J.	August 26, 1902
Rev. Richard D. Slevin, S.J.	January 3, 1907
Rev. William L. Hornsby, S.J.	December 28, 1910*
Rev. William F. Dooley, S.J.	July 2, 1911
Rev. Philip C. Dunne, S.J.	July 15, 1915*
Rev. William T. Doran, S.J.	September 21, 1915
Rev. John P. McNichols, S.J.	October 2, 1921
Rev. Albert H. Poetker, S.J.	June 9, 1932
Rev. Charles H. Cloud, S.J.	July 9, 1939
Rev. William J. Millor, S.J.	June 25, 1944
Rev. Celestin J. Steiner, S.J.	September 8, 1949
Rev. Laurence V. Britt, S.J.	October 30, 1960
Rev. Malcolm Carron, S.J.	July 1, 1966
Rev. Robert A. Mitchell, S.J.	August 27, 1979
Sr. Maureen A. Fay O.P.	1990-Present

## APPENDIX II

### Business and Administration Deans

John A. Russell, AM	Ll.D.1916 to 1936
Carl H. Seehoffer, MCS, CPA,	Day School, 1928 to 1932
Francis H. Griffin, AM	Acting Dean, Day School, 1932 to 1933
Carl H. Seehoffer, MCS, CPA	Day School, 1933 to 1936
Lloyd E. Fitzgerald, Ph.D.	1936 to 1963
Howard A. Ward, Ph.D.	Evening College, 1963 to 1975
Bernard F. Landuyt, Ph.D.	Day School, 1963 to 1971
Rikuma Ito, Ph.D.	1971 to 1978
Desire Barath, Ph.D.	Acting Dean, 1978 to 1979
Sam Barone, Ph.D.,	1979 to 1982
Donald R. Byrne, Ph.D.	Acting Dean, 1982 to 1983
Gregory W. Ulferts, DBA	1983 to — —

### Business and Administration Regents 1916 to 1956

Henry W. Otting, S.J.	1916 to 1929
George A. McGovern, S.J.	1929 to 1933
John P. Noonan, S.J.	Regent, Evening, 1933 to 1934
Remi Bellperch, S.J.	Regent, Day, 1933 to 1938
Laurence Lynch, S.J.	Regent, Evening, 1934 to 1938
John G. Bieri, S.J.	1938 to 1945
Henry J. Wirtenberger, S.J.	1944 to 1956



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