

**CATALOG OF
JONES COLLEGE ORLANDO**

Main Campus
1505 East Colonial Drive
Orlando, Florida 32803
(305) 896-2407

North Campus
Crane's Roost Office Park
Altamonte Springs, Florida 32701
(305) 862-7585

South Campus
2111 E. Michigan Avenue
Orlando, Florida 32806
(305) 898-7834



TABLE OF CONTENTS

History	4
Statement of Philosophy and Objectives	5
Accreditation and Approvals	6
Jones College and Orlando	7
Student Life	8
Annual Scholarships	9
Admissions	13
Student Financial Aid	17
Financial Arrangements	21
Academic and General Regulations	25
Degree Programs and Locations	39-40
Diploma Programs and Locations	72-73
Course Descriptions	86
Board of Trustees	112
Central Administrative Office	113
Jones College Orlando Staff	114
Jones College Orlando Faculty	115
College Calendars	118

History

Jones College was founded in Jacksonville, Florida in 1918 by Annie Harper Jones and had a modest beginning with fewer than 50 students.

The College was under the direction of Mrs. Jones from 1918 until 1944 when she retired. It was at that time the College was incorporated and Mr. Jack H. Jones, son of the founder, was elected President. The College was reincorporated as a non-profit educational institution in 1947 and was chartered by the State of Florida with authority to confer degrees. Mr. Jack H. Jones continued as President and became the first Chairman of the Board of Trustees.

In 1953, Jones College Orlando was established to serve the central Florida area, and in 1956 Jones College Orlando was accredited as a Junior College of Business by the Accrediting Commission of the Association of Independent Colleges and Schools. In 1971 the institution received accreditation as a Senior College of Business.

In 1975 an additional facility was opened in Altamonte Springs. A branch campus of Jones College was opened in Fort Pierce and a West Palm Beach campus in 1976.

Tampa College, with campuses in Tampa, St. Petersburg and Clearwater, Florida, was added to the Jones College System of Colleges in 1974, and the College entered into a consortium with Fort Lauderdale College in Fort Lauderdale, Florida. In 1975, the Norfolk extension of Jones College was added. The Jones College System of Colleges now consists of campuses in ten major cities in Florida and Virginia.

Statement of Philosophy and Objectives

It is the philosophy of Jones College that the life of an individual is enriched by the acquisition of knowledge, the attainment of useful skills, and the exposure to diverse cultural experiences.

The academic programs of the College manifest this philosophy. It is the objective of these programs to provide specialized education in business administration and other business occupations and professions at the college level, supplemented and supported by a broad base of general education. The results are programs that enable students to contribute to the cultural growth, social ethics, and financial prosperity of the community, state and nation.

Jones College feels a deep and continuing responsibility to its students, its faculty, and to the communities in which its graduates will live and of which they will be a part.

Accreditation and Approvals

Accreditation

The College is accredited as a Senior College of Business by the Accrediting Commission of the Association of Independent Colleges and Schools, which has been designated as a nationally recognized professional accrediting agency by the United States Commissioner of Education.

The College is listed as an institution of higher education in the Education Directory which is published by the Education Division of the U. S. Department of Health, Education and Welfare.

Approvals

The College is approved by the State Approving Section for Veterans Training and the Florida State Department of Education for the training of Vocational Rehabilitation Students. It is licensed by the Florida State Board of Independent Colleges and Universities.

Legal Status

The College is chartered by the State of Florida as a non-profit educational institution with authority to confer standard college degrees, and is recognized as such by the U. S. Treasury Department, Internal Revenue Service.

Transfer to Other Colleges

The College is accredited as a Senior College of Business by the Accrediting Commission of the Association of Independent Colleges and Schools, a nationally recognized professional accrediting agency. The curricula of the College have been developed for students interested in programs which provide professional career qualifications in business related areas.

Entrance requirements for transfer students vary widely among colleges and universities. Transfer of credits is a privilege granted by the institution to which the student may seek to transfer, and all applicants and requests for transfer of credits are evaluated individually. Each student must complete all courses with grades acceptable to the college to which the student seeks to transfer.

JONES COLLEGE AND ORLANDO

The City Beautiful

Orlando, seat of Orange County in central Florida, is a dynamic, yet charming, metropolis that is richly endowed with an endless variety of beauty. Orlando somehow retains its serene, suburban charm. Orange blossoms and lakes dot the landscape. Orlando has an ideal climate, with an average annual temperature of 72 degrees and is strategically located in the heart of the state.

Nearby Disney World is now welcoming a million visitors each month and is a continuing source of pleasure and entertainment to visiting students from all campuses. Disney World and the hundreds of Orlando businesses and facilities in the area are employing many thousands of people and are contributing substantially to the tremendous growth in central Florida.

Physical Plant and Facility

The College is located in a business center of the city adjacent to a fine residential area and only one and one-half blocks from the junction of U. S. Highways 17 and 92 and Florida Highway 50. These highways are main arteries from the north or south and east or west.

Tropically landscaped grounds, sizable parking area and an attractive modern building make this campus one of Florida's finest. All areas of the two-story building are completely weather conditioned for summer or winter. The classrooms are equipped with modern functional furniture to insure the best in classroom comfort.

STUDENT LIFE

What is learned in the classroom comprises only part of the student's education which also includes the development of an understanding of people. Many College activities provide opportunities for this development.

Extra-curricular activities vary from quarter to quarter and year to year as the student body changes. It is the policy of the College to encourage those activities which are of most interest to the students by fostering leadership and by channeling the energy and enthusiasm of the students into worthwhile outlets.

The College provides resources for the activities of the students. Formal conference rooms, an informal lounge and other facilities are available to students, alumni and faculty.

The orientation program presented each quarter is important to all new students. This program presents both academic and extra-curricular matters. Campus organizations and honors are carefully described. New students are also given practical advice on study habits, the budgeting of time and other matters of common concern. The student's academic program is outlined at this time. The faculty is prepared to counsel each student on personal or academic problems at any time. Faculty members have regular office hours and students should seek a conference when additional guidance is needed.

Students who show outstanding qualities of leadership, character and scholarship can be nominated for membership in a national honor and social fraternity or sorority. Local chapters of Phi Theta Pi Fraternity and Alpha Iota Sorority are active on campus with various community projects frequently undertaken and enjoyable social events planned. An active Student Government provides a vehicle for the development of leadership qualities in students as well as an effective means for input to the College Administration.

Chapters of the Society for the Advancement of Management and the Data Processing Management Association head up the list of other campus organizations that provide many opportunities for service programs, projects and activities for students who share the same interests.

Students are encouraged to participate in class activities and to join the various student organizations.

HOUSING

The College does not provide on-campus housing but does assist students in locating suitable housing off-campus. For a list of available housing, students should contact the Admissions Office.

ANNUAL SCHOLARSHIPS FOR JONES COLLEGE STUDENTS

The following scholarships are awarded during the Fall Quarter of each academic year. The selection of recipients is determined by an administrative scholarship committee.

Josephine Forrestal Scholarship

A \$100 tuition credit is awarded annually on the basis of scholastic aptitude, need, and college citizenship.

Joe Harper Scholarships

A \$100 tuition credit is awarded annually on the basis of scholastic aptitude, need, and college citizenship.

A \$100 tuition credit is awarded annually to a Junior Class member on the basis of self-growth and contribution to the College.

Sophomore Achievement Scholarship

A tuition credit of \$100 is awarded the full-time Sophomore student who has attained the highest Grade Point Average for course work completed during the Freshman year at Jones College.

Junior Achievement Scholarship

A tuition credit of \$100 is awarded the full-time Junior student who has attained the highest Grade Point Average for course work completed during the Sophomore year at Jones College.

Senior Achievement Scholarship

A tuition credit of \$100 is awarded the full-time Senior student who has attained the highest Grade Point Average for course work completed during the Junior year at Jones College.

Counselling

The counselling program is conducted to assist students in their academic and social adjustments at Jones College. From informal talks by student leaders and faculty members, new students become acquainted at first hand with the College programs, regulations, and traditions. They are helped in their selection of courses of study and of particular subjects. The results of diagnostic tests enable counselors to advise students during the orientation and later throughout their stay at the College. These sessions are held at the beginning of each quarter for all new students.

Student Government

With the whole-hearted support of the administration, the Student Government has proved itself to be forward-looking, mature in viewpoint, and cooperative yet independent.

Motor Vehicles

Parking is free at all campuses. Students are required to register their cars and numbered parking stickers are issued to each student.

Off-Campus Housing Assistance

The Jones College Admissions Department will provide students moving to the area with a listing of rooms and apartments close to each campus.

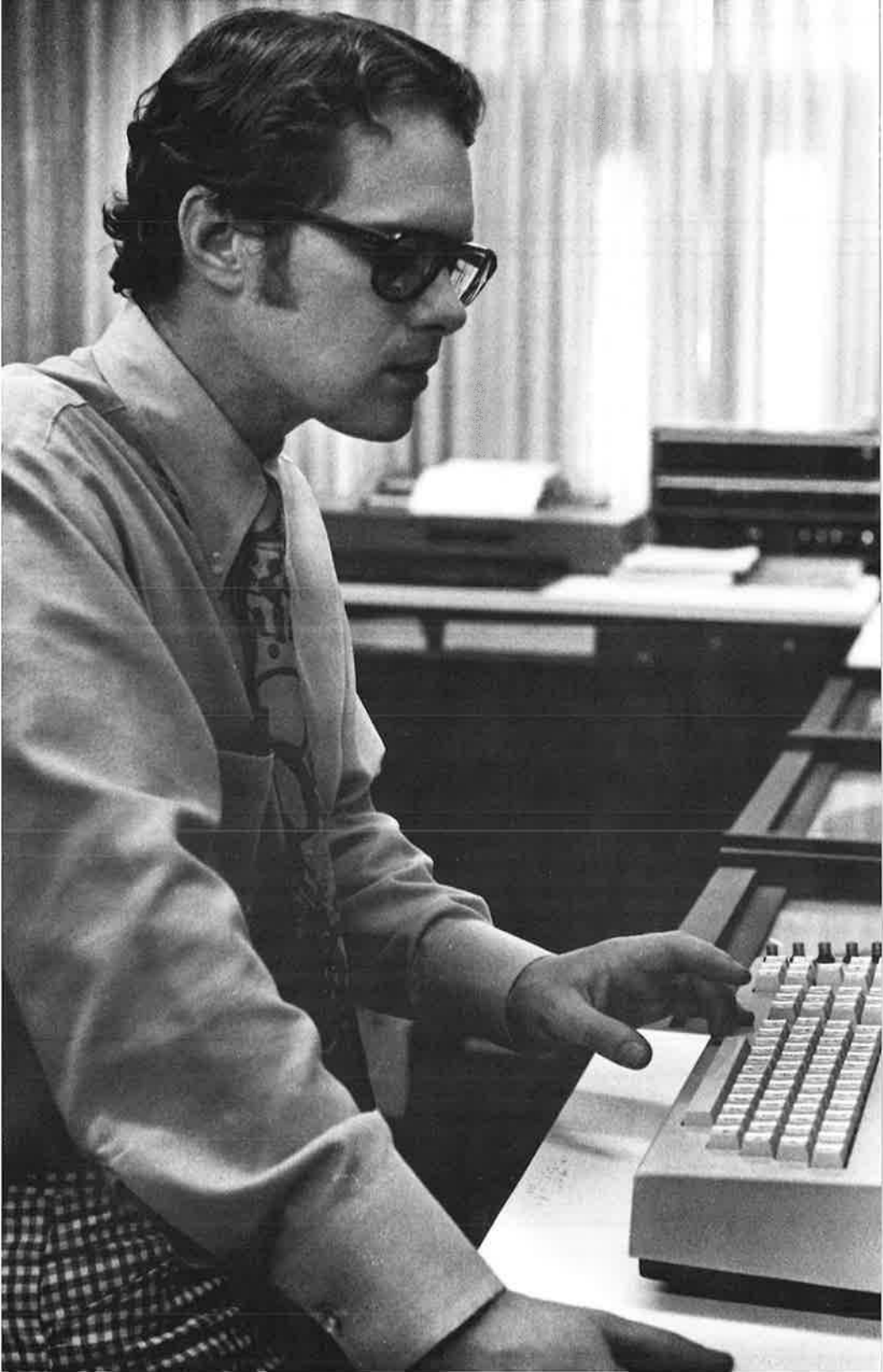
Placement Assistance

The College maintains a very active Placement Service and the benefits are available to students during their enrollment and to graduates during their entire lives. Graduates are urged to keep in touch in order that they may take advantage of the many desirable openings always available.

The Student Work-Study Program is operated in close cooperation with the Placement Service. Special attention is given to the need of the students for part-time employment and extra work.

A complete record of each student's enrollment is maintained, including programs and subjects completed, grades attained, attendance, length of enrollment period, and other information such as special skills, which might prove of interest to a prospective employer. The College is always glad to act as reference for its students and graduates.





Admissions

It is recommended that all applicants and their parents (if applicable), visit the College so they may gain a better understanding of its facilities and educational programs and have a personal interview with a member of the admissions staff. Applicants should call or write the Director of Admissions in advance of visiting so that necessary arrangements can be made.

Admissions Representatives of the College visit the high schools frequently and are available to meet with interested students and their parents at the High School Guidance Office or in their homes.

The college year is divided into four quarters of approximately 11 weeks each. A student may be admitted at the beginning of any quarter, and in certain programs, at mid-quarter. The College is distinctive in that many students enter early, in the Summer quarter of each year, in order to complete their programs of study in the shortest possible time and begin employment more quickly and at times when a wider choice of jobs is available.

Early Admissions

Applicants may be considered for acceptance prior to secondary school graduation. All applicants seeking early admission should submit their academic records through the junior year. Early acceptance is based on the assumption that senior year high school grades will reflect similar achievement.

Admission to the College

The College encourages applications for admission from students who will succeed in and benefit from its program of study. The College is oriented to the needs of the community and admissions policies and procedures are planned to provide the opportunity for a college education within the reach of all recent high school graduates and adults, and within programs suited to the objectives, needs and abilities of the individual.

Admission Requirements

Graduation from high school, or its equivalent, is the minimum requirement for admission to the College. Applicants who are not high school graduates will be considered for admission on the basis of the General Education Development (GED) test, or equivalent.

Admission Procedures

Students who plan to attend the College should file application as early as possible during the first semester of their senior year of high school in order to be assured of admission to the program of their choice. An application for admission may be obtained from the Office of Admissions at the College. The required Application Processing Fee should be submitted with the application.

In processing the application, the College will request the applicant's secondary record, guidance data, and other references to help in evaluating the applicant's qualifications. Certain forms may be sent to the student, whose responsibility it is to see that these are completed and returned promptly to the College. Students transferring from other colleges must insure that a validated transcript is sent to the College Admissions Office. As soon as all required information for the applicant has been received and reviewed, the student will be notified in writing of the decision of the College.

Admission as a Part-Time Student

Applicants unable or not desiring to meet full-time attendance requirements should discuss their individual situations with an Admissions Representative of the College in advance of actual enrollment in order that a satisfactory part-time attendance schedule may be arranged.

Information for Veterans

The College is approved for the training of veterans under the Veterans Education and Employment Assistance Act of 1976. Students are enrolled on a credit-hour basis in day or evening classes. Veterans attending two evenings a week can qualify for three-quarter time training allowance under the Act. Academically qualified veteran evening students may add additional classes and receive full-time benefits from the Veterans Administration. Students attending under the G.I. Bill are usually approved to pay quarterly charges in three monthly payments as they receive their training allowance checks from the Veterans Administration.

A special bulletin for prospective veteran students lists current monthly training allowances and information about eligibility and requirements, and is available on request to the Admissions Office.

Foreign Students

When foreign students apply for admission, official transcripts of completed secondary and applicable college credits are required with notarized translation. These transcripts must include specific date of school attendance, courses taken during each year of attendance, and grades received for each course. Satisfactory evidence of successful mastery and command of the English language is required for all foreign students. A Form I-20 (Immigration Certificate of Acceptance) will be sent to the applicant upon acceptance and payment of fees. With these exceptions, the conditions for admission of foreign students are identical with those for American students.

Readmission of Former Students

Former students who were in good standing at the time of voluntary withdrawal may be readmitted. All requests for readmission will be considered by the Committee on Admissions following normal procedures.

Former students who desire to be readmitted to the College after exclusion by action of the College or who were not in good standing at the time of withdrawal must submit an application for reentry supported by a formal letter to the Committee on Admissions requesting readmission. This application should be submitted approximately one month prior to the beginning of the quarter for which readmission is desired. The Committee on Admissions will review the student's application and record and determine whether or not the student shall be readmitted. The student will be informed promptly of the decision of the Committee on Admissions.

The College reserves the right to refuse readmission to any student who has an unacceptable academic, conduct, or health record.

Orientation

The College makes every effort to help beginning students become adjusted to their new educational objectives and to the environment of the College.

Several periods are set aside at the beginning of each quarter during which an opportunity is provided for new students to become acquainted with each other and with the traditions and regulations of the College. During these periods the administrative staff, faculty, and student leaders give lectures followed by group discussions on the meaning of college, the use of the library, effective study methods and personal relationships.

Attendance at orientation is required of all entering regular students, unless exempted by the Dean of Instruction.

ADMISSION WITH ADVANCED STANDING

Transfer Students

Students who have attended another college or university may apply for transfer to the College. Every effort is made to give full credit and admittance to advanced standing on the basis of work of acceptable grade which is comparable to work offered at the College. Special attention is given to scheduling for transfer students to enable them to complete their degree requirements in the shortest possible time.

Establishment of Credit by Examination

Regularly enrolled students with exceptional qualifications or highly developed skills may establish credit by special proficiency examinations given by the College. Students may petition to take proficiency examinations in any course for which credit has not been earned or accepted on transfer. A maximum of 27 credit hours established by special proficiency examinations may be applied toward Bachelor degree requirements.

College Level Examination Program (CLEP)

The College accepts credits earned through the College Level Examination Program (CLEP) for up to 15% of the credit hours required by the degree program in which the student is enrolled. Scores of the 40th percentile and above are accepted for the credit hours and specific courses approved by the Dean of Instruction. Necessary information may be obtained from the Admissions Office.

Credit for Military Training

Credit for up to 15% of any degree or diploma program may be granted for parallel military training of acceptable level and quality, and which is appropriate to the degree or diploma program for which application is made. Complete description and evidence of completion must be submitted for evaluation.

Student Financial Aid

Financial Aid in the form of loans, grants and work-study is available on an annual basis to qualified students. The College makes every possible effort to assist those students who need financial aid in order to complete their college programs. Applicants in need should apply for financial aid at the same time they apply for admission to the College.

Financial aid may be available for meeting the difference between a student's potential resources and annual educational costs. Any contribution by parents is determined by an objective analysis of the family's financial position.

Students seeking financial aid through any of the available programs should request a Student Financial Aid Brochure and appropriate financial aid forms from the College. The Admissions Office will be pleased to assist in completing these forms and submitting them to the appropriate agency of the Federal Government.

Included here are highlights of the various forms of grants, scholarships, loans, and part-time employment opportunities available to qualified students.

FEDERAL FINANCIAL AID PROGRAMS

Basic Educational Opportunity Grant (BEOG)

The Basic Educational Opportunity Grant Program is designed to provide financial assistance to those who need it to attend post-high school educational institutions. Basic Grants are intended to be the "floor" of a financial aid package and may be combined with other forms of aid to meet the full costs of education. The amount of Basic Grant is determined on the basis of the student's and family's financial resources. Eligible students can receive as much as \$1,400 per year toward the cost of their education.

An application for BEOG is available in the College Admissions Office. An Admissions Representative will assist in its completion and submission. Eligibility is determined and notification is sent directly to the student who should immediately forward such notification to the College.

Supplemental Educational Opportunity Grant (SEOG)

The Federal Higher Education Act of 1965 provides Supplemental Educational Opportunity Grants through institutions of higher learning to assist in making the benefits of higher education available to qualified high school graduates with exceptional financial need who would be unable to obtain these benefits without such aid.

The maximum grant is \$1,500 per year if the parents can make no contribution to help the student financially. However, the grant cannot be more than one-half of the actual need of the student as worked out in a financial budget and must be matched in a similar amount by a loan and/or scholarship. Students with exceptional financial need may receive complete financial information regarding Supplemental Educational Opportunity Grants from the College Admissions Office.

National Direct Student Loan (NDSL)

This program is available to students who show evidence of financial need. Undergraduate students may borrow as much as \$1,250 each academic year up to a maximum of \$5,000 for their entire undergraduate education. Repayment and interest on these loans do not begin until nine months after the student ceases to carry at least a half-time academic load at an institution of higher education. The repayment of principal may be extended over a ten-year period with interest at the rate of 3% per annum. Repayment may be deferred up to a total of three years while a borrower is serving as a Peace Corps or VISTA volunteer. The College approves and makes loans under this program.

