

JONES COLLEGE

JACKSONVILLE, FLORIDA



1979-80 COLLEGE CATALOG



1979-1980 CATALOG OF

JONES COLLEGE JACKSONVILLE

Main Campus
5353 Arlington Expressway
Jacksonville, Florida 32211
(904) 743-1122

Ft. Pierce Branch
121 North Second Street
Ft. Pierce, Florida 33450
(305) 461-3586

GENERAL INFORMATION

STATEMENT OF PHILOSOPHY AND OBJECTIVES

It is the philosophy of the 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 programs offered by the College manifest this philosophy. It is the objective of these programs to provide specialized education in business administration at the college level and to provide 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 nation.

HISTORY

Founded in Jacksonville in 1918 by Annie Harper Jones, the College had a modest beginning with fewer than 50 students. A program which originally offered specialized business training has been expanded and enriched to meet the needs of a student body pursuing relevant professional education. In 1947 the College was chartered by the State of Florida as a non-profit degree-granting institution. Under this charter the College is governed by a Board of Trustees, and all income in excess of operating expenses must be devoted to providing better equipment and educational facilities.

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.

The College is a non-profit, non-sectarian, coeducational institution, chartered by the State of Florida with authority to confer collegiate degrees. The College is a member of the Florida Association of Colleges and Universities. It is approved by the Florida Bureau of Veterans' Affairs and is licensed by the Florida State Board of Independent Colleges and Universities.

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 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.

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.

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.

Upon notification, a \$25 registration fee will be requested. This fee, which is non-refundable, will be applied against the first quarterly tuition charges. Students qualifying for financial assistance programs or training under provision of the G.I. Bill are not required to pay this fee.

TRANSFER STUDENTS

Students in any undergraduate program in another college or university may apply for transfer to the College. Approval will be given by the Dean for the maximum number of credit hours already completed that are compatible with the College program. Individual programs are developed for the transfer student to allow completion in the shortest possible time.

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 dates 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 and tuition for one quarter. With these exceptions, the conditions for admission of foreign students are identical with those for American students.

G.I. BILL OF RIGHTS

The College is approved for training of veterans under the Veterans Education and Employment Assistance Act of 1976 (G.I. Bill of Rights). Students are enrolled on a credit-hour basis in day or evening classes or during weekends. Students 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 V.A. Veterans attending under the G.I. Bill are usually approved to pay quarterly tuition charges in three monthly payments as they receive their checks from the Veterans Administration.

A special bulletin for prospective veteran students lists current G.I. Bill training allowances and is available upon request.

STUDENT FINANCIAL ASSISTANCE

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

Students seeking financial assistance 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.

SUGGESTIONS FOR FINANCIAL ASSISTANCE APPLICANTS

1. Applicants seeking financial assistance should contact the College Admissions Representative for complete information on all financial assistance programs available.
2. A confidential financial statement of parental income is required for most types of student financial assistance.
3. Each student's application for financial assistance is evaluated by the College Financial Assistance Officer and an appropriate plan is developed. This plan usually includes a combination of more than one type of aid.
4. Financial Assistance 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 assistance.

COLLEGE WORK-STUDY PROGRAM (CWSP)

Preference is given to those students with the greatest financial need who require employment to meet their education-related expenses. Students work an average of 15 hours per week in departments on the College campus in conjunction with their class schedules.

OTHER SOURCES OF FINANCIAL ASSISTANCE

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. Attractive extended repayment schedules have been arranged to meet individual family requirements. Information and applications are available in the Admissions Office of the College.

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.

A listing of institutional scholarships can be found on page 49 of this catalog.

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 Fee is not refundable.
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	Registration 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 Fee and all other College Fees (except the Registration Fee as stated) are not refundable.

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

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 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. 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

Students are required to attend each class session unless conditions over which they have no control prevent their being present. Excessive absences, excused or unexcused, may cause the student to be withdrawn from the class in which the absences occur.

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 and the Faculty, suspended from enrollment at the College for a period of time or be dismissed. Students who have been dismissed from the College will not be permitted to re-enter at a later date. 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 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 interest 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 for misconduct or 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.

At the time of a suspension, the student will be given written notification of the duration of the suspension. At the conclusion of the term of the suspension, the student may re-apply for admission to the College.

Should the College have evidence of further misconduct, the right to dismiss the student is reserved.

Dismissal is a terminal action. Students who have been dismissed from the College are not permitted to re-enter.

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.

