

1973-1974

CATALOG

First Edition



Main Campus, Jacksonville

JONES COLLEGE

Jacksonville, Florida

EAST CAMPUS

Dunn Avenue
Jacksonville, Florida 32218
(904) 757-7100

MAIN CAMPUS AND ADMINISTRATIVE OFFICES

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

SOUTHWEST CAMPUS

2255 Phyllis Street
Jacksonville, Florida 32203
(904) 387-6448

ORLANDO CAMPUS

NORTH CAMPUS
I-4 at Highway 436
Altamonte Springs, Florida 32701
(305) 862-7585

MAIN CAMPUS
1505 East Colonial Drive
Orlando, Florida 32803
(305) 896-2407

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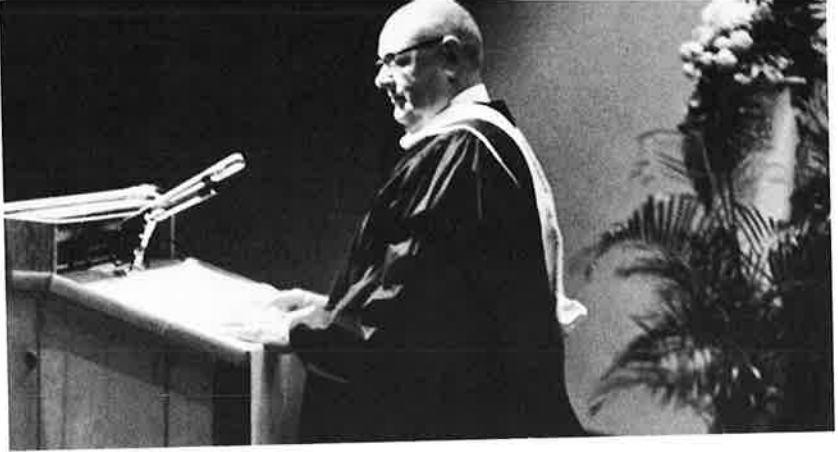
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ARLINGTON CAMPUS SCENES





AN INVITATION FROM THE PRESIDENT

The world in which we live is rapidly changing. The best of the challenging times ahead will go to those who are dynamically prepared to accept the opportunities of tomorrow. Jones College students learn the importance of active participation in society as well as how to prepare for the opportunities to come.

Today's college student tomorrow will guide the destiny of the world—perhaps that of the universe. Jones College is a contemporary college—correctly geared to forward-thinking, success-minded youth. New and modern instructional methods and concepts are daily practiced in the classroom. Positive innovations in instruction and techniques are encouraged.

We work enthusiastically to assist the student of serious intent. We are prepared to extend ourselves for the student who is hungry for learning, responsible in attitude, and aware that education is a precious asset.

If you are attracted to the excellent; if you are appreciative of the American way; then I invite you to consider Jones College, through this catalog, as the pathway to a full and productive life.

Jack H. Jones
President of the College



**A
CONTEMPORARY
COLLEGE**

STATEMENT OF PHILOSOPHY AND OBJECTIVES

The objective of Jones College is the development in each individual student of the knowledge, skills, and ethics consistent with responsible social and professional behavior.

It is the goal of the College to prepare the student for a rewarding life in a complex world, for further education, or for immediate employment upon graduation with personally satisfying opportunities for advancement and success.

The College will continue to be a strongly business-oriented institution, offering a wide selection of professional and cultural courses leading to the Bachelor of Science or Associate in Science Degree. Graduates of Jones College will find a wide range of exciting and challenging careers from which to choose.

To fulfill its objectives, Jones College has woven into its courses a sound core of general studies. The result is a program imparting to the student important specialized, as well as highly desirable cultural knowledge. Jones College students are exposed to the "why" as well as the "how" thus greatly expanding their capacity to contribute to the cultural growth, moral health, and financial prosperity of the communities in which they live and serve after graduation.

Continuous review and improvement of the curriculum, together with planned expansion of the physical facilities of the College, assure the objectives and philosophy of the College.