College Work-Study (CWS)

This federally-financed program provides both on-campus and off-campus employment with non-profit agencies to assist students who are in financial need. A student may work a maximum of 20 hours a week when classes are in session with the possibility of full-time employment during vacations. All employment under this program is dependent on the availability of federal funds. Eligibility is restricted to those students with the greatest need.

Federally Insured Student Loan (FISL)

Under this program, a student may borrow up to \$2,500 per academic year from a local bank. Repayment of the loan begins nine months after the student ceases to carry at least a half-time course of study, but may be deferred during periods of service in the Armed Forces, Peace Corps, or VISTA.

OTHER SOURCES OF FINANCIAL AID

Guaranteed Student Loan Program

Under this program, students who are matriculated degree or diploma candidates, enrolled for at least one-half the normal academic work load, may borrow from a participating bank or other financial institution. Terms and conditions vary from state to state, but a student generally may borrow up to \$2,000 a year (the law allows a maximum of \$2,500 per year) depending on financial need. The Federal government pays the interest while the student is in school if the student is eligible for interest subsidy.

Applications for the loan itself are available from local banks or the Education Offices of state governments. Additional information and necessary application forms for Florida residents are available from the Admissions Office of the College.

Other State and Federal Programs

Financial assistance may be available through such government programs as Social Security (for children of a retired, disabled, or deceased parent) and from State Vocational Rehabilitation Service (for handicapped and/or visually impaired). The College Admissions Office can answer questions about these programs and give directions to the agency which can authorize such funds.

Educational Resource Company (ERC)

This is a private financial resource company which helps students and parents meet educational expenses over a period of time rather than in one large payment.

The ERC Financial Assistance Plan is the modern way to pay tuition. Attractive extended repayment schedules have been arranged to meet individual family requirements. Information and applications are available in the Admissions Office of the College.

Scholarships

Several tuition scholarships are available each year at the College. Contact an Admissions Representative for information and details. Also refer to listing for "Scholarships" in the index.

SUGGESTIONS FOR FINANCIAL AID APPLICANTS

1. Applicants seeking financial aid should contact the College Admissions Representative for complete information on all financial aid programs available.
2. A confidential financial statement of parental income is required for most types of student financial aid.
3. Each student's application for financial aid is evaluated by the College Financial Aid Officer and an appropriate plan is developed. This plan usually includes a combination of more than one type of aid.
4. Financial Aid awards and commitments are made to the student following completion of all application procedures and acceptance of the student for admission to the College.
5. Students must maintain good standing and make satisfactory progress toward completion of the program in which enrolled in order to remain eligible for continued financial aid.

VETERANS ASSISTANCE PROGRAMS

Veterans Education and Employment Assistance Act of 1976

Veterans eligible for training under the G.I. Bill are entitled to a monthly allowance while attending the College in an approved program of study. Veterans with over 18 months of active duty are entitled to a maximum of 45 months of training, and those with 6 to 18 months of active duty are entitled to 1½ months of training for each month of active duty. The College will assist in preparing and submitting applications.

War Orphan Educational Assistance

This program provides financial aid for the education of sons and daughters of veterans who died or were permanently and totally disabled in or as a result of service in the Armed Forces of the United States. Benefits are similar to those of the G.I. Bill. Widows and wives of disabled veterans may also be eligible for this program. The College will assist in preparing and submitting applications.

Vocational Rehabilitation for Veterans

Veterans disabled during war-time and under certain peace-time service may be eligible for educational benefits and training under this program. Applications must be filed directly with the Veterans Administration.

Financial Arrangements

Tuition charges for each College Quarter are payable on or before registration dates as specified in the College Calendar. College fees are payable when assessed in accordance with their purpose.

Books and supplies may be purchased from the College as needed on a cash basis, or from any other source available.

Students who plan to pay for tuition charges and other costs from Veteran Training Allowance, Federal Student Financial Aid and other financial assistance programs, may arrange to make such payments in accordance with the availability of funds under the various programs.

Students who do not have access to the Veteran or other Federal Financial Aid Programs may arrange for financial assistance through the Educational Resource Company. Payments over an extended period of time, during and after completion of the educational program selected, may be arranged to meet the financial needs of the student (and parent, if applicable).

Special brochures on Student Financial Aid and the Veterans Assistance Program (G.I. Bill) are available. They include full information concerning the extensive aid programs, eligibility requirements, and how to apply. Visit, call or write the Admissions Office for complete information.

TUITION CHARGES

Tuition charges for all students registered for Degree, Diploma and Certificate Programs listed in this catalog are calculated at the rate of \$27.00 per Credit Hour. The most frequent Credit Hour selections and quarterly tuition charges are illustrated.

Credit Hours Carried	Tuition Per Quarter
4½ Quarter Hours	\$121.50
6 Quarter Hours	\$162.00
9 Quarter Hours	\$243.00
13½ Quarter Hours	\$364.50
18 Quarter Hours	\$486.00

COLLEGE FEES

An **Application Processing Fee** of \$20 must accompany each application for admission and is not refundable.

A **Matriculation Fee** of \$50 shall be paid within 15 days of acceptance of the application for admission. The Matriculation Fee is payable only once on first entry of students who are candidates for degrees, diplomas or certificates, and is applied against the first quarterly tuition charges. This fee is refundable provided written notice of cancellation of application for admission is received by the College at least 60 days prior to the scheduled entrance date, but is not refunded thereafter.

A **Rescheduling Fee** of \$10 shall be paid for each reentry and for each change of program after the first change.

A **Makeup Test Fee** of \$2 shall be paid for each makeup test which is not a final.

A **Special Examination Fee** of \$5 shall be paid for each final examination taken for makeup purposes, and for each special proficiency examination taken to establish academic credit.

An **Academic Credit Fee** of \$10 per Quarter Credit Hour shall be paid for each course for which academic credit is established by special proficiency examination.

A **Graduation Fee** of \$25 shall be paid at the beginning of the final quarter of attendance by each student enrolled in a Degree or Diploma Program.

REFUND POLICY

The operating budget of the College provides for the engagement of faculty, operating expenses, and other annual provisions for management and physical facilities. The College anticipates its budget upon the collection of tuition charges for the full academic year from all accepted students. The withdrawal of a student does not decrease the expenses of the College to any substantial extent. Refunds are made in a fair and equitable manner in accordance with the following policies.

1. **FAILURE TO ENTER** — If an accepted student does not enter classes, the full amount of any prepaid tuition is refunded. The Application Processing Fee is not refundable. The Matriculation Fee is refunded provided written notice of cancellation of application for admission is received by the College at least 60 days prior to scheduled entrance date.

REFUND POLICY (Continued)

2. WITHDRAWAL — The effective date of withdrawal is the last date of recorded attendance. The student is expected to notify the Dean or Registrar in writing or by personal interview prior to or upon the date of withdrawal from classes.

a) In the event of withdrawal from College, tuition charges for the period of attendance are as follows:

Withdrawal	Charges
Through Last Date for Schedule or Program Change as specified in the College Calendar	Matriculation and other fees only
From Last Date for Schedule or Program Change through 30th calendar day of quarter	50% of Quarterly Tuition
31st through 60th calendar day of quarter	75% of Quarterly Tuition
After 60th calendar day of quarter	100% of Quarterly Tuition

b) The amount of any refund due is determined by subtracting the tuition charges as set forth above from the total amount of tuition charges paid. Approved refunds are made promptly.

c) Any amounts determined to be owed the College as a result of these calculations are due and payable in full on the effective date of withdrawal.

3. REDUCTION IN CREDIT HOURS — There is no refund or adjustment in quarterly tuition charges for reduction in credit hours after the Last Date for Schedule or Program Change for the quarter as specified in the College Calendar.

4. COLLEGE FEES — The Application Processing Fee and all other College Fees (except the Matriculation Fee as stated) are not refundable.



Academic and General Regulations

Collegiate Schedule

Students may choose to follow the traditional pattern and undertake an average of 15 quarter hours each quarter. The normal time required for completion under the Collegiate Schedule is 12 quarters for the bachelor degree programs and 6 quarters for the associate degree programs.

Intensive Schedule

Students who wish to complete in the shortest time possible may request the Intensive Schedule and undertake 18-22½ quarter hours each quarter, an academic load which can be carried easily by above-average students. Substantial savings in time and cost are possible. It is the responsibility of the student to initiate the request and obtain the approval of the Dean of Instruction prior to undertaking the Intensive Schedule.

Degree Program Requirements

Majors in Accounting, Data Processing, Management and Marketing are available to those students wishing to earn a four-year Bachelor of Science (B.S.) Degree. The Bachelor of Business Administration (B.B.A.) Degree Program is also available for those students who desire a broad exposure to several areas of business rather than to concentrate on a specific major.

In addition to Accounting, Data Processing, Management and Marketing, majors in Broadcasting, Hotel and Restaurant Administration, and Real Estate are also available to those seeking a two-year Associate in Science (A.S.) Degree.

The Associate in Business (A.Bus.) Degree Program is designed for those students who wish to study several of the specialized areas above. Both the Associate in Science Degree Program and the Associate in Business Degree Program may be pursued as two-year terminal programs or as transfer programs to either the Bachelor of Science or the Bachelor of Business Administration Degree Programs.

The minimum requirements for each degree program are outlined on the pages following.

The Bachelor of Business Administration Degree

To qualify for the Bachelor of Business Administration Degree, students are required to accomplish the following:

1. Complete a minimum of 180 Quarter Hours with a grade of "C" (Grade Point Average of 2.0) or higher for all work taken at the College. All Quarter Hours of Credit presented for the Bachelor's Degree must be earned in courses numbered in the 100-400 series, and the final 45 Quarter Hours must be completed at the College.
2. Meet the specified graduation requirements, including the following Area Credit Hour requirements:

	Quarter Hours
Area I — Business Administration Component	72 (minimum)
Area II — Major Component	(not required)
Area III — General Education Component	72 (minimum)
Area IV — Approved Elective Component	<u>36</u> (variable)
TOTAL QUARTER HOURS REQUIRED	180 (minimum)

3. Abide by all College rules and regulations including satisfactory progress, attendance, and conduct; pass all required final examinations in all courses for which earned credits are recorded; settle all financial obligations to the College prior to graduation.
4. Participate in the first College commencement exercises following completion of all program requirements.

The student is responsible for meeting the requirements of the College catalog in effect at entrance or re-entrance. The student may elect to change to the requirements of a new catalog and must then meet all the requirements of the new edition. The student automatically comes under the current catalog at re-entrance after not attending for a full academic quarter.

The Bachelor of Science Degree

To qualify for the Bachelor of Science Degree, students are required to accomplish the following:

1. Complete a minimum of 180 Quarter Hours with a grade of "C" (Grade Point Average of 2.0) or higher for all work taken at the College. All Quarter Hours of Credit presented for the Bachelor's Degree must be earned in courses numbered in the 100-400 series, and the final 45 Quarter Hours must be completed at the College.
2. Meet the specified graduation requirements for the degree and major selected, including the following Area Credit Hour requirements:

	<u>Quarter Hours</u>
Area I — Business Administration Component	36 (specified)
Area II — Major Component	45 (minimum)
Area III — General Education Component	72 (minimum)
Area IV — Approved Elective Component	<u>27</u> (variable)
TOTAL QUARTER HOURS REQUIRED	180 (minimum)

3. Abide by all College rules and regulations, including satisfactory progress, attendance, and conduct; pass all required final examinations in all courses for which earned credits are recorded; settle all financial obligations to the College prior to graduation.
4. Participate in the first College commencement exercises following completion of all program requirements.

The student is responsible for meeting the requirements of the College catalog in effect at entrance or re-entrance. The student may elect to change to the requirements of a new catalog and must then meet all the requirements of the new edition. The student automatically comes under the current catalog at re-entrance after not attending for a full academic quarter.

The Associate in Business Degree

To qualify for the Associate in Business Degree, students are required to accomplish the following:

1. Complete a minimum of 90 Quarter Hours with a grade of "C" (Grade Point Average of 2.0) or higher for all work taken at the College. The final 27 Quarter Hours must be completed at the College.
2. Meet the specified graduation requirements, including the following Area Credit Hour requirements:

	<u>Quarter Hours</u>
Area I — Business Component	45 (minimum)
Area II — Major Component	(not required)
Area III — General Education Component	27 (minimum)
Area IV — Approved Elective Component	<u>18</u> (variable)
TOTAL QUARTER HOURS REQUIRED	90 (minimum)

3. Abide by all College rules and regulations including satisfactory progress, attendance, and conduct; pass all required final examinations in all courses for which earned credits are recorded; settle all financial obligations to the College prior to graduation.
4. Participate in the first College commencement exercises following completion of all program requirements.

The student is responsible for meeting the requirements of the College catalog in effect at entrance or re-entrance. The student may elect to change to the requirements of a new catalog and must then meet all the requirements of the new edition. The student automatically comes under the current catalog at re-entrance after not attending for a full academic quarter.

The Associate in Science Degree

To qualify for the Associate in Science Degree, students are required to accomplish the following:

1. Complete a minimum of 90 Quarter Hours with a grade of "C" (Grade Point Average of 2.0) or higher for all work taken at the College. The final 27 Quarter Hours must be completed at the College.
2. Meet the specified graduation requirements for the degree and major selected, including the following Area Credit Hour requirements:

		<u>Quarter Hours</u>
Area I	— Business Component	22½ (specified)
Area II	— Major Component	40½ (minimum)
Area III	— General Education Component	27 (minimum)
Area IV	— Approved Elective Component	<u>(not required)</u>
TOTAL QUARTER HOURS REQUIRED		90 (minimum)

3. Abide by all College rules and regulations including satisfactory progress, attendance, and conduct; pass all required final examinations in all courses for which earned credits are recorded; settle all financial obligations to the College prior to graduation.
4. Participate in the first College commencement exercises following completion of all program requirements.

The student is responsible for meeting the requirements of the College catalog in effect at entrance or re-entrance. The student may elect to change to the requirements of a new catalog and must then meet all the requirements of the new edition. The student automatically comes under the current catalog at re-entrance after not attending for a full academic quarter.

Diploma Program Requirements

Diplomas are awarded for satisfactory completion of programs requiring from 54 to 72 Quarter Hours. A high level of vocational competency is required.

Courses completed in the diploma programs which are the same or comparable to courses required in the degree programs may be applied for equivalent credit toward the earning of a degree. Attendance at Graduation Exercises is required.

Special Diplomas

Students who complete 45 Quarter Hours of credit in a degree program but who do not meet specific requirements for the degree, are eligible for a General Business Diploma.

Certificates of Achievement

A wide variety of single courses and combinations of courses are included in the College Certificate Program. This training is primarily vocational in nature and appeals particularly to employed persons seeking promotion, to housewives, and mature persons seeking to enter the clerical and stenographic fields for the first time.

Basic Studies Program

For a variety of reasons, some applicants find themselves initially unprepared for regular college level work. Some have not followed a high school program to prepare them for college. Others decide to undertake college studies years after high school graduation. Still others decide after a record of poor high school studies that further education is desirable.

For such students, the College offers a Basic Studies Program designed to help them overcome deficiencies and prepare for advancement through the regular curriculum. This program includes studies in English, reading and mathematics, and covers such areas as review of mathematical skills, reading improvement and study skills, and fundamentals of grammar and composition.

Basic Studies Program (Continued)

Students are placed in basic studies when evaluation of their scores from placement tests and their high school records indicate the need for developmental study. The student may be registered for one or more of the basic studies courses during each of the first and second quarters of attendance. In addition, the student may take one or more regular courses in the academic program selected prior to entrance. The student will be given continuing academic counseling and all progress will be reviewed periodically.

Basic studies carry credit but are not intended for general application to all degree or program requirements. Credit for these subjects, however, may be given on a limited basis as electives in certain programs.

The Basic Studies Program includes the following courses:

- ENG 010 Basic English Studies
- ENG 011 Basic Reading Skills
- MAT 059 Basic Mathematics Studies
- PSY 051 Basic Learning Processes

Planning the Academic Program

The academic programs of the College are designed to meet a wide range of educational needs of students. Prior to entrance, students are counseled to choose from among the various programs that particular one which is most appropriate to their interests, needs, educational goals and abilities.

Since each program of study has definite educational objectives, the courses of the program are organized into an orderly sequence, proceeding from beginning levels to more advanced college work. As the students work under the instructional program of the College, those who are found to be unprepared for highly-specialized areas of study will be offered counseling for change of academic program. Other students who are found to have capacity for higher levels of academic achievement will also be given counseling concerning possibilities for fullest accomplishments. Every effort, therefore, is made through counseling and guidance to help the student make appropriate adjustment or changes in educational and/or vocational objectives, if needed.

Changes in Program

After entrance into the College, changes in a student's program of study may be made with approval of the Dean of Instruction. Changes are made only at the end of a College Quarter or within the time limitations established in the College Calendar for this purpose.

The student contemplating a change of program must petition for transfer to another program of study, and if the petition is granted, applicable academic credit already received and tuition already paid by the student will be transferred to the new program of study.

Study Load

The normal study load for a full-time regular student consists of courses having a credit value of from 12-18 quarter hours. No regular student whose cumulative grade-point average is less than 2.0 is permitted to take more than 13½ quarter hours of work or to continue under an Intensive Schedule. A grade of "F" deprives the student of the right to remain under an Intensive Schedule except upon written approval of the Dean of Instruction.

While each program is described for a usual period of time, the student may choose to attend full-time or part-time, carrying the load appropriate to individual need or preference. Students with on-campus or off-campus employment requiring more than 20 hours of work per week are counseled to register for not more than 13½ quarter hours.

Change of Schedule

The student's schedule in effect as of the last date for schedule or program changes as listed in the College Calendar becomes the official quarterly schedule of the student. Any course dropped prior to that time will not be shown on the student's permanent record. After this published date for change of program or change of schedule, a course may not be dropped without a letter grade.

No academic credit may accrue for any course not completed, nor will any adjustment of tuition be considered.

Classification of Students

Full-Time	Student scheduled for 12 or more quarter hours
Three-Quarter Time	Student scheduled for a minimum of 9 but less than 12 quarter hours
Half-Time	Student scheduled for a minimum of 6 but less than 9 quarter hours
One-Quarter Time	Student scheduled for less than 6 quarter hours
Regular	Admitted student enrolled for degree or diploma credit
Special	Student who has not satisfied the admission requirements or for other reasons has not enrolled as a regular student
Freshman	Regular student who has earned fewer than 46 quarter hours of credit (0-45)
Sophomore	Regular student who has earned at least 46 but fewer than 91 quarter hours of credit (46-90)
Junior	Regular student who has earned at least 91 but fewer than 136 quarter hours of credit (91-135)
Senior	Regular student who has earned 136 or more quarter hours of credit

Quarter Basis of Operation

The College schedules classes on the Quarter Basis and each quarter consists of 10 to 12 college weeks, including holidays but excluding college vacation periods.

Quarter Hour of Credit

The College evaluates courses in terms of Quarter Hours of Credit. One Quarter Hour of Credit is earned for each 10 to 12 clock hours of normally scheduled class time. Those courses or portions of courses which consist substantially of practice or laboratory classes are evaluated at approximately one-half the normal credit. Quarter Hours may be equated to Semester Hours in a direct relationship ($4\frac{1}{2}$ Quarter Hours equal 3 Semester Hours).

Grading System — Progress Reports

Interim reports of students' progress are available at mid-quarter and final grades are reported at the completion of each quarter. Grade reports are mailed to the home address of the student.

The following grading system is used:

<u>GRADE</u>	<u>EVALUATION</u>	<u>GRADE POINTS PER QUARTER HOUR</u>
A	Excellent	4
B	Above Average	3
C	Average	2
D	Below Average	1
W	Withdrawal	0
F	Failure	0
I	Incomplete (Automatically changes to "F" if course requirements are not completed satisfactorily within two weeks after the beginning of the next quarter.)	not calculated
NG	No Grade (Awarded if a student withdraws from a class under mitigating circumstances.)	not calculated
EX	Exemption	not calculated
AU	Audit	not calculated

Calculation of Grade Point Average

The Grade Point Average of a student may be determined by dividing the total number of grade points earned per quarter by the number of quarter hours attempted. If, for example, a student earned an "A" in one 4.5 quarter hour class, a "C" in a second 4.5 quarter hour class and a "W" in a third 4.5 quarter hour class, the total number of grade points earned for the 13.5 quarter hours attempted would be 27, and the Grade Point Average would be 2.0.

Official Transcript

Students may receive one official transcript of their records without charge. For each additional transcript after the first one, a charge of one dollar is made. Requests for transcripts should be made in writing to the Records Office.

Student Records

The privacy of the student and access to college records are guaranteed by law. Should information be desired by the student which is not contained in quarterly grade reports, requests may be made through the office of the Dean of Instruction where student records are compiled.

Graduation

Commencement Exercises are held once a year at the end of the Spring Quarter. All students completing their work at the end of the preceding Summer, Fall or Winter Quarters are included in the graduating class of that year.