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 an average 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 — General Education Component	27 (minimum)
Area III — Approved Elective Component	18 (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 BUSINESS DEGREE

	Quarter Hours
AREA I — Business Component	
A. Required Core	
GEB 1012 Introduction to Business Enterprise	4½
BUL 2100 Business Law I	4½
COC 1000 Data Processing Fundamentals	4½
ACC 1001 Principles of Accounting I	4½
ACC 1021 Principles of Accounting II	4½
SES 1115 Managerial Typing	4½
CORE TOTAL	27
B. Business Electives	
To be selected in consultation with the Faculty Advisor or Dean from among the Business courses listed in the Catalog.	
ELECTIVE TOTAL	18
AREA I — COMPONENT TOTAL	45
AREA II — General Education Component	
A. Required Core	
ENG 1540, 1541 English Usage I, II, or ENC 2102, 2135 English Composition I, II	9
MAC 1132, 1133 Fundamentals of College Mathematics I, II, or MAT 2013, College Algebra and MAC 2132 Trigonometry	9
CORE TOTAL	18
B. General Education Electives	
To be selected in consultation with the Faculty Advisor or Dean from among the General Education courses listed in the Catalog.	
ELECTIVE TOTAL	9
AREA II — COMPONENT TOTAL	27

AREA II — General Education Component	Quarter Hours
A. Required Core	
ENG 1540, 1541 English Usage I, II, or	
ENC 2102, 2135 English Composition I, II	9
ECO 1013 Principles of Economics I	4½
ECO 1023 Principles of Economics II	4½
MAC 1132, 1133 Fundamentals of College	
	Mathematics I, II, or
MAT 2013, College Algebra and	
MAC 2132 Trigonometry	9
POS 2041 American National	
	Government
PSY 2012 General Psychology	4½
	4½
CORE TOTAL	36
B. General Education Electives	
To be selected in consultation with the Faculty Advisor or Dean from among the General Education courses listed in the Catalog.	
ELECTIVE TOTAL	36
AREA II — COMPONENT TOTAL	72
AREA III — 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 III — COMPONENT TOTAL	36
MINIMUM TOTAL QUARTER HOURS REQUIRED FOR GRADUATION	180

ACC 3421 Cost Accounting II

A further study of cost data for planning, control and decision-making purposes. Prerequisite: ACC 2401 *4½ Quarter Hours*

ACC 3521 Federal Taxation II

An advanced study of the principles of taxation applied to corporations, estates, and trusts. Prerequisite: ACC 2501 *4½ Quarter Hours*

ACC 3860 Government Accounting

Budgetary and fund accounting systems as applied in various types of governmental agencies and educational institutions. Prerequisite: ACC 1041 *4½ Quarter Hours*

ACC 4201 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, corporation 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 2121 *4½ Quarter Hours*

ACC 4221 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 4201 *4½ Quarter Hours*

ACC 4601 Auditing I

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 2121 *4½ Quarter Hours*

ACC 4621 Auditing II

A continuation of ACC 4601, 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, the report and certificate, the responsibility for them, and the duty in testifying in connection with them in court. *4½ Quarter Hours*

ACC 4998 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 4999 Internship in Accounting

As part of the preparation of 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 Collogo. 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*

RTV 2221 Television Production II

A combination of RTV 2220. Students will be involved in the production of formatted television programs such as talk shows, plays, documentaries and musicals.
4½ Quarter Hours

RTV 2800 Program Production IV

Advanced managerial and operational techniques in the context of an operating educational radio station.
4½ Quarter Hours

MMC 3200 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: RTV 1000.
4½ Quarter Hours

RTV 4998 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

RTV 4999 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

COURT REPORTING

SES 3999 Court Reporting Testimony

Students are required to complete an internship of 40 hours. From this internship, taken in a free-lance situation or officialship, will be produced actual transcripts which will be graded, as will be skills, dress and demeanor.
3 Quarter Hours

SES 5220 Court Reporting Procedures

The role of the reporter in trials, and administrative hearings. Instruction in the labeling of exhibits and indexing and storage of notes. Role-playing the reporter at trial cases, depositions, commission hearings.
3 Quarter Hours

SES 5224 Court and Conference Dictation I

This course emphasizes theory relating to court reporting dictation. Dictation of jury charge and questions and answers at increasing rates of speed occurs in Court and Conference Dictation I-V. Speeds of 100-125 words a minute are attained in this course. Prerequisite: 80 W.A.M.
3 Quarter Hours

SES 5225 Court and Conference Dictation II

A continuation of Court and Conference Dictation I. Specialized vocabulary is emphasized as well as literary and congressional material.
Prerequisite: 100 W.A.M.
3 Quarter Hours

SES 5226 Court and Conference Dictation III

A continuation of Court and Conference Dictation II. Speeds of 140-175 words a minute will be developed, multi-voice testimony is emphasized.
Prerequisite: 120 W.A.M.
3 Quarter Hours

COC 1211 Computer Concepts

A study of advanced data communication theory, secondary storage facilities and job control language. An introduction to BASIC programming language provides the student with experience that is suited to many applications.

