

MINUTES OF THE EXECUTIVE COMMITTEE MEETING, ASSOCIATION OF CANADIAN  
SCHOOLS OF BUSINESS, DECEMBER 17th 1965, HELD IN MONTREAL, AT THE  
QUEEN ELIZABETH HOTEL.

ITEM 1. Those present included:-

John J. Wettlaufer - President  
Roger Charbonneau - Vice-President  
Herman Overgaard - Secretary-Treasurer  
John Sears  
Alphonse Riverin  
David Blazouske  
John Sarjeant

ITEM 2. The following agenda was approved:-

- (a) Replacement for position vacated by Dr. N. Perry.
- (b) Discussion of fees.
- (c) Determination of dates of next Annual Meeting.
- (d) The Bronfman Business Education Foundation.
- (e) The Canadian Council of Management Associations.
- (f) Election of Nominating Committee.
- (g) Enquiries from prospective members.
- (h) Appointments of delegates to the American Association of Collegiate Schools of Business in San Diego.
- (i) Association news letter.
- (j) Programme for the June 1966 Annual Meeting of the Association.
- (k) New business.

ITEM 3. Replacement of Dr. N. Perry

- (a) The President, in consultation with the other members of the Executive present, appointed Dean Hu Harries as the Western Representative on the Executive to complete the term of the position left vacant by the resignation of Dr. N. Perry, former Dean of the Faculty of Commerce and Business Administration U.B.C.
- (b) The Secretary was instructed to write to Dean Harries to advise him of the appointment.
- (c) The Executive Committee also asked the Secretary to write to Dr. Perry a letter of appreciation for his outstanding assistance to the Association and to wish him success in his new position.

ITEM 4. Fees

- (a) The Secretary was requested to write a letter to all members of the Association to obtain the following information:-



(i) List of names of all full-time faculty at each member institution and the major fields of academic interest of each instructor.

(ii) The number of undergraduate and graduate students currently enrolled in our discipline by each member of the Association.

(b) After obtaining the above information and after receiving the financial records from Professor André Bisson, the Secretary is to confer with Dean Wettlaufer regarding any change required in the fee structure and to recommend a scale of fees to the Executive at its next Meeting, Jan. 28/66.

ITEM 5. Dates for the 1966 Annual Meeting

It was agreed that the Annual Meeting would be held on Sunday, June 5th, Monday, June 6th and Tuesday, June 7th 1966 at the University of Sherbrooke.

ITEM 6. The Bronfman Business Education Foundation

It was unanimously agreed that the President and the Vice-President would make a direct formal approach to the Head of this Foundation or the appropriate person in charge of it and report the results at the annual meeting in June 1966.

ITEM 7. The Canadian Council of Management Associations

(a) This group represents Canada on the C.I.O.S. (Conseil International pour l'Organisation Scientifique - i.e. the International Council for Scientific Management). Dr. John Sarjeant noted that the Canadian Council of Management Associations had invited the PACCIOS (Pan American Council of C.I.O.S.) Convention to meet in Montreal in 1967. Prof. Sarjeant stated that this was an excellent opportunity for Canadian management to show its face to the world. He noted that the Canadian Council of Management Associations included such organizations as:

The Administrative Management Society  
The American Society for Quality Control  
The Association of Canadian Schools of Business  
The Canadian Association for Adult Education  
The Canadian Chartered Accountants Association  
The Canadian Industrial Management Association  
The Canadian Institute of Industrial Engineering  
The Computer Society of Canada

Dr. Sarjeant stated that the Canadian Council of Management Associations was in need of a treasurer and also of a research person. He asked for suggestions of personnel who might be willing to take these positions to prepare for the PACCIOS Convention to be held in Montreal in 1967, and offered to pass any such suggestions on to the CCMA for its action.



ITEM 8. Replacement of Dean Wettlaufer as Representative of the ASCB on the CCMA

It was agreed that Dr. Sarjeant would try to arrange for a replacement of Dean Wettlaufer as the ACSB representative on the CCMA as well as an alternate delegate. Upon making such arrangements, Dr. Sarjeant would advise the Secretary of the ACSB of the names of the persons with whom he had made such arrangements.

ITEM 9. The Nominating Committee

This matter was postponed to the next Executive Committee Meeting.

ITEM 10. re Application for Membership in the Association

Dean Wettlaufer mentioned that he had received an enquiry from Simon Frazer University concerning membership in the Association. It was agreed that the Secretary should send Simon Frazer a letter quoting the excerpt from the Association's Constitution page one, section 39, advising the University that it could be a member as long as it offered courses in Business Administration and paid the necessary fee.

The Secretary was also advised to send letters of invitation to join the Association to the following universities: -

Victoria,  
Brock,  
Trent,  
York.

ITEM 11 Tentative programme for the Annual Meeting in June 1966.

Dean Wettlaufer discussed with the other members of the Executive Committee the results of his survey for suggestions for this programme and noted that he had received 24 replies out of a total of 27 members.

The following points were made re the programme:-

(a) Any papers presented should be made available to the members in advance of the Annual Meeting.

(b) Dean Roger indicated that on the basis of the past meetings there were three areas of interest.

- (i) General education and business.
- (ii) Specific problems in the fields of business education.
- (iii) General business topics.



(c) The need was voiced for a forum for business research in Canada.