All students upon whom degrees are to be conferred or to whom diplomas are to be awarded are required to participate in the Commencement Exercises. In the event the student finds it impossible to be present due to illness, military service, removal from the College area, or other valid reason, a petition may be directed to the Board of Trustees outlining the circumstances and requesting that the degree be conferred or the diploma be awarded "In Absentia". Since degrees are conferred and diplomas awarded only by authority of the Board of Trustees, it is essential that the student be present or the petition approved prior to the scheduled date of graduation if the student is to be recognized.

All graduates must fulfill all financial obligations, including tuition charges, fees and other expenses, before the degree or diploma is granted.

Dean's List

To recognize and encourage outstanding scholastic performance, a Dean's List is published at the end of each quarter. To be eligible for this honor, a student must have earned a Grade Point average of at least 3.5 and must have been registered for 12 or more quarter hours.

Graduation with Honors

Students enrolled in degree programs who have earned the requisite credits for graduation with the following grade point averages are entitled to the appropriate honors: 3.50-3.75 **cum laude**, 3.76-3.89 **magna cum laude**, 3.9 and above **summa cum laude**.

Attendance Requirements

Regular attendance is a prerequisite to satisfactory academic progress. The College has established attendance requirements intended to promote the development of responsible attitudes and maximum achievement. Students are expected to attend each class session unless conditions over which they have no control prevent their being present. Excessive absences may cause the student to be withdrawn from the class in which the absences occur.

Classes are normally scheduled between 8 AM and 4 PM daily and between 5 PM and 10 PM in the evening. The College is in session throughout the year on a quarterly basis except for holidays and vacations as shown in the College Calendar.

Academic Deficiencies

Following the conclusion of each academic quarter, the grades of each student will be audited by the Dean and the student's academic advisor. As a result of this audit, it may be necessary to reschedule a student or to place a student on a status of Academic Probation, Final Academic Probation, Academic Suspension or Academic Dismissal. In all such cases the Faculty Advisor or Dean will confer with each student to insure that all steps are being taken to assist the student in reaching a clear academic status.

Academic Probation

A student who is admitted to the College on a conditional basis, or whose cumulative grade point average has fallen below the "C" (2.0) level, will be placed on a status of Academic Probation. This status will be entered on the student's permanent record. If the student is able during the next quarter to earn a quarterly grade average of "C" (2.0) or better, but is unable to raise the cumulative grade average to that level, the status of Academic Probation will be continued.

Final Academic Probation

A student who has been placed on a status of Academic Probation and who is unable to earn a quarterly grade average of "C" (2.0) or better during the next quarter will be placed on a status of Final Academic Probation. This status will be entered on the student's permanent record. If the student is able during the next quarter to earn a quarterly grade average of "C" (2.0) or better, but is unable to raise the cumulative grade average to that level, the status of Final Academic Probation will be continued.

Academic Suspension and Dismissal

A student who has been placed on a status of Final Academic Probation and who is unable to earn a grade average of "C" (2.0) or better during the next quarter may be, at the discretion of the Dean of Instruction and the Faculty, suspended from enrollment at the College for a period of time or be dismissed permanently. Either action will be entered on the student's permanent record. The actions of Academic Suspension or Dismissal may also be taken if, in the judgment of the Dean of Instruction and the Faculty, the student's continuance in a program of study is resulting in no advantage to the student.

Regulations Governing Student Conduct

All students are held responsible for conforming to local, state, and federal laws and for behaving in a manner consistent with the best interests of the College and of the student body. The College reserves the right to suspend or dismiss from the College any student at any time when such action is deemed to be in the best interest of the student, the student body, or the College, and to do so without setting forth the cause for such action.

Books and Supplies

Books and supplies may be purchased at the college bookstore. Book purchases will be necessary at the beginning of each quarter and vary in cost depending upon the program of study and the number and type of courses for which scheduled.

Insurance for Personal Belongings

The College does not carry insurance on students' personal possessions and is not responsible for loss or damage from any cause. Students should arrange for adequate coverage on existing policies or make other arrangements for adequate insurance.

Reservations as to Programs and Charges

The College reserves the right to modify its tuition and fees; add to or withdraw members from its faculty and staff; rearrange its programs from time to time as teaching policies make it desirable; and to withdraw subjects, courses and programs if registration falls below the required number. Any specific course requirements in any area may be changed or waived by the Dean of the College or appropriate faculty committee upon written request and for reasonable cause. The total hours specified in each area and the degree program total are the minimum requirements for the degree.

Familiarity with College Regulations

On or before entrance, each student is given a College Catalog and various brochures and other publications which set forth the policies and regulations under which the College operates. It is the responsibility of the student to become familiar with these policies and regulations and to comply accordingly. Ignorance of or lack of familiarity with this information does not serve as an excuse for non-compliance or infractions.

Degree Programs

leading to the

Bachelor of Science Degree	
Accounting Major	(see page 50)
Data Processing Major	(see page 52)
Management Major	(see page 54)
Marketing Major	(see page 56)
Associate in Science Degree	
Accounting Major	(see page 58)
Broadcasting Major	(see page 68)
Data Processing Major	(see page 60)
Hotel and Restaurant Administration Major	(see page 70)
Management Major	(see page 62)
Marketing Major	(see page 64)
Real Estate Major	(see page 66)
Bachelor of Business Administration Degree	(see page 42)
Associate in Business Degree	(see page 44)

The curriculum outlines for these programs are given on the pages which follow. After entrance, the student will be expected to follow a quarterly sequence into which the courses in these outlines have been organized.

JONES COLLEGE SYSTEM
ACADEMIC PROGRAM
Degrees and Locations

	Jones College Orlando	Jones College			Tampa College	Fort Lauderdale College
		Jacksonville	Ft. Pierce	West Palm Beach		
Educational Programs						
Bachelor of Science Degree						
Accounting Major	X	X	X	X	X	X
Data Processing Major	X	X	X	X	X	X
Management Major	X	X	X	X	X	X
Marketing Major	X	X			X	X
Associate in Science Degree						
Accounting Major	X	X	X	X	X	X
Data Processing Major	X	X	X	X	X	X
Management Major	X	X	X	X	X	X
Marketing Major	X	X	X	X	X	X
Real Estate Major	X	X	X	X	X	X
Broadcasting Major		X			X	X
Hotel and Restaurant Administration Major						X
Bachelor of Business Administration Degree	X	X	X	X	X	X
Associate in Business Degree	X	X	X	X	X	X

THE JONES COLLEGE SYSTEM

The chart on the opposite page depicts the group of Senior Colleges of Business which together form the Jones College System. Listed are the Baccalaureate and Associate Degree programs offered throughout the system and the locations at which they are available. There are many advantages to this group activity for the colleges which are members and the students who attend each. The sharing of management, accounting, and data processing services and the pooling of talents in curriculum research and development, result in each institution functioning with increased efficiency and greater effectiveness with lower costs.

Students attending any of the member institutions of the Jones College System have open transfer privileges. Credits earned and tuition paid are interchangeable. Placement services at each campus are available to students and graduates of any member college.

For information on any program of study offered, consult the listing for your area of interest in the following pages or call or write the Director of Admissions at the institution you wish to attend.

For additional information :

1. Review the program offerings in the following pages to identify your area of interest;
2. Consult the chart on the opposite page to determine where the program in which you are interested is offered;
3. Visit, call or write the Director of Admissions at the college you wish to attend requesting more information about the college, the program in which you are interested, and the career employment possibilities available to you as a graduate.

THE BACHELOR OF BUSINESS ADMINISTRATION DEGREE

The Bachelor of Business Administration Degree program is planned in a way that will give the student the broadest possible exposure to a wide range of business interests. Rather than majoring in one area of business, the B.B.A. student selects a cross section of courses in management, accounting, marketing, data processing, and others.

In this degree program, the student has maximum flexibility to design a business program of studies to meet personal academic goals. The advice and guidance of the faculty are essential.

The Bachelor of Business Administration Degree program is especially advantageous to students who are not yet certain of their career goals or to students who have work experience in a specific business area but wish to broaden their educational background for career advancement opportunities.

THE BACHELOR OF BUSINESS ADMINISTRATION DEGREE

AREA I — Business Administration Component	<u>Quarter Hours</u>
A. Required Core	
ACC 211 Principles of Accounting I	4½
ACC 212 Principles of Accounting II	4½
ACC 213 Principles of Accounting III	4½
DPG 111 Data Processing Fundamentals	4½
MGT 111 Introduction to Business Enterprise	4½
MGT 112 Principles of Management	4½
MGT 221 Business Law I	4½
MAR 111 Introduction to Marketing	<u>4½</u>
CORE TOTAL	36
B. Business Electives	
To be selected in consultation with the Faculty Advisor or Dean from among those courses with an ACC, BRD, DPG, ECN, FAM, HRA, MGT, MAR, OFP, RES, SHH, or TYP prefix. At least 27 Quarter Hours must be from courses in the 300 and 400 series.	
ELECTIVE TOTAL	<u>36</u>
AREA I — COMPONENT TOTAL	72
AREA II — Major Component	(not required)

AREA III — General Education Component**Quarter
Hours****A. Required Core**

ENG 101, 102	English Grammar and Usage I, II, or	
ENG 211, 212	English Composition I, II	9
ECN 211	Principles of Economics I	4½
ECN 212	Principles of Economics II	4½
MAT 111, 112	Fundamentals of College Mathematics I, II, or	
MAT 213, 214	College Algebra and Trigonometry	9
GOV 211	American National Government	4½
PSY 211	General Psychology	4½

CORE TOTAL**36****B. General Education Electives**

To be selected in consultation with the Faculty Advisor or Dean from among those courses with an ECN, ENG, GOV, HIS, HUM, MAT, PSY, SCI, or SOC prefix. At least 27 Quarter Hours must be from courses in the 300 and 400 series.

ELECTIVE TOTAL**36****AREA III — COMPONENT TOTAL****72****AREA IV — Approved Elective Component**

To be selected in consultation with the Faculty Advisor or Dean to effectuate a balanced educational program in keeping with the personal objectives and career ambitions of the student. At least 18 Quarter Hours must be from courses in the 300 and 400 series.

AREA IV — COMPONENT TOTAL**36****TOTAL QUARTER HOURS REQUIRED FOR GRADUATION****180**

THE ASSOCIATE IN BUSINESS DEGREE

This is a college level program which prepares the student for immediate employment. It also possesses significant capability for accumulation of knowledge and credits which may be applied to meeting the requirements for the Bachelor of Business Administration Degree should the student subsequently decide to enter that program.

Flexibility in the selection of courses and adaptability in the recognition of educational and occupational goals are characteristics of this program. Skills previously achieved through training or work experience are accepted for advanced standing.

The Associate in Business Degree is a logical extension of the Diploma programs. Full academic credit is allowed and the student pays tuition only for the few additional general education courses usually required.

THE ASSOCIATE IN BUSINESS DEGREE

AREA I — Business Component	<u>Quarter Hours</u>
A. Required Core	
MGT 111 Introduction to Business Enterprise	4½
MGT 221 Business Law I	4½
DPG 111 Data Processing Fundamentals	4½
ACC 211 Principles of Accounting I	4½
ACC 212 Principles of Accounting II	4½
CORE TOTAL	<u>22½</u>
B. Business Electives	
To be selected in consultation with the Faculty Advisor or Dean from among those courses with an ACC, BRD, DPG, ECN, FAM, HRA, MGT, MAR, OFP, RES, SHH, or TYP prefix.	
ELECTIVE TOTAL	<u>22½</u>
AREA I — COMPONENT TOTAL	45
AREA II — Major Component	(not required)

AREA III — General Education Component	<u>Quarter Hours</u>
A. Required Core	
ENG 101, 102 English Grammar and Usage I, II, or	
ENG 211, 212 English Composition I, II	9
MAT 111, 112 Fundamentals of College Mathematics I, II, or	
MAT 213, 214 College Algebra and Trigonometry	<u>9</u>
CORE TOTAL	18
B. General Education Electives	
To be selected in consultation with the Faculty Advisor or Dean from among those courses with an ECN, ENG, GOV, HIS, HUM, MAT, PSY, SCI, or SOC prefix.	
ELECTIVE TOTAL	<u>9</u>
AREA III — COMPONENT TOTAL	27

AREA IV — Approved Elective Component

To be selected in consultation with the Faculty Advisor or Dean to effectuate a balanced educational program in keeping with the personal objectives and career ambitions of the student.

AREA IV — COMPONENT TOTAL	<u>18</u>
TOTAL QUARTER HOURS REQUIRED FOR GRADUATION	90

Major Areas of Specialization

The programs which follow are divided into academic majors which lead to the Bachelor of Science or the Associate in Science Degree. Consult the chart on page 40 for information on Colleges and locations at which the various programs are offered.

ACCOUNTING MAJOR

The American society is becoming more complex. The influence of Federal and State regulations, scientific advancements, the emergence of multi-national corporations, and constantly changing taxation laws are creating a growing need for accountants.

The importance of the accountant in the management of all types of organizations is increasing because, as part of the management team, he has a knowledge of the entire business operation. The accounting function in every business or management activity is important because the classification and recording of all activities are handled by the accounting department. The results of the accountant's work — fiscal reports, projections, statistics of operations, and interpretations of facts and figures — are used to guide the growth and successful operations of firms, government agencies, and all organizations whether for profit or non-profit, such as colleges, hospitals, and service agencies.

A distinctive advantage offered to accountants is the opportunity to begin working at various levels in the organization. This advantage is enhanced by the knowledge that advancement for accountants can be swift and can carry the successful accountant to the top levels of management as treasurers, controllers, and even presidents of the firms or agencies.

The projected need for accountants is strong. Accountants will be in demand at all levels from the junior accountant to the experienced treasurer or controller. Accountants can look forward to increasing importance and advancement in management.

Four-year graduates of the College who have a major in Accounting or who have completed such courses as would constitute a major in Accounting are entitled to take the examination for Certified Public Accountant conducted by the Florida State Board of Accountancy.

DATA PROCESSING MAJOR

The need for information for making management decisions has grown so rapidly that data processing machines and computers have become indispensable to corporate and governmental organizations. It is estimated that one million pieces of paper containing business decisions, projections, or correspondence are generated daily in the United States. Data processing is essential to providing the information needed to make the flow of paperwork meaningful.

The utilization of data processing in accounting has greatly expanded the scope of work of accountants. As a data processing major, the student will study both accounting and data processing procedures. Experience will be gained in developing and understanding accounting systems as well as in the use and purpose of data processing equipment.

The outlook for employment in a data processing field is excellent. This is a growth industry and graduates with a data processing major may expect employment in a wide variety of work ranging from Computer Operator, Methods and Procedures Analyst, to Supervisor of a Data Processing Department. Advancement in data processing positions is also excellent.

MANAGEMENT MAJOR

Managers are the control centers of every business activity. The success of each organization is, in large measure, dependent upon the capabilities and administrative skills of managers. As a result, corporations, agencies, and other organizations are management oriented and are seeking persons whose qualifications will add to their growth and success.

The management major is designed to give students maximum understanding of the requirements for office management, personnel, credit management, finance, wholesaling, retail store operation, sales management, and information management.

An advantage to the management major is that the courses of study taken provide insight into specific areas of business that may lead the student into areas of specialization. Another advantage of the management major is the emphasis on the development of leadership attitudes and skills necessary for career advancement.

In fact, the experience gained as managers has led many to executive and administrative positions such as General Manager, Personnel Manager, Business Manager, Director of Administrative Services, Director of Programs, and other supervisory positions.

MARKETING MAJOR

The recent emphasis on consumerism has created increased emphasis on marketing theories and methods. To be effective and successful in today's marketing efforts, executives are looking for graduates with marketing degrees.

The student majoring in marketing will receive a background in accounting, data processing, management and law as well as the more traditional courses in sales, advertising, marketing and retail management. This broadly based program of study will prepare the graduate for making the best use of marketing facts to make decisions. He will also be expected to develop old and new sources for marketing information; improved methods and standards for marketing planning; new approaches in sales, advertising and research; and techniques for advanced marketing information.

The marketing major provides the student opportunities for specialization in such areas as marketing management, sales management, advertising, research and marketing systems. Since successful sales are dependent upon accurate marketing decisions — often in advance of manufacturing of the product — marketing majors may find themselves an integral part of a corporation's decision-making process.

Positions available to graduates of the marketing major are as diverse as Marketing, Research, Sales Analysis and Control; Product Planning and Merchandising; Advertising; all phases of sales including Promotion, Budgeting and Forecasting; Inventory Control; Production Scheduling; and Customer Service or Product Service. Excellent advancement opportunities are present in each of these areas.

THE BACHELOR OF SCIENCE DEGREE

ACCOUNTING MAJOR

AREA I — Business Administration Component	<u>Quarter Hours</u>
A. Required Core	
ACC 211 Principles of Accounting I	4½
ACC 212 Principles of Accounting II	4½
ACC 213 Principles of Accounting III	4½
DPG 111 Data Processing Fundamentals	4½
MGT 111 Introduction to Business Enterprise	4½
MGT 112 Principles of Management	4½
MGT 221 Business Law I	4½
MAR 111 Introduction to Marketing	4½
AREA I — COMPONENT TOTAL	<u>36</u>
B. Major Electives	
To be selected in consultation with the Faculty Advisor or Dean from among those courses with an ACC, DPG, ECN, MGT, or MAR prefix. At least 9 Quarter Hours must be from courses in the 300 and 400 series.	
ELECTIVE TOTAL	<u>13½</u>
AREA II — COMPONENT TOTAL	<u>45</u>

AREA III — General Education Component	<u>Quarter Hours</u>
A. Required Core	
ENG 101, 102 English Grammar and Usage I, II, or	
ENG 211, 212 English Composition I, II	9
ECN 211 Principles of Economics I	4½
ECN 212 Principles of Economics II	4½
MAT 111, 112 Fundamentals of College Mathematics I, II, or	
MAT 213, 214 College Algebra and Trigonometry	9
GOV 211 American National Government	4½
PSY 211 General Psychology	4½
CORE TOTAL	<u>36</u>
B. General Education Electives	
To be selected in consultation with the Faculty Advisor or Dean from among those courses with an ECN, ENG, GOV, HIS, HUM, MAT, PSY, SCI, or SOC prefix. At least 27 Quarter Hours must be from courses in the 300 and 400 series.	
ELECTIVE TOTAL	<u>36</u>
AREA III — COMPONENT TOTAL	<u>72</u>
AREA IV — Approved Elective Component	
To be selected in consultation with the Faculty Advisor or Dean. At least 18 Quarter Hours must be from courses in the 300 and 400 series.	
AREA IV — COMPONENT TOTAL	<u>27</u>
TOTAL QUARTER HOURS REQUIRED FOR GRADUATION	<u>180</u>

THE BACHELOR OF SCIENCE DEGREE

DATA PROCESSING MAJOR

AREA I — Business Administration Component	Quarter Hours
A. Required Core	
ACC 211 Principles of Accounting I	4½
ACC 212 Principles of Accounting II	4½
ACC 213 Principles of Accounting III	4½
DPG 111 Data Processing Fundamentals	4½
MGT 111 Introduction to Business Enterprise	4½
MGT 112 Principles of Management	4½
MGT 221 Business Law I	4½
MAR 111 Introduction to Marketing	4½
AREA I — COMPONENT TOTAL	36
B. Major Electives	
To be selected in consultation with the Faculty Advisor or Dean from among those courses with an ACC, DPG, ECN, MGT, or MAR prefix. At least 9 Quarter Hours must be from courses in the 300 and 400 series.	
CORE TOTAL	27
ELECTIVE TOTAL	18
AREA II — COMPONENT TOTAL	45

AREA III — General Education Component	<u>Quarter Hours</u>
A. Required Core	
ENG 101, 102 English Grammar and Usage I, II, or	9
ENG 211, 212 English Composition I, II	4½
ECN 211 Principles of Economics I	4½
ECN 212 Principles of Economics II	4½
MAT 111, 112 Fundamentals of College Mathematics I, II, or	9
MAT 213, 214 College Algebra and Trigonometry	9
GOV 211 American National Government	4½
PSY 211 General Psychology	4½
CORE TOTAL	<u>36</u>
B. General Education Electives	
To be selected in consultation with the Faculty Advisor or Dean from among those courses with an ECN, ENG, GOV, HIS, HUM, MAT, PSY, SCI, or SOC prefix. At least 27 Quarter Hours must be from courses in the 300 and 400 series.	
ELECTIVE TOTAL	<u>36</u>
AREA III — COMPONENT TOTAL	<u>72</u>
 AREA IV — Approved Elective Component	
To be selected in consultation with the Faculty Advisor or Dean. At least 18 Quarter Hours must be from courses in the 300 and 400 series.	
AREA IV — COMPONENT TOTAL	<u>27</u>
TOTAL QUARTER HOURS REQUIRED FOR GRADUATION	<u>180</u>

THE BACHELOR OF SCIENCE DEGREE

MANAGEMENT MAJOR

AREA I — Business Administration Component Quarter
Hours

A. Required Core		
ACC 211	Principles of Accounting I	4½
ACC 212	Principles of Accounting II	4½
ACC 213	Principles of Accounting III	4½
DPG 111	Data Processing Fundamentals	4½
MGT 111	Introduction to Business Enterprise	4½
MGT 112	Principles of Management	4½
MGT 221	Business Law I	4½
MAR 111	Introduction to Marketing	4½

AREA I — COMPONENT TOTAL 36

AREA II — Major Component

A. Required Core		
MGT 222	Business Law II	4½
MGT 225	Small Business Management	4½
MGT 321	Personnel Management	4½
MGT 323	Risk and Insurance	4½
MGT 431	Labor Relations and Collective Bargaining	4½
MGT 445	Business Policy and Administration	4½

CORE TOTAL 27

B. Major Electives
To be selected in consultation with the Faculty Advisor or Dean from among those courses with an ACC, DPG, ECN, MGT, or MAR prefix. At least 9 Quarter Hours must be from courses in the 300 and 400 series.