Prerequisite: COC 1000

4½ Quarter Hours

COP 2120 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: COC 1211, SES 1100

4½ Quarter Hours

COP 2160 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: COC 1211, SES 1100

4½ Quarter Hours

CIS 2321 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: COC 1211

4½ Quarter Hours

COC 2400 The Computer Society and the Individual

A course designed to introduce computer technology and its impact on society and the individual. The focus of this introduction is non-technical.

4½ Quarter Hours

COP 3110 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: COC 1211 and MAT 2013

4½ Quarter Hours

COP 3121 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 access methods. Prerequisite: COP 2120

4½ Quarter Hours

COP 3160 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: COP 2160

4½ Quarter Hours

COP 3530 Data Base Management

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: COP 2120 or COP 2160

4½ Quarter Hours

FAM 2101 Basic Modeling

Retail modeling, wholesale modeling, photographic modeling, and professional make-up are included.

4½ Quarter Hours

FAM 2201 Professional Modeling

Professional modeling sessions, promotional modeling, television modeling, voice control, and character improvisation are included.

4½ Quarter Hours

HHA 2320 Interior Design

A study of decorating, room planning, floor covering, textiles, and accessories.

4½ Quarter Hours

MKA 2409 Fashion Coordination

An introduction to, and practice in, writing copy for fashion publications. Fashion show coordination and commentary are included.

4½ Quarter Hours

CTE 4998 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

CTF 4999 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

HFT 1000 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 function.

4½ Quarter Hours

HFT 1300 Housekeeping, Plant Engineering and Maintenance

A study of the organization, duties and management functions associated with institutional housekeeping, maintenance and plant engineering. Layouts, work-flow, and the writing of specifications are covered.

4½ Quarter Hours

HFT 1510 Marketing, Sales, and Public Relations

A study of sales, promotion and marketing practices of the hotel and restaurant industry.

4½ Quarter Hours

FSS 2251 Food and Beverage Management

A study of the basic principles of food and beverage management with emphasis on purchasing, storage, production, and volume 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

HFT 2420 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

MAN 2800 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

PAD 3000 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

RMI 3015 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

GEB 3111 Business Statistics

This course exposes the student to statistical techniques utilized in business. Methods of describing, summarizing and analyzing data are presented.

Prerequisite: MAC 1133

4½ Quarter Hours

ECP 3220 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

MAN 3300 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

TRA 4010 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

MAN 4060 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

MAN 4410 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

MAN 4600 Management of International Business

A study of the managerial requirements for establishing and conducting multi-national business operations.

4½ Quarter Hours

MAN 4998 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

MAR 3344 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 1023 and ADV 2000

4½ Quarter Hours

MAR 4613 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 1023

4½ Quarter Hours

MAR 4722 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 1023

4½ Quarter Hours

MAR 4998 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 4999 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

OFFICE PRACTICE

SES 1300 Records Management

An introduction to the use and management of the various records that a secretary will encounter in a functioning business office.

3 Quarter Hours

SES 1340 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.

3 Quarter Hours

SES 1360 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.

3 Quarter Hours

SES 1363 Professional Machine Transcription

An expansion and refinement of SES 1360. 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
- B. Medical Emphasis

2 Quarter Hours

REE 3041 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

REE 3101 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.

4½ Quarter Hours

REE 4998 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

REE 4999 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

SHORTHAND

SES 1210 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.

4½ Quarter Hours

SES 1211 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 50-60 wpm. Prerequisite: SES 1210

3 Quarter Hours

SES 1212 Advanced Dictation and Transcription

Development of higher levels of shorthand speed and outline accuracy, introduction of efficient transcription 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 60-90 wpm. Prerequisite: SES 1211

3 Quarter Hours

SES 1221 Machine Shorthand Theory I

An introduction to machine shorthand theory, phonetics, and symbols. Finger position, brief forms and phrases and reading habits are stressed.

