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1970

## Naval Postgraduate School Business School Barometer '70 / v.1-2

Monterey, California. Naval Postgraduate School

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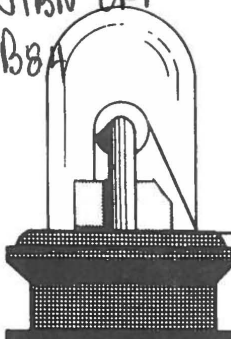


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## Naval Postgraduate School

# BUSINESS BAROMETER '70

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NAVAL POSTGRADUATE SCHOOL  
MONTEREY, CALIF. 93940

VOL. I, No. 2

### THE WEEKLY FEATURE

**THE NEW MANAGEMENT CURRICULUM:** Effective 1 July 1970 the requirements for the degree of Master of Science in Management will be changed with the emphasis on flexibility. The minimum requirements are: a) 56 hours of graduate level work, with 16 hours at the 4000 level, or b) 48 hours with 8 hours at the 4000 level, and a thesis.

The degree requirements for all the majors in Management must include completion of at least one graduate level course in each of the following areas: 1) Economics, 2) Probability and Statistics, 3) Financial Management, 4) Behavioral Sciences, 5) Management Theory, and 6) Operations Research.

In addition to the above listed core courses, the student may choose from five areas the option in which he wishes to specialize. These areas are: 1) Personnel Management, 2) Financial Management, 3) Material Management, 4) Management Science, and 5) Economics. Sixteen or more quarter hours at the graduate level are required in the area of your choice in order to complete the requirements for a degree.

Because of the new system of choosing electives where the choice of subjects is left to the student, it has become necessary to add many new and interesting courses. It will be the policy of this Newsletter to keep you informed of some of the courses offered, especially as to their content and some of the requirements. As an example, the Material Management option has added two new and very interesting courses, MN 4175 Rhochromatics, and MN 4174 Transportation Management.

### WANT AD COLUMN

Don't forget that a Directed Study (MN 4109) in the area of specialization may be substituted for a course. If you have an idea, we can direct you to a professor that may be willing to sponsor you.

Students interested in the following areas may contact Professor W. H. Church.

- 1) Retention of Military Officers
- 2) Institutional Management

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### Quote of the Week

*"Economy is going without something you do want in case you should, some day, want something which you probably won't want."  
ny Hawkins*

### PROFESSOR W. H. CHURCH CRUSADER FOR CLEAN AIR

Professor Church loves the beauty of the Monterey Peninsula and has fought to preserve this beauty. Being aware of the effects of the smog problems on San Francisco and Los Angeles, he was naturally concerned when he learned of the proposed major oil refinery for Moss Landing. Prof. Church was well aware of the local topology and knew that a refinery located in the area would soon spoil the only clean air shed on the coast of California. He presented this information to the County Planning Commission which voted against granting the oil company a building permit. The decision was later reversed and a law suit in which Prof. Church challenged the County of Monterey's decision proved successful in causing the company to build out of the area.

Professor Church received his BA degree in History and Political Science from Whittier College in 1933. After several years of business experience he became a teaching and research fellow at the Graduate School of Public Administration, USC, and received the then terminal degree, MSPA, in 1941.

In 1942 Professor Church was commissioned in the Navy. One of his assignments involved setting up Management Systems and Procedures in CNO while serving as a management engineer for SecNav.

Because of Prof. Church's vast experience in all levels of public and private management, plus his consulting experience, in 1956 he was asked by the Chief of Naval Personnel to assist in the task of setting up the Management School at Monterey. He accepted and was the first Academic Chairman, a post held until 1960.

### THE QUESTION BOX

This week's question submitted by a student is: How many students receive their MS degree each year?

Five hundred and eighteen -- seventy-four with distinction in 1969. The five top areas of study were: 1) Management 147, 2) Electrical Engineering 82, 3) Computer Systems Management 68, 4) Operations Research 53, and 5) Mechanical Engineering 32.