ELECTIVE TOTAL 18

AREA II — COMPONENT TOTAL 45

AREA III — General Education Component	<u>Quarter Hours</u>
A. Required Core	
ENG 101, 102 English Grammar and Usage I, II, or	9
ENG 211, 212 English Composition I, II	4½
ECN 211 Principles of Economics I	4½
ECN 212 Principles of Economics II	
MAT 111, 112 Fundamentals of College Mathematics I, II, or	
MAT 213, 214 College Algebra and Trigonometry	9
GOV 211 American National Government	4½
PSY 211 General Psychology	4½
CORE TOTAL	<u>36</u>
B. General Education Electives	
To be selected in consultation with the Faculty Advisor or Dean from among those courses with an ECN, ENG, GOV, HIS, HUM, MAT, PSY, SCI, or SOC prefix. At least 27 Quarter Hours must be from courses in the 300 and 400 series.	
ELECTIVE TOTAL	<u>36</u>
AREA III — COMPONENT TOTAL	<u>72</u>
AREA IV — Approved Elective Component	
To be selected in consultation with the Faculty Advisor or Dean. At least 18 Quarter Hours must be from courses in the 300 and 400 series.	
AREA IV — COMPONENT TOTAL	<u>27</u>
TOTAL QUARTER HOURS REQUIRED FOR GRADUATION	<u>180</u>

THE BACHELOR OF SCIENCE DEGREE

MARKETING MAJOR

	<u>Quarter Hours</u>
AREA I — Business Administration Component	
A. Required Core	
ACC 211 Principles of Accounting I	4½
ACC 212 Principles of Accounting II	4½
ACC 213 Principles of Accounting III	4½
DPG 111 Data Processing Fundamentals	4½
MGT 111 Introduction to Business Enterprise	4½
MGT 112 Principles of Management	4½
MGT 221 Business Law I	4½
MAR 111 Introduction to Marketing	4½
AREA I — COMPONENT TOTAL	36
 AREA II — Major Component	
A. Required Core	
MAR 112 Salesmanship	4½
MAR 221 Advertising	4½
MAR 331 Marketing Channels and Distribution	4½
MAR 335 Promotion Policies and Strategy	4½
MAR 441 Marketing Management	4½
MAR 455 International Marketing	4½
CORE TOTAL	27
B. Major Electives	
To be selected in consultation with the Faculty Advisor or Dean from among those courses with an ACC, DPG, ECN, MGT, or MAR pre- fix. At least 9 Quarter Hours must be from courses in the 300 and 400 series.	
ELECTIVE TOTAL	18
AREA II — COMPONENT TOTAL	45

AREA III — General Education Component	Quarter Hours
---	--------------------------

A. Required Core	
ENG 101, 102 English Grammar and Usage I, II, or	
ENG 211, 212 English Composition I, II	9
ECN 211 Principles of Economics I	4½
ECN 212 Principles of Economics II	4½
MAT 111, 112 Fundamentals of College Mathematics I, II, or	
MAT 213, 214 College Algebra and Trigonometry	9
GOV 211 American National Government	4½
PSY 211 General Psychology	4½
CORE TOTAL	36

B. General Education Electives
 To be selected in consultation with the Faculty Advisor or Dean from among those courses with an ECN, ENG, GOV, HIS, HUM, MAT, PSY, SCI, or SOC prefix. At least 27 Quarter Hours must be from courses in the 300 and 400 series.

ELECTIVE TOTAL	36
AREA III — COMPONENT TOTAL	72

AREA IV — Approved Elective Component

To be selected in consultation with the Faculty Advisor or Dean. At least 18 Quarter Hours must be from courses in the 300 and 400 series.

AREA IV — COMPONENT TOTAL	27
----------------------------------	-----------

TOTAL QUARTER HOURS REQUIRED FOR GRADUATION	180
--	------------

THE ASSOCIATE IN SCIENCE DEGREE

ACCOUNTING MAJOR

	<u>Quarter Hours</u>
AREA I — Business Component	
A. Required Core	
ACC 211 Principles of Accounting I	4½
ACC 212 Principles of Accounting II	4½
MGT 111 Introduction to Business Enterprise	4½
MGT 221 Business Law I	4½
DPG 111 Data Processing Fundamentals	4½
AREA I — COMPONENT TOTAL	22½
 AREA II — Major Component	
A. Required	
ACC 213 Principles of Accounting III	4½
ACC 224 Cost Accounting I	4½
ACC 225 Federal Taxation I	4½
MGT 112 Principles of Management	4½
MGT 222 Business Law II	4½
CORE TOTAL	22½
 B. Major Electives	
To be selected in consultation with the Faculty Advisor or Dean from among those courses with an ACC, DPG, ECN, MGT, or MAR prefix.	
ELECTIVE TOTAL	18
AREA II — COMPONENT TOTAL	40½

AREA III — General Education Component	<u>Quarter Hours</u>
A. Required Core	
ENG 101, 102 English Grammar and Usage I, II, or	
ENG 211, 212 English Composition I, II	9
MAT 111, 112 Fundamentals of College Mathematics I, II, or	
MAT 213, 214 College Algebra and Trigonometry	<u>9</u>
CORE TOTAL	18
B. General Education Electives	
To be selected in consultation with the Faculty Advisor or Dean from among those courses with an ECN, ENG, GOV, HIS, HUM, MAT, PSY, SCI, or SOC prefix.	
ELECTIVE TOTAL	<u>9</u>
AREA III — COMPONENT TOTAL	27
AREA IV — Approved Elective Component	(not required)
TOTAL QUARTER HOURS REQUIRED FOR GRADUATION	90

THE ASSOCIATE IN SCIENCE DEGREE

DATA PROCESSING MAJOR

	<u>Quarter Hours</u>
AREA I — Business Component	
A. Required Core	
ACC 211 Principles of Accounting I	4½
ACC 212 Principles of Accounting II	4½
MGT 111 Introduction to Business Enterprise	4½
MGT 221 Business Law I	4½
DPG 111 Data Processing Fundamentals	4½
AREA I — COMPONENT TOTAL	<u>22½</u>
AREA II — Major Component	
A. Required Core	
ACC 213 Principles of Accounting III	4½
DPG 112 Computer Concepts	4½
DPG 221 Computer Programming — COBOL	4½
DPG 231 Computer Programming — RPG	4½
MGT 112 Principles of Management	4½
CORE TOTAL	<u>22½</u>
B. Major Electives	
To be selected in consultation with the Faculty Advisor or Dean from among those courses with an ACC, DPG, ECN, MGT, or MAR prefix.	
ELECTIVE TOTAL	<u>18</u>
AREA II — COMPONENT TOTAL	<u>40½</u>

AREA III — General Education Component	<u>Quarter Hours</u>
A. Required Core	
ENG 101, 102 English Grammar and Usage I, II, or	
ENG 211, 212 English Composition I, II	9
MAT 111, 112 Fundamentals of College Mathematics I, II, or	
MAT 213, 214 College Algebra and Trigonometry	<u>9</u>
CORE TOTAL	18
B. General Education Electives	
To be selected in consultation with the Faculty Advisor or Dean from among those courses with an ECN, ENG, GOV, HIS, HUM, MAT, PSY, SCI, or SOC prefix.	
ELECTIVE TOTAL	<u>9</u>
AREA III — COMPONENT TOTAL	<u>27</u>
AREA IV — Approved Elective Component	(not required)
TOTAL QUARTER HOURS REQUIRED FOR GRADUATION	90

THE ASSOCIATE IN SCIENCE DEGREE
MANAGEMENT MAJOR

	<u>Quarter Hours</u>
AREA I — Business Component	
A. Required Core	
ACC 211 Principles of Accounting I	4½
ACC 212 Principles of Accounting II	4½
MGT 111 Introduction to Business Enterprise	4½
MGT 221 Business Law I	4½
DPG 111 Data Processing Fundamentals	<u>4½</u>
AREA I — COMPONENT TOTAL	22½
 AREA II — Major Component	
A. Required Core	
MGT 112 Principles of Management	4½
MGT 113 Principles of Supervision	4½
MGT 222 Business Law II	4½
MGT 225 Small Business Management	4½
MAR 111 Introduction to Marketing	<u>4½</u>
CORE TOTAL	22½
B. Major Electives	
To be selected in consultation with the Faculty Advisor or Dean from among those courses with an ACC, DPG, ECN, MGT, or MAR prefix.	
ELECTIVE TOTAL	<u>18</u>
AREA II — COMPONENT TOTAL	40½

AREA III — General Education Component	<u>Quarter Hours</u>
A. Required Core	
ENG 101, 102 English Grammar and Usage I, II, or	
ENG 211, 212 English Composition I, II	9
MAT 111, 112 Fundamentals of College Mathematics I, II, or	
MAT 213, 214 College Algebra and Trigonometry	<u>9</u>
CORE TOTAL	18
B. General Education Electives	
To be selected in consultation with the Faculty Advisor or Dean from among those courses with an ECN, ENG, GOV, HIS, HUM, MAT, PSY, SCI, or SOC prefix.	
ELECTIVE TOTAL	<u>9</u>
AREA III — COMPONENT TOTAL	<u>27</u>
AREA IV — Approved Elective Component	(not required)
TOTAL QUARTER HOURS REQUIRED FOR GRADUATION	90

THE ASSOCIATE IN SCIENCE DEGREE

MARKETING MAJOR

	<u>Quarter Hours</u>
AREA I — Business Component	
A. Required Core	
ACC 211 Principles of Accounting I	4½
ACC 212 Principles of Accounting II	4½
MGT 111 Introduction to Business Enterprise	4½
MGT 221 Business Law I	4½
DPG 111 Data Processing Fundamentals	4½
AREA I — COMPONENT TOTAL	<u>22½</u>
AREA II — Major Component	
A. Required Core	
MAR 111 Introduction to Marketing	4½
MAR 112 Salesmanship	4½
MAR 221 Advertising	4½
MAR 223 Retailing	4½
MGT 222 Business Law II	4½
CORE TOTAL	<u>22½</u>
B. Major Electives	
To be selected in consultation with the Faculty Advisor or Dean from among those courses with an ACC, DPG, ECN, MGT, or MAR prefix.	
ELECTIVE TOTAL	<u>18</u>
AREA II — COMPONENT TOTAL	<u>40½</u>

AREA III — General Education Component	<u>Quarter Hours</u>
A. Required Core	
ENG 101, 102 English Grammar and Usage I, II, or	
ENG 211, 212 English Composition I, II	9
MAT 111, 112 Fundamentals of College Mathematics I, II, or	
MAT 213, 214 College Algebra and Trigonometry	<u>9</u>
CORE TOTAL	18
B. General Education Electives	
To be selected in consultation with the Faculty Advisor or Dean from among those courses with an ECN, ENG, GOV, HIS, HUM, MAT, PSY, SCI, or SOC prefix.	
ELECTIVE TOTAL	<u>9</u>
AREA III — COMPONENT TOTAL	<u>27</u>
AREA IV — Approved Elective Component	(not required)
TOTAL QUARTER HOURS REQUIRED FOR GRADUATION	90

REAL ESTATE

Eventually, every major corporate or government decision that relates to business activities has to take into consideration some aspect of real estate. Such questions as office space, personnel assignments, overhead, and marketing strategy are a few of the many questions that relate to real estate.

Real estate, then, is more than buying and selling of property. The real estate major will gain knowledge in such areas as business principles, management, business law, marketing, law, finance, sales, real estate brokerage fundamentals, valuation and appraisals, and property management.

Two basic career avenues are open to a graduate in real estate. The most frequently chosen is direct sales of properties either as an agent or as an independent broker. An increasingly popular career option is to become a specialist in property management, title research, land or property development, appraising, leasing or renting, and mortgage management. Most graduates begin employment in either choice with firms, but the opportunity to have one's own firm is possible.

THE ASSOCIATE IN SCIENCE DEGREE

REAL ESTATE MAJOR

AREA I — Business Component	Quarter Hours
A. Required Core	
ACC 211 Principles of Accounting I	4½
ACC 212 Principles of Accounting II	4½
MGT 111 Introduction to Business Enterprise	4½
MGT 221 Business Law I	4½
DPG 111 Data Processing Fundamentals	4½
AREA I — COMPONENT TOTAL	22½

AREA II — Major Component	Quarter Hours
----------------------------------	--------------------------

A. Required Core	
RES 111 Introduction to Real Estate	4½
RES 121 Real Estate Selling	4½
RES 122 Real Estate Management	4½
RES 223 Valuation of Real Property	4½
MGT 222 Business Law II	4½
CORE TOTAL	22½

- B. Major Electives**
 To be selected in consultation with the Faculty Advisor or Dean from among those courses with an ACC, DPG, ECN, MGT, MAR, or RES prefix.

ELECTIVE TOTAL	18
AREA II — COMPONENT TOTAL	40½

AREA III — General Education Component

A. Required Core	
ENG 101, 102 English Grammar and Usage I, II, or	
ENG 211, 212 English Composition I, II	9
MAT 111, 112 Fundamentals of College Mathematics I, II, or	
MAT 213, 214 College Algebra and Trigonometry	9
CORE TOTAL	18

- B. General Education Electives**
 To be selected in consultation with the Faculty Advisor or Dean from among those courses with an ECN, ENG, GOV, HIS, HUM, MAT, PSY, SCI, or SOC prefix.

ELECTIVE TOTAL	9
AREA III — COMPONENT TOTAL	27

AREA IV — Approved Elective Component (not required)

TOTAL QUARTER HOURS REQUIRED FOR GRADUATION	90
--	-----------

BROADCASTING

Few careers are as attractive as radio and television broadcasting. Some of the best known and respected persons in our nation today are in broadcasting. Americans are probably more influenced in their likes and dislikes, purchasing habits, and political and social behavior by radio and television than by any other media. In addition, radio and television have emerged as a major form of entertainment and leisure time activity.

To succeed in this challenging career, a degree in broadcasting is a basic requirement. The collegiate graduate will have a competitive edge and will be prepared for advancement, according to the National Association of Broadcasters.

Career opportunities as broadcasters include newsmen, sportscasters, weathermen, news analysts and commentators, disc jockeys, and advertising and promotion. Broadcasting is a growing career and the opportunities for employment of graduates are excellent.

THE ASSOCIATE IN SCIENCE DEGREE

BROADCASTING MAJOR

AREA I — Business Component	Quarter Hours
A. Required Core	
ACC 211 Principles of Accounting I	4½
ACC 212 Principles of Accounting II	4½
MGT 111 Introduction to Business Enterprise	4½
MGT 221 Business Law I	4½
DPG 111 Data Processing Fundamentals	4½
AREA I — COMPONENT TOTAL	22½

AREA II — Major Component	<u>Quarter Hours</u>
A. Required Core	
BRD 111 Introduction to Broadcasting	4½
BRD 121 Radio Announcing I	4½
BRD 122 Radio Announcing II	4½
BRD 231 Program Production I	4½
BRD 232 Program Production II	4½
CORE TOTAL	<u>22½</u>
B. Major Electives	
To be selected in consultation with the Faculty Advisor or Dean from among those courses with an ACC, BRD, DPG, ECN, MGT, or MAR prefix.	
ELECTIVE TOTAL	<u>18</u>
AREA II — COMPONENT TOTAL	<u>40½</u>
 AREA III — General Education Component	
A. Required Core	
ENG 101, 102 English Grammar and Usage I, II, or	
ENG 211, 212 English Composition I, II	9
MAT 111, 112 Fundamentals of College Mathematics I, II, or	
MAT 213, 214 College Algebra and Trigonometry	9
CORE TOTAL	<u>18</u>
B. General Education Electives	
To be selected in consultation with the Faculty Advisor or Dean from among those courses with an ECN, ENG, GOV, HIS, HUM, MAT, PSY, SCI, or SOC prefix.	
ELECTIVE TOTAL	<u>9</u>
AREA III — COMPONENT TOTAL	<u>27</u>
AREA IV — Approved Elective Component	(not required)
TOTAL QUARTER HOURS REQUIRED FOR GRADUATION	90

HOTEL AND RESTAURANT ADMINISTRATION

As more Americans have leisure time for travel and vacations, and as the business world extends its marketing functions through increased travel, the need for qualified persons in hotel and restaurant administration will grow rapidly. The major motel chains we know so well today are a relatively recent innovation in the travel industry and have not yet begun to reach their full development potential. Their recent expansion into the international scene adds a significant dimension to their growth and attractiveness as a career. The rapid changes in the management and technical development of restaurants and food management are creating the need for graduates with modern concepts for restaurant management.

The student majoring in hotel and restaurant studies will have courses in hotel and restaurant management, small business management, hotel and restaurant sales, front office management, food and beverage management, advertising, public relations, labor relations, business law, creditor's rights, travel and tourism, marketing and finance.

This comprehensive approach to hotel and restaurant administration will prepare graduates to enter a variety of positions with hotels, motels, and restaurants. With experience they should advance rapidly and may choose to go into business on their own in one of these areas.

THE ASSOCIATE IN SCIENCE DEGREE

HOTEL AND RESTAURANT ADMINISTRATION MAJOR

AREA I — Business Component	Quarter Hours
A. Required Core	
ACC 211 Principles of Accounting I	4½
ACC 212 Principles of Accounting II	4½
MGT 111 Introduction to Business Enterprise	4½
MGT 221 Business Law I	4½
DPG 111 Data Processing Fundamentals	4½
AREA I — COMPONENT TOTAL	22½

		<u>Quarter Hours</u>
AREA II — Major Component		
A. Required Core		
HRA 111	Hotel and Restaurant Organization and Management	4½
HRA 112	Housekeeping, Plant Engineering and Maintenance	4½
HRA 113	Marketing, Sales and Public Relations	4½
HRA 221	Hotel and Restaurant Accounting and Control	4½
MGT 222	Business Law II	4½
CORE TOTAL		<u>22½</u>
B. Major Electives		
To be selected in consultation with the Faculty Advisor or Dean from among those courses with an ACC, DPG, ECN, HRA, MGT, or MAR prefix.		
ELECTIVE TOTAL		<u>18</u>
AREA II — COMPONENT TOTAL		<u>40½</u>
AREA III — General Education Component		
A. Required Core		
ENG 101, 102	English Grammar and Usage I, II, or	
ENG 211, 212	English Composition I, II	9
MAT 111, 112	Fundamentals of College Mathematics I, II, or	
MAT 213, 214	College Algebra and Trigonometry	9
CORE TOTAL		<u>18</u>
B. General Education Electives		
To be selected in consultation with the Faculty Advisor or Dean from among those courses with an ECN, ENG, GOV, HIS, HUM, MAT, PSY, SCI, or SOC prefix.		
ELECTIVE TOTAL		<u>9</u>
AREA III — COMPONENT TOTAL		<u>27</u>
AREA IV — Approved Elective Component		(not required)
TOTAL QUARTER HOURS REQUIRED FOR GRADUATION		90

JONES COLLEGE SYSTEM
ACADEMIC PROGRAM
Diplomas and Locations

Educational Programs	Jones College		Jones College			Tampa College	Fort Lauderdale College
	College Orlando	Jacksonville	West Palm Beach	Norfolk* Extension	College		
Executive Secretarial	X	X	X	X	X	X	X
Private Secretarial	X	X	X	X	X	X	X
Legal Secretarial	X	X	X	X	X	X	X
Medical Secretarial	X	X	X	X	X	X	X
Career Secretarial	X	X	X	X	X	X	X
Modern Secretarial	X	X	X	X	X	X	X
Fashion Merchandising	X	X	X	X	X	X	
Junior Accounting	X	X	X	X	X	X	X
Career Bookkeeping	X	X	X	X	X	X	X
Accounting Clerk	X	X	X	X	X	X	X
General Office	X	X	X	X	X	X	X
Career Clerical	X	X	X	X	X	X	X
Broadcast Announcing		X	X			X	X

* Diploma Programs planned for January 1978, Pending Approvals.

THE JONES COLLEGE SYSTEM

The chart on the opposite page depicts the group of Senior Colleges of Business which together form the Jones College System. Listed are the Diploma Programs offered throughout the system and the locations at which they are available.

For additional information:

1. Review the program offerings in the following pages to identify your area of interest;
2. Consult the chart on the opposite page to determine where the program in which you are interested is offered;
3. Visit, call or write the Director of Admissions at the college you wish to attend requesting more information about the college, the program in which you are interested, and the career employment possibilities available to you as a graduate.