6 Quarter Hours

SES 1222 Machine Shorthand Theory II

A review of the basic principles of Machine Shorthand. New brief forms and phrases are introduced. Students will be expected to attain speeds of 60-80 words a minute for mailable transcription. Prerequisite: SES 1221

6 Quarter Hours

SES 1145 Expert Typing

A course which focuses on the building of speed and accuracy on a variety of straight copy material. Credit is given when a student demonstrates the ability to type accurately at 60 words a minute. *3 Quarter Hours*

SES 2130 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 60 wpm (net). Prerequisite: SES 1120 *4½ Quarter Hours*

- A. Legal Emphasis
- B. Medical Emphasis

SES 2140 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 60 wpm (net). Prerequisite: SES 1120 *4½ Quarter Hours*

GENERAL EDUCATION ECONOMICS

ECO 1013 Principles of Economics I

A basic study of 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*

ECO 1023 Principles of Economics II

A continuation of ECO 1013.

4½ Quarter Hours

FIN 1100 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*

FIN 2010 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*

ECO 2040 Economics for the Consumer

A survey of economic theory as it relates to problems affecting the American Consumer. *4½ Quarter Hours*

ECO 2611 Economic History

A study of economic history from the pre-market economy with its agricultural foundation through the industrial revolution to the development of our present day market system, including a study of the economists of the time. *4½ Quarter Hours*

SPC 2010 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

ENC 2102 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

ENC 2135 English Composition II

A continuation and expansion of ENC 2102.

4½ Quarter Hours

MMC 3000 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

JOU 3004 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 3230 The Short Story

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

4½ Quarter Hours

ENG 3301 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 3400 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 3711 Poetry

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

4½ Quarter Hours

AML 4103 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

AML 4109 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

HUMANITIES

SPN 1100 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

SPN 1101 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 1210 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 1230 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

PHI 2010 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 2420 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

PHI 3600 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

PHI 4100 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 0002 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

MAC 1132 Fundamentals of College Mathematics I

A course designed to provide the student with a firm understanding of mathematical operations utilized in business and in everyday activities. The student will also be prepared for more advanced coursework in mathematics.

4½ Quarter Hours

SCIENCES

HES 1000 Community Health and Recreation

A survey of community health issues including mental health, physical fitness, marriage and family living and recreation. *4½ Quarter Hours*

APB 1200 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*

EVR 2011 Man and Environment

This course explores man's interdependence with his environment and his responsibility for it. Many aspects of our environmental crises, 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*

SES 2248 Anatomy and Medical Terminology

A study of human anatomy including the functions of the major systems of the body. An emphasis on the correct spelling, pronunciation, and meaning of terms relating to anatomy and anatomical disorders as well as terms relating to Anesthesiology and other medical specialties. *4½ Quarter Hours*

ANT 2402 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 2000 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*

MAF 3501 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 3131 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 2000 *4½ Quarter Hours*

SOC 4740 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 2000 *4½ Quarter Hours*

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.

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.

FACULTY

Royce F. Adams	Basic Studies	B.S., M.A.T., Jacksonville University
Cecil L. Allison	English, Psychology, Government	B.S.E., Delta State College M.A., Western Carolina University D.Ed., Nova University
Horace W. Atkisson	Accounting, Management	B.S., Jones College
Matthew V. Carson	Data Processing, Management	B.S., Stanford University M.S., University of Southern California
Donald R. Chinnery	Management, Marketing, Economics	B.S., Queen's University
Mary F. Crump	Assistant Librarian	B.A., University of Kentucky
Susan A. Dominiak	Secretarial Science	B.S., Ball State University M.S., St. Francis College
Michael W. Dutton	Management, Marketing	B.S., Franklin University M.A., Central Michigan University
Lualhati V. Ferro	Accounting	B.S., Far Eastern University J.D., University of the Phillipines
J. Lawrence Fordham	Data Processing	A.A., University of Florida B.S., Jones College
D. Blanche Franks	English, History, Psychology	B.S., M.Ed., Jacksonville University
Merle B. Gross	Psychology, Philosophy, Humanities	B.A., Jacksonville University M.S., Florida State University
Raymond N. Gross	History, Government, Psychology	B.A., M.Ed., University of Florida
Dolores M. Grubbs	Fashion Merchandising	B.A., Berea College
James V. Hall	Accounting, Management Economics	A.A., Florida Junior College B.B.A., M.B.A., University of North Florida
Margaret R. Hallam	English, Reading	B.A., Florida Southern University M.Ed., University of Florida
Gene W. Houseal, Jr.	Management, Marketing, Economics	A.A., Florida Junior College B.A., Florida State University

CALENDAR 1979-80

SUMMER QUARTER, 1979

Registration and Orientation*	Monday-Tuesday	June 11-12
Classes Begin	Wednesday	June 13
Last Date to Enter Classes	Thursday	June 21
Independence Day Holiday	Wednesday	July 4
Labor Day Holiday	Monday	September 3
End of Summer Quarter	Saturday	September 8
Summer Vacation	Sunday-Sunday	September 9-16