(d) There are disciplinary meetings such as in the area of accounting that the Association does not need to fill, but it was felt that there was a need for interdisciplinary relations.

(e) It was noted there seemed to be a conflict between the problems of the Deans and the Heads of Departments versus the interest of the faculty.

(f) The question was raised concerning the need for co-operation with the business community, as it would not only improve the Association's public relations, but also help the members keep in touch with what the business community is doing.

(g) Dean Riverin felt that the Association's Programme should be research oriented because it was a part of the Learned Societies.

(h) This brought a distussion on the objectives of the Association which seemed to be (i) that the name implies a meeting of the Dean and Heads of Departments to discuss business education - i.e. Curricula and integration,

(ii) Advancement of business knowledge.

It was noted in this connection that the business faculty members in the United States did not meet as members of the Learned Societies, and the question was raised "why not?"

(i) The question was raised as to the time when to hold the Dean's Meeting and this matter is to be discussed at the next Meeting of the Deans and Heads of Departments. Should this meeting be held at the beginning or the end of the Association Meeting? Should the Association's name be changed in view of the above discussion?

(j) Dean Riverin agreed to arrange a place for lunch for the Executive prior to its meeting on Sunday June 5th at 12.30 noon.

#### Programme Suggestions

(1) An appraisal of the research of the report of the Economic Council of Canada Chapter 5 (suggested by Dean Roger).

(2) Dr. Sarjeant suggested the topic of the application of mark off models to marketing problems, also the use of the computer in teaching accounting by Professor Vosburgh.

In connection with these two suggestions Professor Sarjeant noted that through a grant made by the Ford Foundation last summer a group of professors attended a computer seminar and Professor Sarjeant suggested that this group might report to the Sherbrooke Meeting.



(3) Dean Wettlaufer suggested that John W. Gardner, Secretary of Health, Education and Welfare for the U.S.A. be invited to speak on a subject such as "self-renewal" similar to a talk he gave to the Deans of the Schools of Business in the United States in April of 1965 encouraging Business Schools to provide leaders. It was agreed that Dean Wettlaufer should contact Mr. Gardner. Dean Wettlaufer also suggested that Professor John Nicholson might give a paper on "the cost of capital, the use of discount and cash flow." Dr. Sarjeant suggested that Prof. Poapst might be a good discussant here.

(4) "The survey of teenage buying habits" was also suggested, as Profs. Poapst and Leighton have been doing some research on this topic.

(5) Other suggestions were: "The Role of The Board of Directors" by Prof. Jack McDougall; "Model of a Production System", by Profs. Wood and Grindlay.

(6) It was suggested that Justice Samuel Freedman or Dr. Solandt would be excellent luncheon speakers.

(7) Dr. Teichron of the Case Institute was recommended by Dr. Sarjeant to discuss the role of the computer in business education.

After much discussion, the following programme was tentatively accepted:

Sunday, June 5, 1966

- 12.30 - Executive Luncheon
- 2.00 - Meeting - Deans and Heads of Departments
- 5.15 - Reception - University of Sherbrooke
- 7.00 - Buffet Dinner - Hovey Manor (?)

Monday, June 6, 1966

- 9.00 - Welcome by the Rector of the University of Sherbrooke
- 9.30 - Session 1 - Capital Budgeting
  - Paper - J.T. Nicholson, U.W.O.
- 10.15 - Coffee
- 10.30 - Discussants - Poapst - U/T
  - Mitchell - U.B.C.
  - Alternates - Potter - McMaster
  - Gagnon - Sherbrooke
  - Mumey - Saskatoon



- 12.00 - Luncheon - Special Topic Tables
- 1.45 - Session II - Economic Council - Chapter 5 (?)
  - Paper - "Appraisal of Report"
  - Discussants - French Canadian (Politic.)
    - Business
- 3.15 - Coffee
- 3.30 - Session III - Picard and Rationalization
  - Freedman and Democracy
  - Solandt
- 6.15 - Reception
- 7.00 - Dinner - John W. Gardner, U.S. Secretary of Health,  
Education & Welfare.

Tuesday, June 7, 1966

- 9.00 - Session IV - "The Role of the Computer in Business Education"
  - Chairman - Dr. Teichron
  - Panel - Smyth, Sandiford,
- 10.15 - Coffee
- 10.30 - Open Discussion
- 12.30 - Annual Meeting Luncheon
  - Agenda
- 3.00 - Session V - "The Productivity of Education" - Armstrong
  - "Marketing & Markoff Model" - Vosbough
- 4.15 - Adjournment

ITEM 12. Delegates to the American Association of Collegiate Schools of Business

This matter was postponed until the next Meeting of the Executive.

ITEM 13 re News Letter

Dean Wettlaufer stated that he would try to keep the Association members posted on the activities as the year went along.

ITEM 14 New Business

(a) Dean Wettlaufer raised the question of the problem of institutions other than universities using the terms business administration. This is to be discussed at the Meeting of Deans and Department Heads in June.

(b) The question of accreditation was discussed briefly and this will also be referred to the Meeting of the Deans and Department Heads.

(c) The Secretary requested that all members send him a statement of their expenses and states that he would reimburse the members of the Executive as soon as he received the Association's funds from Prof. Bisson.

(d) The Meeting was adjourned at 4.30 p.m.