BUSINESS COURSES

leading to the

COLLEGE DIPLOMA

Post-high school programs in business which prepare the student for immediate employment in one year or less. The curriculum outlines for these programs are given on the pages which follow. After entrance, the student will be expected to follow a quarterly sequence for the courses.

Fashion Merchandising	(see page 85)
Broadcast Announcing	(see page 84)

Executive Secretarial	(see page 74)
Private Secretarial	(see page 75)
Legal Secretarial	(see page 77)
Medical Secretarial	(see page 76)
Career Secretarial	(see page 79)
Modern Secretarial	(see page 78)

Junior Accounting	(see page 80)
Career Bookkeeping	(see page 81)
Accounting Clerk	(see page 82)

General Office	(see page 83)
Career Clerical	(see page 82)

EXECUTIVE SECRETARIAL

DIPLOMA

	<u>Course Number</u>	<u>Credit Hours</u>
Gregg Shorthand Theory	SHH 111	4½
Theory and Introductory Dictation	SHH 112	4½
Advanced Dictation and Transcription	SHH 113	4½
High Speed Dictation and Transcription, or Professional Dictation and Transcription	SHH 211 SHH 212	4½
Introductory Typing	TYP 111	4½
Intermediate Typing	TYP 112	4½
Advanced Typing	TYP 113	4½
Production Typing	TYP 211	4½
English Grammar and Usage I	ENG 101	4½
English Grammar and Usage II	ENG 102	4½
Written Communication	ENG 103	4½
Professional Secretarial Practices	OFF 111	4½
Personal/Professional Development	FAM 116	4½
Introduction to Business Enterprise	MGT 111	4½
Business Office Procedures	OFF 113	4½
Career Accounting I — Basic Principles, or Principles of Accounting I	ACC 111 ACC 211	4½
TOTAL CREDIT HOURS REQUIRED		72

**PRIVATE SECRETARIAL
(No Shorthand)**

DIPLOMA

	<u>Course Number</u>	<u>Credit Hours</u>
Personal/Professional Development	FAM 116	4½
Introduction to Business Enterprise	MGT 111	4½
Machine Transcription	OFP 211	4½
Professional Machine Transcription	OFP 212	4½
Introductory Typing	TYP 111	4½
Intermediate Typing	TYP 112	4½
Advanced Typing	TYP 113	4½
Production Typing, or	TYP 211	
Professional Typing Applications	TYP 212	4½
English Grammar and Usage I	ENG 101	4½
English Grammar and Usage II	ENG 102	4½
Written Communication	ENG 103	4½
English Language Development, or	ENG 214	
Oral Communication	ENG 215	4½
Mathematics of Business, or	MAT 101	
Payroll Taxes and Procedures	OFP 112	4½
Business Office Procedures	OFP 113	4½
Professional Secretarial Practices	OFP 221	4½
Career Accounting I — Basic Principles	ACC 111	<u>4½</u>
TOTAL CREDIT HOURS REQUIRED		72

MEDICAL SECRETARIAL

DIPLOMA

	<u>Course Number</u>	<u>Credit Hours</u>
Gregg Shorthand Theory	SHH 111	4½
Theory and Introductory Dictation	SHH 112	4½
Advanced Dictation and Transcription	SHH 113	4½
Professional Dictation and Transcription (Medical)	SHH 212	4½
Introductory Typing	TYP 111	4½
Intermediate Typing	TYP 112	4½
Advanced Typing	TYP 113	4½
Professional Typing Applications (Medical)	TYP 212	4½
English Grammar and Usage I	ENG 101	4½
English Grammar and Usage II	ENG 102	4½
Written Communication	ENG 103	4½
Career Accounting I — Basic Principles (Medical)	ACC 111	4½
Personal/Professional Development	FAM 116	4½
Introduction to Business Enterprise	MGT 111	4½
Business Office Procedures	OFP 113	4½
Professional Secretarial Practices (Medical)	OFP 221	4½
TOTAL CREDIT HOURS REQUIRED		72

LEGAL SECRETARIAL

DIPLOMA

	<u>Course Number</u>	<u>Credit Hours</u>
Gregg Shorthand Theory	SHH 111	4½
Theory and Introductory Dictation	SHH 112	4½
Advanced Dictation and Transcription	SHH 113	4½
Professional Dictation and Transcription (Legal)	SHH 212	4½
Introductory Typing	TYP 111	4½
Intermediate Typing	TYP 112	4½
Advanced Typing	TYP 113	4½
Professional Typing Applications (Legal)	TYP 212	4½
English Grammar and Usage I	ENG 101	4½
English Grammar and Usage II	ENG 102	4½
Written Communication	ENG 103	4½
Business Law	MGT 221	4½
Personal/Professional Development	FAM 116	4½
Introduction to Business Enterprise	MGT 111	4½
Business Office Procedures	OFF 113	4½
Professional Secretarial Practices (Legal)	OFF 221	4½
TOTAL CREDIT HOURS REQUIRED		72

**MODERN SECRETARIAL
(No Shorthand)**

DIPLOMA

	<u>Course Number</u>	<u>Credit Hours</u>
English Grammar and Usage I	ENG 101	4½
English Grammar and Usage II	ENG 102	4½
Written Communication, or	ENG 103	
English Language Development	ENG 214	4½
Introductory Typing	TYP 111	4½
Intermediate Typing	TYP 112	4½
Advanced Typing	TYP 113	4½
Personal/Professional Development	FAM 116	4½
Introduction to Business Enterprise	MGT 111	4½
Machine Transcription	OFF 211	4½
Mathematics of Business	MAT 101	4½
Business Office Procedures	OFF 113	4½
Professional Secretarial Practices	OFF 221	4½
TOTAL CREDIT HOURS REQUIRED		54

CAREER SECRETARIAL

DIPLOMA

	<u>Course Number</u>	<u>Credit Hours</u>
Gregg Shorthand Theory	SHH 111	4½
Theory and Introductory Dictation	SHH 112	4½
Advanced Dictation and Transcription	SHH 113	4½
Introductory Typing	TYP 111	4½
Intermediate Typing	TYP 112	4½
Advanced Typing	TYP 113	4½
English Grammar and Usage I	ENG 101	4½
English Grammar and Usage II	ENG 102	4½
Written Communication, or English Language Development	ENG 103 ENG 214	4½
Personal/Professional Development	FAM 116	4½
Business Office Procedures	OFP 113	4½
Professional Secretarial Practices	OFP 221	4½
TOTAL CREDIT HOURS REQUIRED		54

JUNIOR ACCOUNTING

DIPLOMA

	<u>Course Number</u>	<u>Credit Hours</u>
Principles of Accounting I	ACC 211	
Principles of Accounting II	ACC 212	
Principles of Accounting III, or	ACC 213	
Career Accounting I	ACC 111	
Career Accounting II	ACC 112	
Career Accounting III	ACC 113	13½
Cost Accounting I — Theory and Practice	ACC 224	4½
Federal Taxation I — Introductory, or	ACC 225	
Internship in Accounting	ACC 499	4½
Mathematics of Business	MAT 101	4½
Introduction to Business Enterprise	MGT 111	4½
Data Processing Fundamentals	DPG 111	4½
Business Law I	MGT 221	4½
Introductory Typing	TYP 111	4½
Intermediate Typing	TYP 112	4½
Business Office Procedures	OFF 113	4½
English Grammar and Usage I	ENG 101	4½
English Grammar and Usage II	ENG 102	4½
Written Communication	ENG 103	4½
English Language Development, or	ENG 214	
Oral Communication	ENG 215	<u>4½</u>
TOTAL CREDIT HOURS REQUIRED		72

CAREER BOOKKEEPING

DIPLOMA

	<u>Course Number</u>	<u>Credit Hours</u>
Career Accounting I	ACC 111	
Career Accounting II	ACC 112	
Career Accounting III or	ACC 113	
Principles of Accounting I	ACC 211	
Principles of Accounting II	ACC 212	
Principles of Accounting III	ACC 213	13½
Mathematics of Business	MAT 101	4½
Introduction to Business Enterprise	MGT 111	4½
Data Processing Fundamentals	DPG 111	4½
English Grammar and Usage I	ENG 101	4½
English Grammar and Usage II	ENG 102	4½
Written Communication	ENG 103	4½
Introductory Typing	TYP 111	4½
Intermediate Typing	TYP 112	4½
Business Office Procedures	OFF 113	4½
TOTAL CREDIT HOURS REQUIRED		54

ACCOUNTING CLERK

CERTIFICATE

	<u>Course Number</u>	<u>Credit Hours</u>
Career Accounting I — Basic Principles	ACC 111	4½
Career Accounting II — Principles and Applications	ACC 112	4½
Introductory Typing	TYP 111	4½
Intermediate Typing	TYP 112	4½
English Grammar and Usage I	ENG 101	4½
English Grammar and Usage II	ENG 102	4½
Mathematics of Business, or Payroll Taxes and Procedures	MAT 101 OPF 112	4½
Business Office Procedures	OPF 113	4½
TOTAL CREDIT HOURS REQUIRED		36

CAREER CLERICAL

CERTIFICATE

	<u>Course Number</u>	<u>Credit Hours</u>
Introductory Typing	TYP 111	4½
Intermediate Typing	TYP 112	4½
English Grammar and Usage I	ENG 101	4½
English Grammar and Usage II	ENG 102	4½
Clerical Office Practices	OPF 111	4½
Business Office Procedures	OPF 113	4½
Personal/Professional Development	FAM 116	4½
Payroll Taxes and Procedures	OPF 112	4½
TOTAL CREDIT HOURS REQUIRED		36

GENERAL OFFICE

DIPLOMA

	<u>Course Number</u>	<u>Credit Hours</u>
Personal/Professional Development	FAM 116	4½
Introduction to Business Enterprise	MGT 111	4½
Data Processing Fundamentals	DPG 111	4½
Clerical Office Practices	OFP 111	4½
Payroll Taxes and Procedures, or	OFP 112	
Mathematics of Business	MAT 101	4½
Business Office Procedures	OFP 113	4½
English Grammar and Usage I	ENG 101	4½
English Grammar and Usage II	ENG 102	4½
Written Communication	ENG 103	4½
Introductory Typing	TYP 111	4½
Intermediate Typing	TYP 112	4½
Advanced Typing, or	TYP 113	
Production Typing	TYP 211	<u>4½</u>
TOTAL CREDIT HOURS REQUIRED		54

BROADCAST ANNOUNCING

DIPLOMA

	<u>Course Number</u>	<u>Credit Hours</u>
Introduction to Broadcasting	BRD 111	4½
Radio Announcing I	BRD 121	4½
Radio Announcing II	BRD 122	4½
Radio Announcing III	BRD 223	4½
Program Production I	BRD 231	4½
Program Production II	BRD 232	4½
Program Production III	BRD 233	4½
English Grammar and Usage I	ENG 101	4½
English Grammar and Usage II	ENG 102	4½
Oral Communication	ENG 215	4½
Vocabulary Development	ENG 214	4½
Introduction to Business Enterprise	MGT 111	4½
TOTAL CREDIT HOURS REQUIRED		54

FASHION MERCHANDISING

DIPLOMA

	<u>Course Number</u>	<u>Credit Hours</u>
Development of Fashion	FAM 111	4½
Clothing and Accessories	FAM 112	4½
Fashion Buying and Retailing	FAM 113	4½
Fashion Sketching, Writing and Show Coordination	FAM 211	4½
Interior Design and Furnishings, or	FAM 212	
Internship in Fashion Merchandising	FAM 399	4½
English Grammar and Usage I	ENG 101	4½
English Grammar and Usage II	ENG 102	4½
Written Communication	ENG 103	4½
English Language Development, or	ENG 214	
Oral Communication	ENG 215	4½
Introductory Typing	TYP 111	4½
Intermediate Typing	TYP 112	4½
Mathematics of Business, or	MAT 101	
Career Accounting I — Basic Principles	ACC 111	4½
Business Law I	MGT 221	4½
Personal/Professional Development	FAM 116	4½
Introduction to Business Enterprise	MGT 111	4½
Business Office Procedures	OFP 113	4½
TOTAL CREDIT HOURS REQUIRED		72

Course Descriptions

The courses offered by the College are grouped into three academic program divisions and are described under subject area headings on the pages indicated below:

BUSINESS ADMINISTRATION AND ACCOUNTING

Accounting	(see page 87)
Broadcasting	(see page 90)
Data Processing	(see page 91)
Fashion Merchandising	(see page 93)
Hotel and Restaurant Administration	(see page 94)
Management	(see page 95)
Marketing	(see page 97)
Real Estate	(see page 98)

GENERAL EDUCATION

Economics	(see page 100)
English	(see page 101)
Government	(see page 103)
History	(see page 103)
Humanities	(see page 104)
Mathematics	(see page 105)
Psychology	(see page 106)
Sciences	(see page 107)
Sociology	(see page 108)

SECRETARIAL SCIENCE

Office Practice	(see page 111)
Shorthand	(see page 110)
Typewriting	(see page 109)

BUSINESS ADMINISTRATION AND ACCOUNTING

The courses in Business Administration and Accounting are designed to create and provide experiences which lead to the continuing development of the student in achieving his occupational, social and personal goals; provide an understanding of the dynamic and complex field of business; help students understand the relationships between the forces that are at work in society and the managerial responsibilities of business enterprise; provide the student with training for mastery in marketable skills; and provide through a sequence of business studies, coupled with a core group of courses from General Education, the challenge of educational endeavor equal to the student's capabilities.

ACCOUNTING

ACC 111 CAREER ACCOUNTING I — BASIC PRINCIPLES

This is a beginning course in the fundamentals of accounting including the analysis of transactions, entries in journals, and posting to general and subsidiary ledgers. The trial balance, financial statements, and opening and closing the books are covered. Emphasis is placed on service and proprietorship business operations. This course is comparable to ACC 211 except for greater emphasis on the practical applications.

A. Legal Emphasis

B. Medical Emphasis

4½ Quarter Hours

ACC 112 CAREER ACCOUNTING II — PRINCIPLES AND APPLICATIONS

This course is a continuation of ACC 111 and places greater emphasis on classification and control of accounts, accounting for cash, receivables, payables and capital. Coverage includes adjusting and closing of books for partnerships and larger business organizations. This course is comparable to ACC 212 except for greater emphasis on the practical applications. Prerequisite: ACC 111

4½ Quarter Hours

ACC 113 CAREER ACCOUNTING III — PRINCIPLES AND APPLICATIONS

This course is a continuation of ACC 111 and 112 with emphasis on accounting for corporations and manufacturing operations. It examines manufacturing and cost accounting systems, classification of accounts, budgeting, and financial statements. This course is comparable to ACC 213 except for greater emphasis on the practical applications. Prerequisite: ACC 112

4½ Quarter Hours

ACC 211 PRINCIPLES OF ACCOUNTING I

This course defines accounting objectives and their relation to business. The student is taught fundamental principles of accounting, the recording of transactions in elementary journals, and posting to the ledgers. The trial balance, working papers, financial statements, and the opening and closing of books are included.

4½ Quarter Hours

ACC 212 PRINCIPLES OF ACCOUNTING II

This course is a continuation of ACC 211 with application to more advanced transactions. Emphasis is placed on the opening of books, classification and control of accounts, safeguarding of cash, notes, acceptances, discounts, capital investments and withdrawals, and the adjusting and closing of books. Prerequisite: ACC 211

4½ Quarter Hours

ACC 213 PRINCIPLES OF ACCOUNTING III

A continuation of ACC 211 and 212 with application to accounting for corporations and manufacturing operations. It covers the opening, adjusting and closing of corporation accounts and books, describes manufacturing and cost accounting systems, classifications of accounts, budgeting, internal reporting, and the analysis of financial statements. Prerequisite: ACC 212 *4½ Quarter Hours*

ACC 224 COST ACCOUNTING I — THEORY AND PRACTICE

An introductory course which includes job order and process cost accounting systems, elements of cost, direct and indirect costs, stores ledger and control, work in process and finished goods inventories, valuation of materials, accounting for labor, monthly closing entries, analytical statements and comparative statements. Prerequisite: ACC 212 *4½ Quarter Hours*

ACC 225 FEDERAL TAXATION I — INTRODUCTORY

A thorough study of federal income tax laws and their application to individual, partnership, and corporation income. What constitutes income and deductible expenditures is given special emphasis. Specimen returns and problems are used in the development of skills in preparation of tax returns, particularly individual returns. *4½ Quarter Hours*

ACC 324 MANAGERIAL ACCOUNTING

This course stresses the use of accounting for managerial planning and control and emphasizes the role of accounting in decision-making. It covers retailing, wholesaling, manufacturing, and administrative operations. Prerequisite: ACC 211 *4½ Quarter Hours*

ACC 331 INTERMEDIATE ACCOUNTING I

A comprehensive study of accounting theory above the level of basic accounting principles. Primary emphasis is on accounting for assets, income, and expenses. Prerequisite: ACC 213 *4½ Quarter Hours*

ACC 332 INTERMEDIATE ACCOUNTING II

A continuation of ACC 331. Primary emphasis is on accounting for ownership; liabilities, capital, and corporate net worth. Prerequisite: ACC 331 *4½ Quarter Hours*

ACC 335 COST ACCOUNTING II — ADVANCED

A further study of cost data for planning, control and decision-making purposes. Prerequisite: ACC 224 *4½ Quarter Hours*

ACC 336 FEDERAL TAXATION II — ADVANCED

An advanced study of the principles of taxation applied to corporations, estates, and trusts. Prerequisite: ACC 225 *4½ Quarter Hours*

ACC 341 GOVERNMENT ACCOUNTING

Budgetary and fund accounting systems as applied in various types of governmental agencies and educational institutions. Prerequisite: ACC 213 *4½ Quarter Hours*

ACC 441 ADVANCED ACCOUNTING I

Property acquisition, revaluation and retirement, and depreciation principles and practices are studied in greater depth. Intangible assets, current and long-term debt, pension plans, corporate formation and capital stock transactions are covered. Financial statement analysis, funds flow and related statements are given thorough treatment. Frequent reference is made to pronouncements by the Securities Exchange Commission and the American Institute of Certified Public Accountants. Prerequisite: ACC 332 *4½ Quarter Hours*

ACC 442 ADVANCED ACCOUNTING II

Accounting theory and current practices are studied in depth with emphasis on the concepts and standards prevailing in the accounting profession. Coverage is afforded such topics as partnership formation, dissolution and liquidation, installment and consignment sales, home office and branch accounting, and consolidations. Prerequisite: ACC 332 *4½ Quarter Hours*

ACC 453 AUDITING I — THEORY AND PRACTICE

An introductory course in auditing theory and practice. Auditing standards, procedures, rules of professional conduct, and related matters of professional importance are studied. Prerequisite: ACC 332 *4½ Quarter Hours*

ACC 454 AUDITING II — ADVANCED

A continuation of ACC 453, which is prerequisite. Stress is placed on auditing standards and techniques in various audit situations with special attention given to the auditor's working papers, his report and certificate, his responsibility for them, and his duty in testifying in connection with them in court. *4½ Quarter Hours*

ACC 489 SELECTED TOPICS IN ACCOUNTING

A special study of selected topics which are of current interest and relevance to the student preparing for a career in accounting. Prerequisites, if any, are determined by the course material and instructor. *Variable Credit*

ACC 491 CPA EXAM PREPARATION I — THEORY

Coaching in the Theory section of the CPA examination is provided by the use of recent CPA examination questions and suggested solutions. The student is required to answer actual examination questions and solve theory problems under simulated CPA examination conditions. Prerequisite: Approval of Instructor *Variable Credit*

ACC 492 CPA EXAM PREPARATION II — PRACTICE

Combines questions and problems based directly upon recent CPA examinations. The course provides specialized coaching in accounting practice. The student is required to study the problems, submit solutions, and to study and compare his solutions with the accepted solutions provided by authoritative sources. Prerequisite: Approval of Instructor *Variable Credit*

ACC 493 CPA EXAM PREPARATION III — AUDITING

The Auditing sections of recent CPA examinations are studied and practice questions are answered. Auditing problems are solved in preparation for the uniform CPA examination. Prerequisite: Approval of Instructor *Variable Credit*

ACC 494 CPA EXAM PREPARATION IV — LAW

Devoted exclusively to coaching for the Business Law section of the CPA examination. Uses recent CPA questions and suggested solutions for text material. An effort is made to develop clarity of thinking and conciseness of expression to overcome the time limit barrier encountered by many students taking the CPA examination. Prerequisite: Approval of Instructor *Variable Credit*

ACC 499 INTERNSHIP IN ACCOUNTING

As part of the preparation for a career in accounting, the student is permitted to serve an internship in public accounting firms, accounting departments of financial, business and industrial organizations or government agencies acceptable to the College. Arrangements for the internship training provide for assignment of duties, hours of employment, and working conditions satisfactory to the student, the instructor, and the employer. *4½ Quarter Hours*