FIRST SUMMER MINI-SESSION, 1979

Registration and Orientation*	Monday-Tuesday	June 11-12
Classes Begin	Wednesday	June 13
Last Date to Enter Classes	Saturday	June 16
Independence Day Holiday	Wednesday	July 4
End of First Summer Mini-Session	Saturday	July 21

SECOND SUMMER MINI-SESSION, 1979

Registration and Orientation*	Monday-Tuesday	July 23-24
Classes Begin	Wednesday	July 25
Last Date to Enter Classes	Saturday	July 28
Labor Day Holiday	Monday	September 3
End of Second Summer Mini-Session	Saturday	September 8

FALL QUARTER, 1979

Registration and Orientation*	Monday-Tuesday	September 17-18
Classes Begin	Wednesday	September 19
Last Date to Enter Classes	Thursday	September 27
Thanksgiving Holiday	Thursday-Friday	November 22-23
End of Fall Quarter	Thursday	December 13
Christmas Holiday	Friday-Thursday	December 14-27

WINTER QUARTER, 1980

Registration and Orientation*	Friday-Monday	December 28-31, 1979
New Year Holiday	Tuesday	January 1, 1980
Classes Begin	Wednesday	January 2
Last Date to Enter Classes	Thursday	January 10
End of Winter Quarter	Thursday	March 27

*New students will be assigned a day to report for orientation and notice will be sent to each.



APPLICATION FOR ADMISSION

Jones College

ARLINGTON EXPRESSWAY • JACKSONVILLE, FLORIDA 32211



CAMPUS _____

(A Recent Photograph and \$10 Application Processing Fee Must Accompany Application)

I hereby apply for enrollment in the College subject to the provisions of its current catalog and understand that the information submitted herewith is material representation and any inaccuracy or false statement will entitle the College to deny admission to me. I HAVE READ THE COLLEGE CATALOG AND DO UNDERSTAND ITS CONTENTS AND REQUIREMENTS.

PERSONAL INFORMATION (Please Print)

Married Name		First Name		Middle Name		Maiden Name		Residence Phone () --	
Address: Street			City		State	County	Zip Code	Business Phone () --	
Security Number	Birth Place		Birth Date (Mo., Day Year)			<input type="checkbox"/> MALE <input type="checkbox"/> FEMALE			
<input type="checkbox"/> Black Non-Hispanic	<input type="checkbox"/> American Indian or Alaskan Native	<input type="checkbox"/> Asian or Pacific Islander	<input type="checkbox"/> Hispanic	<input type="checkbox"/> Non-Resident Alien	<input type="checkbox"/> White Non-Hispanic	CODE: _____			
Parent's Employer					If married, wife or husband's name				
Name of Parent, Legal Guardian, or Next of Kin other than spouse (For Emergency Contact)					Relationship		Telephone Number		
Address of Above Person: Street			City		State		County	Zip Code	

EDUCATION

Last High School Attended		City		State		County		Zip Code	Year of Graduation
High School Diploma or G. E. D. <input type="checkbox"/>	Date of Issue _____			Where Issued _____					
Courses attended (You must request official transcripts from each)				or	<input type="checkbox"/> No Prior College				
		City & State		From (Mo. & Yr.)		To (Mo. & Yr.)			

ADDITIONAL INFORMATION

Special Program in which I wish to enroll		I will Attend: <input type="checkbox"/> Day Classes <input type="checkbox"/> Night Classes <input type="checkbox"/> Alternate	
		Credit Hours: _____	
When do I plan to attend beginning with quarter and year indicated:		<input type="checkbox"/> I will need assistance with housing <input type="checkbox"/> I will need financial assistance	
Summer <input type="checkbox"/> Fall <input type="checkbox"/> Winter <input type="checkbox"/> Spring Year: 19____		Eligible For Veteran's Benefits <input type="checkbox"/> Yes <input type="checkbox"/> No	
		If yes, VA Claim No.:	
Special Comments:			

DECLARATION

I declare that I am the person named above and I agree to abide by the policies of the College and authorize the use for admissions purposes any photograph in which I may appear:		Recommended by	
Signature of Applicant	Date	Admissions Representative	Date
Signature of Applicant for Admission of the above applicant to the College is submitted (Consent and approval. (Required if Applicant is under 18 years of age.))		Approved by Admissions Committee	
Signature of Parent or Guardian	Date	Chairman	Date

The College does not discriminate on the basis of age, race, color, national and ethnic origin, sex, or handicap in the administration of educational policies, admission policies, financial aid, employment, or any other College program or activity.