BROADCASTING

BRD 111 INTRODUCTION TO BROADCASTING

This course is designed to familiarize the beginning broadcasting student with the growth of radio and television, marketing concepts, communication systems, and international broadcasting. *4½ Quarter Hours*

BRD 121 RADIO ANNOUNCING I

A study of the importance and influence of the announcer. Emphasis is placed on developing an understanding of the process of oral-aural communications and in giving the student experience in relating speech to radio and television announcing. This course is supplemented by laboratory experience. *4½ Quarter Hours*

BRD 122 RADIO ANNOUNCING II

A continuation of BRD 121. Emphasis is placed on newscasts, commercial copy, and dramatic readings for assigned productions. *4½ Quarter Hours*

BRD 223 RADIO ANNOUNCING III

A production course with emphasis on recorded program production for radio and television broadcast. Prerequisite: BRD 122 *4½ Quarter Hours*

BRD 231 PROGRAM PRODUCTION I

A survey of station traffic, continuity, news production, music and special events production. The student will also be prepared for the Third Class Radio-Telephone License with Broadcast Endorsement examination offered by the Federal Communications Commission. Laboratory sessions are required. *4½ Quarter Hours*

BRD 232 PROGRAM PRODUCTION II

A continuation of BRD 231 including a study of contemporary music and radio station operations. Laboratory sessions are required. *4½ Quarter Hours*

BRD 233 PROGRAM PRODUCTION III

A continuation of BRD 232 including assessment of community needs and advanced radio station operations. Laboratory sessions are required. *4½ Quarter Hours*

BRD 341 COMMUNICATIONS LAW

A study of the laws and governmental regulations relating to radio and television broadcasting. The powers and duties of the Federal Communications Commission are discussed in addition to the laws of libel and slander. Actual FCC decisions are discussed and analyzed. Course describes procedures for obtaining and keeping broadcast licenses. Prerequisite: BRD 111 *4½ Quarter Hours*

BRD 351 TELEVISION PRODUCTION I

Students study a variety of television cameras and camera operating techniques, lighting objectives, video tape recording and production, as well as production of basic formatted programs such as news, weather, interview and panel programs and production of the commercial and public service announcements. Classes are divided into units with each student gaining experience as producer, director, cameraman, lighting technician, floor director, audio technician, scenic designer, film editor and talent. *4½ Quarter Hours*

BRD 352 TELEVISION PRODUCTION II

A continuation of BRD 351. Students will be involved in the production of formatted television programs such as talk shows, plays, documentaries, and musicals. *4½ Quarter Hours*

BRD 389 SELECTED TOPICS IN BROADCASTING

A special study of selected topics which are of current interest and relevance to the student preparing for a career in broadcasting. Prerequisites, if any, are determined by the course material and instructor. *Variable Credit*

BRD 399 INTERNSHIP IN BROADCASTING

As part of the preparation for a career in broadcasting, the student is permitted to serve an internship in radio and television stations acceptable to the College. Arrangements for the internship training provide for assignment of duties, hours of employment, and working conditions satisfactory to the student, the instructor, and the employer. *4½ Quarter Hours*

DATA PROCESSING

DPG 111 DATA PROCESSING FUNDAMENTALS

A course which familiarizes students with basic concepts and terminology utilized in the application of computers to business. *4½ Quarter Hours*

DPG 112 COMPUTER CONCEPTS

A study of advanced data communication theory, secondary storage facilities and job control language. An introduction to BASIC programming languages provides the student with experience that is suited to many applications. Prerequisite: DPG 111 *4½ Quarter Hours*

DPG 123 COMPUTER USE IN BUSINESS DATA PROCESSING

A study of the computer as it is utilized by business to assist in the processes of calculation, operations control, information gathering and decision-making. Students are introduced to systems design and management. *4½ Quarter Hours*

DPG 221 COMPUTER PROGRAMMING — COBOL

This course provides a foundation for the use of COBOL (Common Business Oriented Language) as a computer language. The student is expected to learn and apply the basic facilities of this language utilizing sequential access methods. Prerequisite: DPG 112 *4½ Quarter Hours*

DPG 222 COMPUTER PROGRAMMING — ADVANCED COBOL

This course provides advanced concepts of COBOL as a computing language. The student is expected to learn and apply the advanced facilities of this language utilizing direct access methods. Prerequisite: DPG 221 *4½ Quarter Hours*

DPG 225 BUSINESS SYSTEMS ANALYSIS AND DESIGN

This course in business data processing operations is concerned with the design and maintenance of forms, records, and office systems. Included is a study of punched cards, and other input/output systems, work-flow planning, office layout, work measurement, types of business equipment and office tools available, and the writing of business procedure specifications. Also included is information retrieval research techniques and tools as they apply to systematic principles of management decision making. Prerequisite: DPG 112 *4½ Quarter Hours*

DPG 231 COMPUTER PROGRAMMING — RPG

This course provides a foundation for the use of RPG (Report Program Generator) as a computing language. The student is expected to learn and apply the basic facilities of this language utilizing sequential access methods. Prerequisite: DPG 112 4½ Quarter Hours

DPG 332 COMPUTER PROGRAMMING — ADVANCED RPG

This course provides advanced concepts of RPG as a computing language. The student is expected to learn and apply the advanced facilities of this language utilizing direct access methods. Prerequisite: DPG 231 4½ Quarter Hours

DPG 336 COMPUTER ORGANIZATION AND DATA STRUCTURES

This course introduces the student to the various methods of organizing and structuring data and files for access and use in advanced programming applications. Prerequisite: DPG 221 or DPG 231 4½ Quarter Hours

DPG 341 COMPUTER PROGRAMMING — FORTRAN

This course provides a foundation for the use of FORTRAN (Formula Translation). FORTRAN is a scientific-engineering language which is problem-centered. It permits the solution of quantitative business problems with relative ease. The student is expected to learn and apply the basic facilities of this language in solving problems. Prerequisite: DPG 112 and MAT 213 4½ Quarter Hours

DPG 443 COMPUTER PROGRAMMING — ASSEMBLER LANGUAGE

This course provides the student with an introduction to computer languages at the assembler level. Students are expected to develop assembler language programs using a remote-entry, timesharing terminal. Prerequisite: DPG 221 or DPG 231 4½ Quarter Hours

DPG 451 MANAGEMENT INFORMATION SYSTEMS

An introduction to systems analysis and design. Includes the determination of information needs and data collection facilities necessary to provide them; effect of computer use on existing organizations; and evaluation of systems effectiveness. 4½ Quarter Hours

DPG 461 OPERATING SYSTEMS AND DATA COMMUNICATIONS

This course covers the basic facilities of the operating system, job control, language system (systems control language), use of systems, utility programs, multi-programming concepts, multi-processing concepts, data communications (tele-processing), batch, remote job entry, on-line real-time and interactive operations; communications resources (types and grades of transmission facilities) and terminal hardware concepts. Prerequisite: DPG 225 4½ Quarter Hours

DPG 489 SELECTED TOPICS IN DATA PROCESSING

A special study of selected topics which are of current interest and relevance to the student preparing for a career in data processing. Prerequisites, if any, are determined by the course material and instructor. Variable Credit

DPG 499 INTERNSHIP IN DATA PROCESSING

As part of the preparation for a career in data processing, the student is permitted to serve an internship in the data processing departments of financial, business and industrial organizations or government agencies acceptable to the College. Arrangements for the internship training provide for assignment of duties, hours of employment, and working conditions satisfactory to the student, the instructor, and the employer. 4½ Quarter Hours

FASHION MERCHANDISING

FAM 111 DEVELOPMENT OF FASHION

An examination of the historical influences which have shaped contemporary fashion. *4½ Quarter Hours*

FAM 112 CLOTHING AND ACCESSORIES

This course surveys clothing and accessories focusing on textiles, sizing, construction, and types of apparel for women, men, and children. The use of fashion accessories is included. *4½ Quarter Hours*

FAM 113 FASHION BUYING AND RETAILING

A study of principles and techniques of successful buying of merchandise for resale. Students are given an opportunity to analyze various retail operations. *4½ Quarter Hours*

FAM 116 PERSONAL/PROFESSIONAL DEVELOPMENT

A study of personal appearance; business etiquette; personal and business wardrobe; voice and diction; diet and visual poise. *4½ Quarter Hours*

FAM 207 BASIC MODELING

Retail modeling, wholesale modeling, photographic modeling, and professional make-up are included. *4½ Quarter Hours*

FAM 208 PROFESSIONAL MODELING

Professional modeling sessions, promotional modeling, television modeling, voice control, and character improvisation are included. *4½ Quarter Hours*

FAM 211 FASHION SKETCHING, WRITING AND SHOW COORDINATION

An introduction to, and practice in, writing copy for fashion publications. Rapid sketching of fashion creations, and fashion show coordination and commentary are included. *4½ Quarter Hours*

FAM 212 INTERIOR DESIGN AND FURNISHINGS

A study of decorating, room planning, floor coverings, textiles, accessories and the historical antecedents of contemporary furniture. *4½ Quarter Hours*

FAM 321 FASHION DESIGN

A study of color, line, form and texture as bases for designing apparel; a discussion of the factors which can influence design decisions such as technological developments, fashion movements and production problems. *4½ Quarter Hours*

FAM 322 FASHION AND THE CONSUMER

An in-depth study of the clothing market; consumer purchasing trends; and selection of clothing at all stages of the age-grade life cycle. *4½ Quarter Hours*

FAM 333 FASHION PRODUCTION

An examination of modern trends in manufacturing, materials, distribution, and other factors having an influence on the production and cost of clothing. *4½ Quarter Hours*

FAM 389 SELECTED TOPICS IN FASHION MERCHANDISING

A special study of selected topics which are of current interest and relevance to the student preparing for a career in fashion merchandising. Prerequisites, if any, are determined by the course material and instructor. *Variable Credit*

FAM 399 INTERNSHIP IN FASHION MERCHANDISING

As part of the preparation for a career in fashion merchandising, the student is permitted to serve an internship in retail and wholesale establishments, manufacturing concerns, and other organizations and agencies acceptable to the College. Arrangements for the internship training provide for assignment of duties, hours of employment and working conditions satisfactory to the student, the instructor, and the employer. *4½ Quarter Hours*

HOTEL AND RESTAURANT ADMINISTRATION

HRA 111 HOTEL AND RESTAURANT ORGANIZATION AND MANAGEMENT

An introduction to the hotel and restaurant industry with emphasis on organization and management. Analysis of typical internal organizational structures in the industry and of the various levels of management roles and functions. *4½ Quarter Hours*

HRA 112 HOUSEKEEPING, PLANT ENGINEERING AND MAINTENANCE

A study of the organization, duties and management functions associated with institutional housekeeping, maintenance and plant engineering. Layouts, workflow, and the writing of specifications are covered. *4½ Quarter Hours*

HRA 113 MARKETING, SALES, AND PUBLIC RELATIONS

A study of sales, promotion and marketing practices of the hotel and restaurant industry. *4½ Quarter Hours*

HRA 221 HOTEL AND RESTAURANT ACCOUNTING AND CONTROL

A survey of accounting methods, controls and practices commonly found in hotels, motels, restaurants, clubs, and institutions. Emphasis is placed on practical application. *4½ Quarter Hours*

HRA 231 FOOD AND BEVERAGE MANAGEMENT

A study of the basic principles of food and beverage management with emphasis on purchasing, storage, production, and service. This course includes non-laboratory studies of food and beverage technology, menu selection, preparation and format, formal dining styles, and wine studies. *4½ Quarter Hours*

HRA 232 VOLUME FOOD SERVICE

A study of the layout, design, and operation of volume food services as related to the food service manager. This non-laboratory course includes menu planning, format and costing, dining styles, and management of kitchen personnel. *4½ Quarter Hours*

HRA 341 LAWS OF INNKEEPING

An overview of laws, rules, and regulations pertaining to the hotel and restaurant industry with specific emphasis on sanitation, environmental health, and government regulatory agencies. The responsibilities of management as established by law are stressed. *4½ Quarter Hours*

HRA 351 WORLD TOURISM

The historical growth of the domestic and worldwide tourist industry and its importance to related areas. Study of the development of travel for pleasure and business. The economic, psychological and social impact of the travel and tourist trade. *4½ Quarter Hours*

HRA 389 SELECTED TOPICS IN HOTEL AND RESTAURANT ADMINISTRATION

A special study of selected topics which are of current interest and relevance to the student preparing for a career in hotel and restaurant administration. Prerequisites, if any, are determined by the course material and instructor.

Variable Credit

HRA 399 INTERNSHIP IN HOTEL AND RESTAURANT ADMINISTRATION

As part of the preparation for a career in hotel and restaurant administration, the student is permitted to serve an internship in hotels, motels, restaurants, or other organizations acceptable to the College. Arrangements for the internship training provide for assignment of duties, hours of employment, and working conditions satisfactory to the student, the instructor, and the employer.

4½ Quarter Hours

MANAGEMENT

MGT 111 INTRODUCTION TO BUSINESS ENTERPRISE

A study of the characteristics and functions of business in the free enterprise environment, including opportunities, ownership, management, organization, marketing, physical plant, personnel, finance, ethics, and law. *4½ Quarter Hours*

MGT 112 PRINCIPLES OF MANAGEMENT

An analysis of fundamental management principles integrated with concepts of the behavioral sciences. Management processes, resources and organizational structure are introduced. *4½ Quarter Hours*

MGT 113 PRINCIPLES OF SUPERVISION

A study of various aspects of the supervisor's job, including work planning, organizing, leadership, decision-making, and effective communication.

4½ Quarter Hours

MGT 221 BUSINESS LAW I

Law is studied in relation to the proper conduct of business including consideration of the nature and source of law, courts, and courtroom procedure. The course includes a survey of the basic laws concerning contracts, agency, partnerships, and corporations. *4½ Quarter Hours*

MGT 222 BUSINESS LAW II

A study of the basic laws concerning bailments, sales, credit instruments, negotiable instruments, and insurance. *4½ Quarter Hours*

MGT 225 SMALL BUSINESS MANAGEMENT

This course examines the various aspects of starting, acquiring and operating a small business enterprise. It is a comprehensive discussion of problems encountered by small businesses. A study of management principles and procedures provides methods of resolving these problems. *4½ Quarter Hours*

MGT 227 CREDITS AND COLLECTIONS

A study of the management of the credit and collection activities of business organizations, including economic and social implications, specific types of available credit, and management and analysis of consumer and commercial credit.

4½ Quarter Hours

MGT 321 PERSONNEL MANAGEMENT

An analysis of personnel functions including manpower planning, recruiting and selecting, evaluating, performance appraisal, training and development, and wage and salary considerations.

4½ Quarter Hours

MGT 323 RISK AND INSURANCE

The basic principles of sound risk management including risk identification and evaluation. Insurance as a risk management tool; its nature, applicable laws, and analysis of policies are included.

4½ Quarter Hours

MGT 327 OCCUPATIONAL SAFETY AND HEALTH

This course will provide the student with an understanding of the Occupational Safety and Health Act (Williams/Stiger) of 1970 and fundamental information and skills required to function in the areas of health, safety, and facility security.

4½ Quarter Hours

MGT 335 PUBLIC ADMINISTRATION

A study of the basic principles and theory of administrative structure, responsibility, and control in relation to policy-making in the modern governmental unit.

4½ Quarter Hours

MGT 431 LABOR RELATIONS AND COLLECTIVE BARGAINING

A study of the environmental, historical, and legal framework of union-management relations; union structure at all levels; and collective bargaining, with an emphasis on issues of wages, economic supplements, and union security.

4½ Quarter Hours

MGT 433 TRANSPORTATION

The role of the different modes of transportation (rail, motor, air, water, and pipelines) analyzed in terms of the economic characteristics and services rendered in relation to the management of the business entity.

4½ Quarter Hours

MGT 445 BUSINESS POLICY AND ADMINISTRATION

A review of management techniques and processes, with emphasis on problem solving. A case study approach is utilized.

4½ Quarter Hours

MGT 455 MANAGEMENT OF INTERNATIONAL BUSINESS

A study of the managerial requirements for establishing and conducting multinational business operations.

4½ Quarter Hours

MGT 489 SELECTED TOPICS IN MANAGEMENT

A special study of selected topics which are of current interest and relevance to the student preparing for a career in management. Prerequisites, if any, are determined by the course material and instructor.

Variable Credit

MGT 499 INTERNSHIP IN MANAGEMENT

As part of the preparation for a career in management, the student is permitted to serve an internship in management functions of financial, business and industrial organizations or government agencies acceptable to the College. Arrangements for the internship training provide for assignment of duties, hours of employment, and working conditions satisfactory to the student, the instructor, and the employer.

4½ Quarter Hours

MARKETING

MAR 111 INTRODUCTION TO MARKETING

This course deals with the distribution of goods from producer to consumer and covers such topics as characteristics of markets for consumer goods and industrial goods, marketing functions and the organizations that perform them, marketing methods and techniques, price policies, and the cost of marketing.

4½ Quarter Hours

MAR 112 SALESMANSHIP

A study of the basic principles and techniques of selling. Development of effective presentations and communications in selling are emphasized. Selling is studied as a marketing process in retail and industrial markets.

4½ Quarter Hours

MAR 221 ADVERTISING

A study of the principles and institutions involved in mass selling techniques. The student is introduced to the role of advertising as a sales and communications tool for business. Advertising methods and media are examined functionally.

4½ Quarter Hours

MAR 223 RETAILING

A survey of the basic principles and techniques of retailing. Emphasis is placed on the fundamentals of merchandising, sales, stock turnover, inventory and profitability. Pricing for competitive retailing and markup strategy are included.

4½ Quarter Hours

MAR 225 CONSUMER BEHAVIOR

An extensive study of the behavioral aspects of the marketing process from producer to consumer. Emphasis is placed on the analysis of consumer motivation and factors leading to ultimate consumer buying decisions.

4½ Quarter Hours

MAR 327 PUBLIC RELATIONS

A study of the principles and techniques involved in creating and maintaining a favorable public image. Various methods and factors involved are examined and discussed.

4½ Quarter Hours

MAR 331 MARKETING CHANNELS AND DISTRIBUTION

An in-depth study of the physical distribution process, factors which determine selection of particular distribution modes, and marketing activities and relationships within channels. Emphasis is placed on the development of an understanding of the roles of agents, representatives, wholesalers and brokers.

Prerequisite: MAR 111

4½ Quarter Hours

MAR 333 MARKETING COMMUNICATIONS

A study of the principles and applications of communications as a force for effective marketing strategy. Included is an in-depth study of the various communication channels that are vital to the marketing systems.

Prerequisite: MAR 111

4½ Quarter Hours

MAR 335 PROMOTIONAL POLICIES AND STRATEGY

An examination of the principles and techniques involved in establishing effective promotional policies and strategies employed in successful marketing. Included is a study of various promotional activities designed to influence consumer buying decisions. Prerequisite: MAR 225 *4½ Quarter Hours*

MAR 441 MARKETING MANAGEMENT

This course is a managerial approach to the overall marketing function and includes analysis of product development, promotion, pricing, physical distribution, and marketing strategy. Prerequisite: MAR 111 *4½ Quarter Hours*

MAR 445 MARKETING RESEARCH

In this course, research methods are applied to the functions of marketing including sampling, collection, analysis and reporting of data, sales forecasting, and market analysis. Prerequisite: MAR 111 and MAT 321 *4½ Quarter Hours*

MAR 455 INTERNATIONAL MARKETING

A study of the bases and promotion of foreign trade; international marketing organizations and methods; technical and financial features of international marketing. Prerequisite: MAR 111 *4½ Quarter Hours*

MAR 489 SELECTED TOPICS IN MARKETING

A special study of selected topics which are of current interest and relevance to the student preparing for a career in marketing. Prerequisites, if any, are determined by the course material and instructor. *Variable Credit*

MAR 499 INTERNSHIP IN MARKETING

As part of the preparation for a career in marketing, the student is permitted to serve an internship in retail, wholesale, and service firms and industrial organizations acceptable to the College. Arrangements for the internship training provide for assignment of duties, hours of employment, and working conditions satisfactory to the student, the instructor, and the employer. *4½ Quarter Hours*

REAL ESTATE

RES 111 INTRODUCTION TO REAL ESTATE

This course is intended to provide the student with a broad understanding of real estate activities and acquaint him with the breadth and depth of the field. Included are such topics as property descriptions and deeds, mortgages and other financing, contracts and closing statements, homesteads, business enterprises and other relationships. *4½ Quarter Hours*

RES 121 REAL ESTATE SELLING

Among the topics the student will study in this course are motives, steps in a sale, listing techniques, selling various kinds of property, creative selling, meeting objections, financial aids, ethical behavior, and closing techniques. *4½ Quarter Hours*

RES 122 REAL ESTATE MANAGEMENT

A study of the supervision and control of real property; rental of space; credit; and maintenance with reference to residential, business, industrial and investment properties. *4½ Quarter Hours*

RES 223 VALUATION OF REAL PROPERTY

A study of the nature and principles of property valuation; impact of political, social and economic forces; analysis of principles and practices essential to the measurement of value. *4½ Quarter Hours*

RES 231 REAL ESTATE FINANCING

A study of the fundamentals of mortgage lending; sources of funds; organization and control of lending operation; FHA and Veterans Administration loan programs; servicing and collecting loans. *4½ Quarter Hours*

RES 233 REAL ESTATE BROKERAGE

A study of the real estate brokerage office; planning for and organizing operations; selecting and training sales personnel; managing sales activities; marketing practices and policies. *4½ Quarter Hours*

RES 235 PRINCIPLES OF REAL PROPERTY INSURANCE ADJUSTING

The fundamentals of property loss adjustment are stressed. Included are such topics as claims reporting, claims analysis, replacement costs, and estimation of building losses. *4½ Quarter Hours*

RES 301 REAL ESTATE PRINCIPLES AND PRACTICES I

This course presents a comprehensive study of real estate principles and practices, and licensing law to meet the educational requirements of the Florida Real Estate Commission for real estate salesmen. The course deals with such topics as real estate ownership and interests; contracts; surveying and property descriptions; transfers; mortgages; deeds; leases; title closing; real estate financing and investments; and other subjects. *6 Quarter Hours*

RES 302 REAL ESTATE PRINCIPLES AND PRACTICES II

This course presents a comprehensive study of real estate principles and practices to meet the educational requirements of the Florida Real Estate Commission for real estate brokers. The course deals with such topics as real estate appraising, finance, investment analysis, and management. *6 Quarter Hours*

RES 341 REAL ESTATE LAW

A study of the legal aspects of real property ownership, development, transfer and brokerage. *4½ Quarter Hours*

RES 351 REAL ESTATE INVESTMENT PRINCIPLES AND PRACTICES

Designed for real estate brokers, investors, and speculators, this course includes such topics as computation of rate of return, trading on equity, and financing. Studies are made of the tax consequences of property transactions as they affect the spendable income of the individual investor. *4½ Quarter Hours*

RES 352 REAL ESTATE APPRAISING

Designed to train students in the techniques and art of real estate appraising, this course includes studies of valuation procedures via the cost, market and income approaches to real estate values. Prerequisite: RES 223 *4½ Quarter Hours*

RES 389 SELECTED TOPICS IN REAL ESTATE

A special study of selected topics which are of current interest and relevance to the student preparing for a career in real estate. Prerequisites, if any, are determined by the course material and instructor. *Variable Credit*

RES 399 INTERNSHIP IN REAL ESTATE

As part of the preparation for a career in real estate, the student is permitted to serve an internship in real estate offices or in the real estate departments of financial, business and industrial organizations or government agencies acceptable to the College. Arrangements for the internship training provide for assignment of duties, hours of employment, and working conditions satisfactory to the student, the instructor, and the employer. *4½ Quarter Hours*

GENERAL EDUCATION

The courses in General Education are designed to provide opportunities for wider acquaintance with man's historical and cultural heritage; promote an understanding of those intellectual techniques which are useful for clear statement and comprehension of ideas; help the student develop an awareness of human relationships and humanistic concern; and encourage understanding and respect for areas of knowledge and investigation that compliment and extend professional studies.

ECONOMICS

ECN 101 PERSONAL FINANCE

An examination of the complexities of money management; personal and family budgeting; consumer credit operations; borrowing money; banking services; nature of investments; the various types of insurance; home ownership; taxation; and retirement plans. *4½ Quarter Hours*

ECN 211 PRINCIPLES OF ECONOMICS I

A basic study in economics and cultural changes with research into the economic system; its development by free competition under the capitalistic system; the nature and evolution of money; the banking system; price determination and wages; a consideration of monopoly; the laws of supply and demand; public production control. *4½ Quarter Hours*

ECN 212 PRINCIPLES OF ECONOMICS II

A continuation of ECN 211.

4½ Quarter Hours

ECN 221 AMERICAN ECONOMIC HISTORY

A study of the industrial development of America; exploitation of natural resources; history of manufacturing, banking, trade, transportation, etc.; the evolution of industrial centers; factors contributing to the growth of the United States. *4½ Quarter Hours*

ECN 231 INVESTMENTS

A study of securities and securities markets; analysis of various categories of corporate securities, public securities, and other investments; types of risks and taxes which affect investment policy, timing, selection and investment values.

4½ Quarter Hours

ECN 331 MONEY AND BANKING

A study of the nature and function of money, credit and credit instruments; the Federal Reserve System; monetary theory and fiscal policies; expansion and stabilization of the money supply. Prerequisite: ECN 212

4½ Quarter Hours

ECN 333 COMPARATIVE ECONOMIC SYSTEMS

A description, analysis, and appraisal of the economic theories of capitalism, socialism, and communism. Prerequisite: ECN 212

4½ Quarter Hours

ECN 335 CURRENT ISSUES IN ECONOMICS

A study of the underlying causes and available solutions to unemployment, inflation, monopolies, poverty, and income distribution. Government economic policies as related to these and other problems are examined. Prerequisite: ECN 212 *4½ Quarter Hours*

ECN 341 INDUSTRY AND TRADE OF LATIN AMERICA

A study of the industrial significance of several Latin American countries; the development of their industry; the volume and types of exports and imports as related to the American economy. Prerequisite: ECN 212 *4½ Quarter Hours*

ECN 451 BUSINESS FINANCE

A study of financial strategy, analysis, problem-solving, and decision-making in such areas as investments, securities, working capital, risk, mergers, acquisitions, dividends, and lease buying. Prerequisite: ECN 212 and ACC 212 *4½ Quarter Hours*

ECN 452 PUBLIC FINANCE

A study of the principles of public finance; consideration of classical and modern attitudes toward government revenues and expenditures; problems related to public debt and budget making; and the evaluation of fiscal policy as an instrument of control. Prerequisite: ECN 212 and ACC 212 *4½ Quarter Hours*

ECN 455 INTERNATIONAL ECONOMICS

A study of the fundamentals of international trade; international monetary policies; theories of foreign exchange; the balance of payments; and the international monetary system. Prerequisite: ECN 212 *4½ Quarter Hours*

ENGLISH

ENG 010 BASIC ENGLISH STUDIES

A comprehensive review of grammar, spelling and vocabulary, intended to strengthen the student's English background and prepare for more advanced studies. *4½ Quarter Hours*

ENG 011 BASIC READING SKILLS

Intended for students who must develop better reading skills in order to undertake more advanced studies. Concentration is upon the mechanics of reading, vocabulary development, and comprehension. *4½ Quarter Hours*

ENG 020 READING FOR SPEED AND COMPREHENSION

Designed for students and others who desire to increase their reading proficiency. The aims of this study are to help the student increase his reading rate, ability to concentrate, vocabulary, and comprehension, and to establish efficient reading habits. *4½ Quarter Hours*

ENG 101 ENGLISH GRAMMAR AND USAGE I

A systematic study of English fundamentals: grammar, punctuation, mechanics, sentence structure, vocabulary, rules and conventions that govern acceptable and efficient English usage, with explanations, examples, and drill in language operations. *4½ Quarter Hours*

ENG 102 ENGLISH GRAMMAR AND USAGE II

A continuation of ENG 101.

4½ Quarter Hours

ENG 103 WRITTEN COMMUNICATION

Practical application of the principles of composition to effective written communication, including basic types of correspondence and written reports. Particular attention is devoted to the development of distinctive style and vocabulary.

4½ Quarter Hours

ENG 211 ENGLISH COMPOSITION I

A course designed to expand the student's abilities in written communications. Principles of composition are developed through writing and revising communications of various types. Emphasis is placed upon sentence and paragraph construction, correctness in English fundamentals, exactness and concreteness of statement; dictionary and library practice.

4½ Quarter Hours

ENG 212 ENGLISH COMPOSITION II

A continuation and expansion of ENG 211.

4½ Quarter Hours

ENG 214 ENGLISH LANGUAGE DEVELOPMENT

A study of the antecedents of English and the development of the English language. Included are studies of word use, suffixes, prefixes and roots designed to broaden and strengthen abilities to speak and write accurately, clearly, and eloquently.

4½ Quarter Hours

ENG 215 ORAL COMMUNICATION

This course develops the ability to speak clearly and effectively before an audience; to develop the ability to think and express ideas effectively; and to plan, compose, and deliver speeches and talks of various kinds.

4½ Quarter Hours

ENG 331 THE SHORT STORY

The development of the short story from its origins to present day masters of the form.

4½ Quarter Hours

ENG 332 THE NOVEL

This course deals with representative novels with attention given to the historic background for the genre, and to the background, ideas, and styles of major novelists.

4½ Quarter Hours

ENG 341 DRAMA

The purpose of this survey is to introduce the student to the dramatic experience. The plays studied range in time from Classical Greece to Contemporary America.

4½ Quarter Hours

ENG 342 POETRY

A study of poetic diction, imagery, versification, traditional forms and structure.

4½ Quarter Hours

ENG 364 MASS MEDIA

This course is an analysis of print and electronic media, including evaluation of their roles, their influences on the individual, and their impact on society as a whole.

4½ Quarter Hours

ENG 365 JOURNALISM

A study of reporting, newswriting, copywriting, and other activities relating to journalistic practices with emphasis on accuracy and direct expression.

4½ Quarter Hours

ENG 451 EARLY AMERICAN LITERATURE

The beginnings of American literature including the Colonial Period. The literature of the New Republic and of the American Renaissance is presented. Special attention is given to the writings of Franklin, Irving, Poe, Longfellow, Emerson and Hawthorne.

4½ Quarter Hours

ENG 452 MODERN AMERICAN LITERATURE

The rise and development of modern poetry, the modern short story, and an introduction to the twentieth century American novel. *4½ Quarter Hours*

ENG 461 ENGLISH LITERATURE

A survey of major British authors from the beginning of the Romantic Period to the present. *4½ Quarter Hours*

ENG 462 WORLD LITERATURE

A survey of major foreign authors of imaginative literature. *4½ Quarter Hours*

GOVERNMENT

GOV 211 AMERICAN NATIONAL GOVERNMENT

A study of the Constitutional structure and dynamics of the United States federal system. Included is an examination of the current structure, organization, powers and procedures of the American national government. *4½ Quarter Hours*

GOV 312 STATE AND LOCAL GOVERNMENT

A study of the structure and operational patterns of state, county, and municipal governments. An examination of the powers and limitations of state and local governments is included. *4½ Quarter Hours*

GOV 413 CONTEMPORARY POLITICAL THOUGHT

An examination of various normative and empirical approaches to the study of political science, stressing contemporary thinking and developments in the field. *4½ Quarter Hours*

HISTORY

HIS 111 HISTORY OF EARLY WESTERN CIVILIZATION

A study of the development of Western Civilization from ancient Egypt to the Renaissance. Emphasis is placed on the political, social, intellectual, and economic aspects of the Graeco-Roman world and medieval Europe. *4½ Quarter Hours*

HIS 112 HISTORY OF MODERN WESTERN CIVILIZATION

A study of the development of Western Civilization from the Renaissance to the present. Included is a scrutiny of the influence of liberalism, nationalism, and modern industrialism upon political, social, economic, and intellectual life. *4½ Quarter Hours*

HIS 221 HISTORY OF THE UNITED STATES TO 1877

An examination of United States history from the discovery of North America through the American Civil War and Reconstruction. Emphasis is placed on the Revolutionary Period, Western Expansion, and the developments which led to the American Civil War. *4½ Quarter Hours*

HIS 222 HISTORY OF THE UNITED STATES FROM 1877 TO PRESENT

A study of the history of the United States from Reconstruction to the present. Emphasis is placed on the changing structure of American society and the emergence of the United States as a world power. *4½ Quarter Hours*

HIS 233 BLACK AMERICAN HISTORY

This course is designed to acquaint the student with and stimulate interest in the life and history of the Black American with emphasis on his origins, enslavement, subculture; his struggle for civil rights and human dignity; and his influences and contributions.

4½ Quarter Hours

HIS 331 HISTORY OF FLORIDA

An examination of the history of the State of Florida from its origin as a Spanish colony to the present. Included is an analysis of such factors as historical tradition, climate, population, and location as they relate to Florida's development.

4½ Quarter Hours

HIS 432 HISTORY OF LATIN AMERICA

A study of the discovery, colonization and development of Latin America. The influence of Spain, the United States and other nations on the course of events in Latin America is examined.

4½ Quarter Hours

HUMANITIES

HUM 101 CONVERSATIONAL SPANISH I

A basic course for students who wish to develop the ability to speak and understand the Spanish language; emphasis is placed on phrasing, idioms, and everyday vocabulary.

4½ Quarter Hours

HUM 102 CONVERSATIONAL SPANISH II

An advanced course for students who wish to develop a broad competence in Spanish; emphasis is placed on the oral-aural aspects of the language, and more sophisticated use of subjunctive clauses and sentence structure.

4½ Quarter Hours

HUM 111 SURVEY OF EARLY WESTERN CULTURE

A study of the structure, processes, models and cultural laws of early Western Civilizations. Material is included from the anthropological study of socio-economic systems and cultural heritage.

4½ Quarter Hours

HUM 112 SURVEY OF CONTEMPORARY WESTERN CULTURE

A study of native culture areas and advanced civilizations. Metropolitan cultures and the meshing of cultural differences in selected and geographically varied nation-states, and selected urban and agrarian subcultures.

4½ Quarter Hours

HUM 221 MUSIC APPRECIATION

An orientation in music, with discussion of selected instrumental and choral compositions from various periods of music history. The basic elements of music are emphasized through listening experiences.

4½ Quarter Hours

HUM 222 ART APPRECIATION

A study of art, its principles, its media, and its varied expressions in the cultural periods of mankind. Masterpieces of painting, sculpture, architecture, and the graphic arts are discussed with the aid of audio-visuals.

4½ Quarter Hours

HUM 323 AFRO-AMERICAN CULTURE

This is a survey course designed to acquaint the student with and stimulate interest in the cultural contributions of Afro-Americans. Included are such topics as art, music, dance, and literature.

4½ Quarter Hours

HUM 331 PHILOSOPHY

This course acquaints the student with the most significant directions of philosophical thought to the end that the student may be enabled to formulate his own questions, arrive at reasonable answers, and evaluate those of others.

4½ Quarter Hours

HUM 432 ETHICS

Critical and constructive study is given to ethical thought and ideals, with emphasis upon the central assumptions of personal and social morality. Investigation is made of the bearing of ethical theory upon problems connected with industry, civil society, and the typical American community.

4½ Quarter Hours

HUM 433 LOGIC

A study of effective thinking based on adequate evidence and following approved procedures. Emphasis is placed on the detection of common fallacies and the method of analyzing arguments to determine their validity.

4½ Quarter Hours

MATHEMATICS

MAT 012 BASIC MATHEMATICS STUDIES

A comprehensive review of the skills and concepts of arithmetic intended to strengthen the student's mathematical background and prepare him for more advanced studies.

4½ Quarter Hours

MAT 101 MATHEMATICS OF BUSINESS

Fundamental arithmetic processes applied to business activities: fractions, percentages, simple and compound interest, profit and loss, commercial and bank discounts, inventory calculations, ratio progression, annuities, bond interest and evaluation.

4½ Quarter Hours

MAT 111 FUNDAMENTALS OF COLLEGE MATHEMATICS I

This course is designed to meet General Education requirements for those students not intending to take more advanced courses in Mathematics. Included are such topics as sets and subsets, the real number system, probability, relations and functions, and analysis and statistics.

4½ Quarter Hours

MAT 112 FUNDAMENTALS OF COLLEGE MATHEMATICS II

A continuation of MAT 111.

4½ Quarter Hours

MAT 213 COLLEGE ALGEBRA

The algebra of sets, linear and quadratic equations, factoring, proofs, determinants, and relations and functions. Emphasis is placed on understanding the structure of mathematical systems.

4½ Quarter Hours

MAT 214 TRIGONOMETRY

Plane trigonometry including logarithms and emphasizing the analytical approach to the study of triangular and circular functions with applications of angular measurements to real solutions, solution of triangles, graphs of trigonometric and circular functions, trigonometric identities and equations, inverse and radian measure. Prerequisite: MAT 213

4½ Quarter Hours

MAT 315 CALCULUS

This course presents an intuitive approach to basic calculus and analytic geometry. Derivatives and integration are presented with emphasis upon applications. Prerequisite: MAT 214

4½ Quarter Hours

MAT 321 STATISTICS

This course exposes the student to statistical techniques. Methods of describing, summarizing and analyzing data are presented with an emphasis on business applications. Prerequisite: MAT 112. *4½ Quarter Hours*

MAT 323 MATHEMATICS OF FINANCE

A study of financial analysis and problems of financial management, including cash, profitability and capital budgeting. Various sources of corporate funds, including short, intermediate, and long-term arrangements are surveyed. *4½ Quarter Hours*

PSYCHOLOGY

PSY 013 BASIC LEARNING PROCESSES

A study of the principles of learning, perception, and motivation; the acquisition, retention, and transfer of learning as well as efficient methods of studying and reading. *4½ Quarter Hours*

PSY 211 GENERAL PSYCHOLOGY

A comprehensive survey of the diverse and rapidly expanding field of human psychological research. Emphasis is placed on understanding the dynamics of the human nervous system and how it affects our day to day behavior. *4½ Quarter Hours*

PSY 212 APPLIED PSYCHOLOGY

A study of the applications of the science of psychology to understanding and shaping human behavior within the context of daily life and work.

Prerequisite: PSY 211

4½ Quarter Hours

PSY 321 CHILD PSYCHOLOGY

This course explores the processes by which children develop into adults. Changes and growth are examined from conception to the end of adolescence.

Prerequisite: PSY 211

4½ Quarter Hours

PSY 322 ADULT PSYCHOLOGY

This course deals with the human life span as a whole and attempts to acquaint the student with the processes of maturation, aging, and death.

Prerequisite: PSY 211

4½ Quarter Hours

PSY 431 SOCIAL PSYCHOLOGY

Many aspects of human interaction are investigated in this course including topics such as aggression, attraction and love, conformity, sexual behavior and group dynamics. Prerequisite: PSY 211 *4½ Quarter Hours*

PSY 435 HUMAN RELATIONS IN BUSINESS

A study of the fundamentals of the processes of motivating, communicating and cooperating with management, co-workers, and the public.

Prerequisite: PSY 211

4½ Quarter Hours

SCIENCES

SCI 111 INTRODUCTION TO BIOLOGICAL SCIENCES

This general, non-laboratory course places emphasis on man as a biological entity. It deals with selected aspects of biological science with considerations of the nature and inter-relationships of living things and their environment.

4½ Quarter Hours

SCI 112 INTRODUCTION TO PHYSICAL SCIENCES

This general, non-laboratory course places primary emphasis on acquainting the student with the terminology of physical sciences and includes investigations of selected areas in mechanics, electricity and magnetism, atomic structure, and selected topics from astronomy, chemistry, geology, and physics.

4½ Quarter Hours

SCI 113 INTRODUCTION TO PHYSICAL GEOLOGY

This general, non-laboratory course covers the study of the earth, including such topics as structure and land forms, rocks and mineral formations, volcanic activity, glaciation, the continents and oceans, and the surrounding atmosphere.

4½ Quarter Hours

SCI 221 ANATOMY AND PHYSIOLOGY

This general course deals with the fundamental terminology of anatomy and physiology, the structure, function, and chemistry of the human body, including the skeletal, muscular, endocrine, circulatory and reproductive systems.

4½ Quarter Hours

SCI 222 MAN AND ENVIRONMENT

This course explores man's interdependence with his environment and his responsibility for it. Many aspects of our environmental crisis, such as pollution, urbanization, population trends and changes in life styles are investigated, along with present and projected solutions to current problems.

4½ Quarter Hours

SCI 223 CULTURAL ANTHROPOLOGY

An examination of the nature of cultural institutions and their influence on man with special emphasis on such variables as economic structure, art, religion, language, and others.

4½ Quarter Hours

SOCIOLOGY

SOC 211 PRINCIPLES OF SOCIOLOGY

Study is made of man's cultural heritage, of the cultural influence of human nature and personality, and of social interaction. Special attention is given to current social problems in America. *4½ Quarter Hours*

SOC 321 MARRIAGE AND FAMILY

The family is studied as the primary social institution in historical and contemporary American society. Special emphasis is given to the interrelationships of the family, sex education, and the legal and social factors affecting marital adjustment. *4½ Quarter Hours*

SOC 323 CRIME AND DELINQUENCY

A study of such pertinent issues as social movements, drug abuse, interpersonal violence, sexual deviance, and poverty, with particular reference to the juvenile population. Prerequisite: SOC 211 *4½ Quarter Hours*

SOC 425 MINORITIES AND AMERICAN SOCIETY

A study of the ethnic, racial and religious minorities as focal points of social friction and disorder, including the function of the minority group in society. Prerequisite: SOC 211 *4½ Quarter Hours*

SECRETARIAL SCIENCE

The courses in Secretarial Science are designed to provide for the development of attitudes and concepts essential to successful attainment of professional and personal competence; develop the ability to apply knowledge and skill in work organization and personal relationships; develop skills in the techniques essential to successful over-all office operation; provide through a sequence of courses, coupled with a core group of courses from General Education, the challenge of continuing development and training equal to the student's capabilities.

TYPEWRITING

TYP 111 INTRODUCTORY TYPING

Techniques and basic skills of typing, with emphasis upon formation of correct typewriting techniques, mastery of the keyboard, operation and care of the typewriter, and performance of basic typing operations. Credit is given when the student passes a comprehensive test and demonstrates ability to type at 35-40 wpm. *4½ Quarter Hours*

TYP 112 INTERMEDIATE TYPING

A continuation of TYP 111 with emphasis on speed, accuracy, and rhythm. Emphasis is on the development of skills in typing a variety of office documents, and on the production of mailable copy. Credit is given when the student passes a comprehensive test and demonstrates the ability to type accurately at 45-50 wpm. *4½ Quarter Hours*

TYP 113 ADVANCED TYPING

Development of advanced techniques with preparation of correspondence, tabulated reports, manuscripts, legal and business papers, and a variety of business forms and documents. Credit is given when the student passes a comprehensive test and demonstrates the ability to type accurately at 50-55 wpm. *4½ Quarter Hours*

TYP 211 PRODUCTION TYPING

Emphasizes the production of mailable office documents originating in office style. By work on office routines and use of the best methods to increase typing production, the student is taught how to produce mailable letters, bills, statements, invoices, and a wide variety of other documents in volume. Credit is given when the student passes a comprehensive test and demonstrates the ability to type accurately at 55-60 wpm. Prerequisite: TYP 113 *4½ Quarter Hours*

TYP 212 PROFESSIONAL TYPING APPLICATIONS

Emphasizes the development of decision-making skills and completing documents, preparing typed letters, reports, tabulations, handwritten drafts, and in transcribing machine dictation. Maintenance of professional habits and production levels is stressed. Credit is given when the student passes a comprehensive test and demonstrates the ability to type accurately at 65-70 wpm. Prerequisite: TYP 113 *4½ Quarter Hours*

- A. Legal Emphasis
- B. Medical Emphasis

SHORTHAND

SHH 111 GREGG SHORTHAND THEORY

An introduction to the basic principles of shorthand through demonstrations using oral and visual techniques with practice in reading shorthand material. Emphasis is on learning proper outlines, brief forms, and phrases as the foundation for development of the ability to accurately record and transcribe shorthand outlines. Credit is given when the student passes a comprehensive test and demonstrates the ability to write simple unfamiliar material at 40-50 wpm.

4½ Quarter Hours

SHH 112 THEORY AND INTRODUCTORY DICTATION

Designed to review and solidify the student's knowledge of shorthand principles and to enlarge shorthand vocabulary. Emphasis on development of speed and outline accuracy, business terminology, spelling, and punctuation are involved. Credit is given when the student passes a comprehensive test and demonstrates the ability to take and transcribe unfamiliar material dictated at 60-70 wpm.

4½ Quarter Hours

SHH 113 ADVANCED DICTATION AND TRANSCRIPTION

Development of higher levels of shorthand speed and outline accuracy; introduction of efficient transcription techniques to facilitate the acquiring of a satisfactory, mailable production rate through the use of business letters from technical fields, editorials, reports, and articles selected from various fields of business and the professions. Credit is given when the student passes a comprehensive test and demonstrates the ability to take and transcribe unfamiliar material dictated at 80-100 wpm.

4½ Quarter Hours

SHH 119 ALPHABETIC SHORTHAND THEORY

This is a course in an alphabetic rather than a symbol system of shorthand and is especially popular with those persons interested in obtaining maximum dictation speed in a minimum period of time. Transcription is required. Qualified students may progress into appropriate dictation classes.

4½ Quarter Hours

SHH 211 HIGH SPEED DICTATION AND TRANSCRIPTION

The course is intended to build speed and phrasing skills and widen the vocabulary range through use of more difficult dictation materials. Emphasis is placed upon increasing the ability to take and transcribe unfamiliar material for longer periods of time with greater facility. Credit is given when the student passes a comprehensive test and demonstrates the ability to take and transcribe unfamiliar material at 100-120 wpm. Prerequisite: SHH 113

4½ Quarter Hours

SHH 212 PROFESSIONAL DICTATION AND TRANSCRIPTION

The course is designed to train the professional secretary to expert speeds in dictation and transcription. Numerous business letter shortcuts and speed pointers are employed. Transcription of office style dictation and extended dictation sessions are included. Credit is given when the student passes a comprehensive test and demonstrates the ability to take technical and other unfamiliar dictation at 100-120 wpm and transcribe that dictation at 25-30 wpm.

- A. Legal Emphasis
- B. Medical Emphasis

4½ Quarter Hours

OFFICE PRACTICE

OFF 111 CLERICAL OFFICE PRACTICES

Provides functional training to equip the student to meet clerical job qualifications in a modern office. Emphasis is placed upon skills needed for clerical office work such as preparation, typing, and filing of office records and reports. Practice in preparing applications and taking tests of the type commonly used to screen prospective employees is also included. *4½ Quarter Hours*

OFF 112 PAYROLL TAXES AND PROCEDURES

A study of the requirements and regulations relating to the payment of wages and salaries and basic payroll systems and procedures; provides practice in all phases of payroll preparation and record keeping. *4½ Quarter Hours*

OFF 113 BUSINESS OFFICE PROCEDURES

This course provides thorough exposure to such business office procedures as handling of incoming and outgoing mail; use of commonly used office equipment such as postage meters, duplicators and copiers, and various types of adding machines and calculators; other routine functions normally performed by office employees. *4½ Quarter Hours*

OFF 211 MACHINE TRANSCRIPTION

This course provides training in the use of modern dictating equipment, including development of transcription, listening and retention skills and the ability to follow oral instructions. The production of typed mailable copy from machine dictation is stressed. *4½ Quarter Hours*

OFF 212 PROFESSIONAL MACHINE TRANSCRIPTION

An expansion and refinement of OFF 211. Emphasis is on the development of speed and accuracy in transcribing a variety of office documents and communications related substantially to the student's occupational objective.

- A. Legal Emphasis *4½ Quarter Hours*
- B. Medical Emphasis

OFF 221 PROFESSIONAL SECRETARIAL PRACTICES

A course to develop the skills and knowledge essential to success in a secretarial position; development of a work system; receiving visitors, scheduling appointments, making travel arrangements; planning meetings; and other duties and correct office procedures required by an efficient business enterprise including the basic principles, procedures, and systems of filing and records management. *4½ Quarter Hours*

- A. Legal Emphasis
- B. Medical Emphasis

OFF 299 OFFICE INTERNSHIP AND WORK EXPERIENCE

As part of the preparation for a career in the secretarial field, students are permitted to serve internships in secretarial positions in their area of specialization in professional, financial, business, and industrial offices acceptable to the College. Arrangements for the internship training provide for assignment of duties, hours of employment, and working conditions satisfactory to the student, the instructor, and the employer. *4½ Quarter Hours*

BOARD OF TRUSTEES

- Jack H. Jones Chairman of the Board of Trustees and
Corporate President,
The Jones College Corporation
Jacksonville, Florida
- Tyrie A. Boyer Judge, First District Court of Appeals
Tallahassee, Florida
- Robert E. Cobb Attorney at Law
Fort Lauderdale, Florida
- Patricia Fisher Director, The Medical Education Center
Orlando, Florida
- Julian E. Jackson President, Lil' Champ Food Stores, Inc.
Jacksonville, Florida
- Donald C. Jones Attorney at Law
Orlando, Florida
- Dorothy D. Jones Corporate Secretary-Treasurer,
The Jones College Corporation
Jacksonville, Florida
- Richard H. Laube Dean, College of Business Administration
Valparaiso University
Valparaiso, Indiana
- David C. MacNamara Assistant Secretary of State
Tallahassee, Florida
- William Markham Property Appraiser, Broward County
Fort Lauderdale, Florida

THE JONES COLLEGE SYSTEM

CENTRAL ADMINISTRATIVE STAFF

Charles E. Palmer	Chancellor
Elizabeth M. Shults	Executive Assistant to the Chancellor
Robert L. Wright, Jr.	Comptroller, System Coordinator of Accounting and Data Systems
Samuel J. Dynes	System Coordinator of Admissions and College Relations
Stephen A. Boccieri	System Coordinator of Financial Aid and Federal Grants
Richard A. Wills	Internal Auditor
Lewis P. King	Manager, Computer Center
Lorraine K. Chinnery	Personnel Assistant
Cheryl P. Forsythe	Assistant to System Coordinator of Admissions and College Relations
Rebecca C. Fuller	Secretary to the Chancellor
J. Richard Henderson	Accountant
Jane W. Jessee	Administrative Assistant to the Corporate Secretary-Treasurer
Dolly Perkins	Administrative Assistant to the Chairman of the Board
Rose M. Pickett	Accounts Payable Clerk
Barbara Taylor	Computer Operator
Linda L. Thrift	Junior Accountant

JONES COLLEGE ORLANDO

STAFF

Charles E. Palmer	President
Ouida B. Kirby	Vice President, and Chief Administrative Officer
John W. Baska	Dean of Instruction
George Spagnola	Director of Admissions and College Relations
Linda S. Dodge	Business Officer
Gale R. Bargar	Assistant Dean
Patricia M. McCance	Financial Aid Officer
Janice L. Bell	Cashier, Bookstore Manager
Carole P. Braden	Admissions Representative
John P. Brookins	Maintenance
Margaret I. Canzoneri	Receptionist
Robert S. Clifford	Coordinator, Office of Veteran Affairs
Gwen Frances Cohen	Records Secretary, Dean's Office
David E. Coon	Operator, Data Processing
David L. Crow	Admissions Representative
Sue Carole Denmark	Coordinator, Student Financial Records
George L. Field	Assistant to the Dean
Barbara A. Francis	Records Secretary, Dean's Office
Lorraine C. Gariana	Records Secretary, Dean's Office
Judith C. Harrison	Veteran Control Records Clerk
Robert W. Miller	Admissions Representative
M. Alice Parsons	Receptionist
Judith A. Roberts	Records Secretary, Dean's Office

JONES COLLEGE ORLANDO

FACULTY

Edward Albers	English, Management, Marketing	B.S., M.A., Rollins College
Carolyn Arnold	English, Humanities, Sociology	A.B., M.Ed., Eastern Carolina College
Frederick Atterbury	Economics, Management	B.A., University of South Florida M.C.S., Rollins College
George Barber	Accounting, Secretarial Science	B.S., Florida Southern College M.B.A., Rollins College
John W. Baska	Management, Government	B.S., Kansas State College J.D., George Washington University
Gale R. Bargar	Management	B.S., Indiana State University M.Ed., Rollins College
Thomas Bober	Marketing, Management	B.S., M.B.A., Northern Illinois Univ.
Carmine Bravo	Management, Marketing	B.B.A., University of Miami J.D., Suffolk University
Fred Bretthauer	Accounting	B.S., Ferris State College Certified Public Accountant
William Caldwell	Mathematics, English	B.S., United States Military Academy M.Ed., Temple University
George Culver	Economics, Management, Mathematics	B.S., Auburn University
Alexis Dean	Librarian	A.A., Santa Fe Junior College B.A., Florida Technological Univ. M.S.L.S., Florida State University
Charlotte Drew	Accounting, Management	B.A., Florida Technological Univ.
Roy Eldredge	Accounting, Economics, Management	B.A., University of Florida

JONES COLLEGE ORLANDO FACULTY (Continued)

Nathan Fishalow	Accounting, Management	B.B.A., M.B.A., University of Miami Certified Public Accountant
Charles Fitzgerald	Accounting, Economics	B.G.S., M.C.S., Rollins College
Joseph Francis	Accounting, Management	B.A., University of Detroit M.S., University of Washington M.S., Rollins College
Wanda French	English, Secretarial Science, Management	B.A., Rollins College
Eugene Gieda	Management, Marketing	B.S., Rollins College M.Ed., Rollins College
Michael Gerrity	Economics, Humanities	B.E.E., City College of New York M.C.S., Rollins College
Ruth Hardy	Secretarial Science, Economics	A.A., Seminole Community College B.A., Florida Technological Univ.
Jerry Justice	Accounting, Management	B.S., Rollins College
Janie King	English, Secretarial Science	B.S., Coker College
Thomas Lindsay	English, History, Psychology	B.S., Wilberforce University M.S., University of New Hampshire
Shelley Lines	English, Psychology, Sociology	B.A., Montana State University
George Maler	Economics, Management	B.S., B.A., M.B.A., Univ. of Florida
Geraldine Maslanik	Secretarial Science	B.S., New York University M.S.M., Rollins College

JONES COLLEGE ORLANDO FACULTY (Continued)

Ryburn Merriam	Marketing, Management	B.S., Livingston University M.C.S., Rollins College
Jean Newbury	English, Mathematics, Humanities, Psychology	B.A., Baldwin-Wallace College M.A., Boston University
James Noles	Management, Marketing	B.S., University of Alabama
Clarence Rickett	English, Humanities	M.A., Middlebury College Ph.D., St. Andrews University
Robert Sigman	Management, Psychology, Humanities	A.B., Morris Harvey College L.L.B., American University
Edward Smith	Secretarial Science	B.A., Morehead University M.A., Stetson University
Robert Stafford	Data Processing, Mathematics	B.S., Virginia Polytechnic Institute
Joy Stanford	Mathematics, History, Psychology	B.A., Huntington College M.A., University of Alabama
Jacob Steinberg	Management	L.L.B., St. John's University
Lawrence Stiles	English, Humanities	B.A., Duke University
Constance Torre	History, English, Psychology	B.A., Adelphi University M.A., St. John's College
James Trunk	English,	B.A., Steward University M.A., University of Mid-Florida
George Wagaman	Secretarial Science	B.S., Shippensburg State College
Andrew Waters	Data Processing	B.S., Jones College
Stephen Weinstein	Management, Economics	B.A., State University of New York J.D., Akron Law School
David Wills	English, History, Humanities	B.A., Florida Technological Univ. M.A.T., Rollins College
Carl Winward	Mathematics, Humanities, Data Processing	B.S., B.A., J.D., Univ. of Florida M.S., Southern Oregon State College

CALENDAR 1977-78*

FALL QUARTER — 1977

Tues., Sept. 6	Registration
Wed., Sept. 7	Classes Begin
Thurs., Sept. 15	Last Date for Schedule or Program Changes
Mon.-Fri., Oct. 24-28	Preregistration for Winter Quarter
Wed.-Sat., Nov. 16-19	Final Examinations — End of Quarter
Sun.-Sun., Nov. 20-27	Fall Vacation and Thanksgiving Holiday

WINTER QUARTER — 1977-78

Mon.-Tues., Nov. 28-29	Registration
Wed., Nov. 30	Classes Begin
Thurs., Dec. 8	Last Date for Schedule or Program Changes
Sun.-Mon., Dec. 18-Jan. 2, 1978	Christmas Holidays
Tues., Jan. 3	Classes Resume
Mon.-Fri., Jan. 30-Feb. 3	Preregistration for the Spring Quarter
Wed.-Sat., Feb. 22-25	Final Examinations — End of Quarter
Sun.-Sun., Feb. 26-Mar. 5	Winter Vacation

SPRING QUARTER — 1978

Mon.-Tues., Mar. 6-7	Registration
Wed., Mar 8	Classes Begin
Thurs., Mar. 16	Last Date for Schedule or Program Changes
Fri.-Mon., Mar. 24-27	Easter Holiday
Mon.-Fri., Apr. 24-28	Preregistration for the Summer Quarter
Wed.-Sat., May 24-27	Final Examinations — End of Quarter
Sun.-Sun., May 28-June 11	Spring Vacation
Sat., May 27	Graduation—Jacksonville and Fort Lauderdale
Sat., June 3	Graduation—Orlando, Ft. Pierce and Tampa

* See separate Calendar for Norfolk Extension.

SUMMER QUARTER — 1978

Mon.-Tues., June 12-13	Registration
Wed., June 14	Classes Begin for Regular Summer Quarter
Wed., June 14	Classes Begin for First Special Summer Session
Thurs., June 22	Last Date for Schedule or Program Changes
Tues., July 4	Independence Day Holiday
Mon.-Tues., July 17-18	Final Examinations—End of First Special Summer Session
Wed., July 19	Classes Begin for Second Special Summer Session
Wed., July 26	Last Date for Schedule or Program Changes for Second Special Summer Session
Mon.-Fri., July 31-Aug. 4	Preregistration for Fall Quarter
Wed.-Sat., Aug. 23-26	Final Examinations — End of Quarter
Wed.-Sat., Aug. 23-26	Final Examinations — End of Second Special Summer Session
Sun.-Mon., Aug. 27-Sept. 4	Summer Vacation and Labor Day Holiday

FALL QUARTER — 1978

Tues., Sept. 5	Registration
Wed., Sept. 6	Classes Begin
Thurs., Sept. 14	Last Date for Schedule or Program Changes
Mon.-Fri., Oct. 16-20	Preregistration for Winter Quarter
Wed.-Sat., Nov. 15-18	Final Examinations — End of Quarter
Sun.-Sun., Nov. 19-26	Fall Vacation and Thanksgiving Holiday

CALENDAR 1978-79*

WINTER QUARTER — 1978-79

Mon.-Tues., Nov. 27-28	Registration
Wed., Nov. 29	Classes Begin
Thurs., Dec. 7	Last Date for Schedule or Program Changes
Sun.-Tues., Dec. 17-Jan. 2, 1979	Christmas Holidays
Wed., Jan. 3	Classes Resume
Mon.-Fri., Jan. 29-Feb. 2	Preregistration for the Spring Quarter
Wed.-Sat., Feb. 28-Mar. 3	Final Examinations — End of Quarter
Sun.-Sun., Mar. 4-11	Winter Vacation

SPRING QUARTER — 1979

Mon.-Tues., Mar. 12-13	Registration
Wed., Mar. 14	Classes Begin
Thurs., Mar. 22	Last Date for Schedule or Program Changes
Fri.-Sun., Apr. 13-15	Easter Holiday
Mon.-Fri., Apr. 30-May 4	Preregistration for the Summer Quarter
Wed.-Sat., May 23-26	Final Examinations — End of Quarter
Sun.-Sun., May 27-June 10	Spring Vacation
Sat., May 26	Graduation—Jacksonville and Fort Lauderdale
Sat., June 2	Graduation—Orlando, Ft. Pierce and Tampa

SUMMER QUARTER — 1979

Mon.-Tues., June 11-12	Registration
Wed., June 13	Classes Begin for Regular Summer Quarter
Mon.-Fri., Aug. 6-10	Preregistration for Fall Quarter
Wed.-Sat., Aug. 22-25	Final Examinations — End of Quarter
Wed.-Sat., Aug. 22-25	Final Examinations — End of Second Special Summer Session
Sun.-Mon., Aug. 26-Sept. 3	Summer Vacation and Labor Day Holiday

* See separate Calendar for Norfolk Extension.

INDEX

Academic and General Regulations	25
Accreditation	6
Admissions	13
Approvals	6
Basic Studies Program	30
Board of Trustees	112
Books and Supplies	37
Business Administration and Accounting Courses	87
Accounting	87
Broadcasting	90
Data Processing	91
Fashion Merchandising	93
Hotel and Restaurant Administration	94
Management	95
Marketing	97
Real Estate	98
Calendars	121
Central Administrative Staff	113
Classification of Students	33
Course Descriptions	86
Degree Programs	
Associate in Business	44
Associate in Science	
Accounting Major	58
Broadcasting Major	68
Data Processing Major	60
Hotel and Restaurant Administration Major	70
Management Major	62
Marketing Major	64
Real Estate Major	66
Bachelor of Business Administration	42
Bachelor of Science	
Accounting Major	50
Data Processing Major	52
Management Major	54
Marketing Major	56
Degree Program Requirements	25
Diploma Programs	
Accounting Clerk (Certificate)	82
Broadcast Announcing	84
Career Bookkeeping	81
Career Clerical (Certificate)	82
Career Secretarial	79
Executive Secretarial	74
Fashion Merchandising	85

General Office	83
Junior Accounting	80
Legal Secretarial	77
Medical Secretarial	76
Modern Secretarial	78
Private Secretarial	75
Diploma Program Requirements	30
Faculty and Staff	114
Fees	22
Financial Aid	17
Financial Arrangements	21
General Education Courses	
Economics	100
English	101
Government	103
History	103
Humanities	104
Mathematics	105
Psychology	106
Sciences	107
Sociology	108
Grading System and Evaluation	34
Graduation	35
History of the College	5
Housing	9
Jones College System	40-72
Philosophy and Objectives	3
Placement Assistance	8
Quarter Hour of Credit	33
Refund Policy	22
Reservations as to Programs and Charges	33
Scholarships	9
Secretarial Science Courses	109
Office Practice	111
Shorthand	110
Typewriting	109
Student Life	7
Student Records	35
Transcripts	35
Transfer Students	16
Tuition Charges	21
Veterans Assistance	20