ARLINGTON CAMPUS

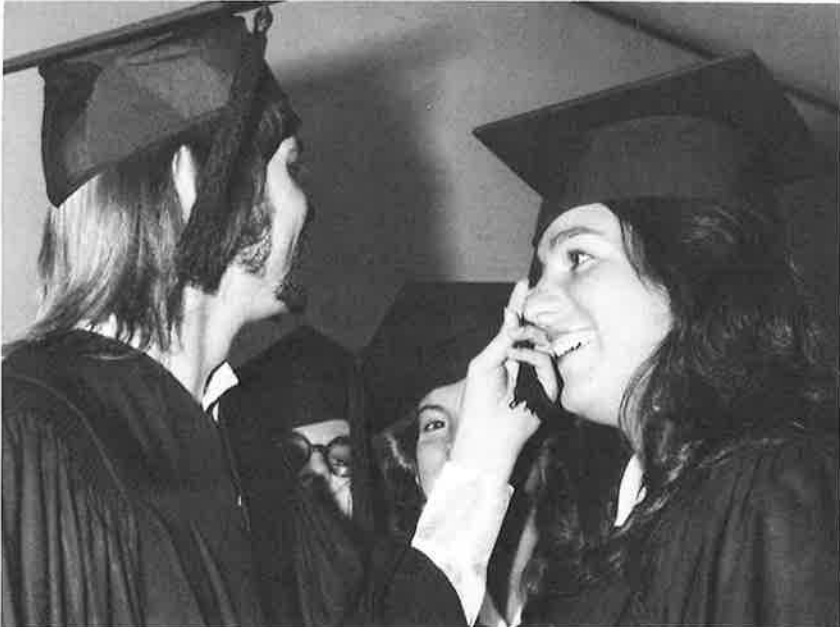
ACCREDITATION

Jones College, Jacksonville, 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 Commission of Education.

During 1971 the Accrediting Commission approved the candidacy of the Orlando Campus as a four-year institution with similar degree-granting authority.

All campuses are listed as professional institutions of higher learning in the EDUCATION DIRECTORY, PART 3: HIGHER EDUCATION, published by the United States Office of Education.

Jones College is a non-profit, nonsectarian, 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 and a member of the American Association of Junior Colleges. It is approved by the Florida State Approval Agency for Private Schools.



ARLINGTON CAMPUS



SOUTHWEST CAMPUS

HISTORY

Founded in Jacksonville in 1918 by Annie Harper Jones, the College had a modest beginning with fewer than 50 students. In early years the program consisted primarily of specialized business training. Over the years the program has been steadily enriched. A solid growth in student attendance to the current record enrollment has been a natural development.

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 housing, equipment and educational facilities. In 1953 a branch campus was established in Orlando, Florida to serve the rapid growth of the Central Florida area. In 1970 a third campus was established in the southwest section of Jacksonville. Continued growth required the acquisition of larger facilities for the Orlando branch and a new modern campus was opened in 1972. North Campuses were opened in Jacksonville January, 1973, and in Orlando March, 1973.

ABOUT THE JACKSONVILLE CAMPUSES

Location and Cultural Opportunities

The Arlington main campus is located on the beautiful St. Johns River. Just a few miles away is one of the world's finest beaches on the Atlantic Ocean. Jacksonville offers both fresh and salt water recreation and the area is a fishing and boating paradise. Broad streams enter the St. Johns here and provide miles of waterfront scenic beauty and recreation. The modern Arlington Expressway (adjacent to the campus) puts fun, work and shopping within a few minutes of the college.

The temperate climate, characterized by short mild winters and long, relatively warm summers, boasts an average temperature of 67.8 degrees. Average seasonal range is from 54.7 in December to 80.2 in July.

Recreation

Recreational opportunities are limitless and outdoor sports are year 'round. The sports complex—consisting of the Coliseum, and the Gator Bowl seating seventy thousand—is famous for its annual New Year's Bowl Game and the traditional Georgia-Florida grid classic. Professional hockey, basketball, wrestling, and boxing share the 10,000-seat Jacksonville Coliseum with such bright attractions as the Ringling Brothers Barnum and Bailey Circus and spectacular ice shows.

The Arts

The Civic Auditorium features the finest of concerts, plays, and ballet. The Symphony Association presents five concerts a year. Jacksonville's youth orchestra is considered one of the best in the South. There are choral societies for both men and women and several fine theatre guild groups. The widely renowned Cummer Gallery of Art and the new Jacksonville Art Museum have permanent collections and also offer special exhibitions. Art classes are conducted by the Jacksonville Art Museum. The works of such outstanding artists as Titian, El Greco, Velazquez, Rubens, Winslow Homer, Goya, and Del Sarto are represented in the permanent collections.

Physical Plant and Facilities Arlington

Jones College, Arlington in Jacksonville, is ideally located on the east bank of the St. Johns River. Situated in suburban Arlington, one of Jacksonville's most attractive residential areas, it provides immediate access to the downtown business area or to the ocean beaches. The quiet, campus atmosphere provides a desirable environment for study and learning.

The college tower was completed at a cost of over \$3 million. In addition to the college classrooms and residence halls, the consolidated living-learning building also houses the studios of college-owned radio stations WKTZ, WKTZ-FM and WFAM Educational FM. This beautiful twelve-story structure is completely air-conditioned. It provides students with residence facilities unequalled anywhere in the South for comfort, beautiful furnishings, spacious rooms, and everything necessary for gracious student living. A large swimming pool and patio recreation area are available for the enjoyment of resident students.

ARLINGTON CAMPUS



The lower floors are used for instructional and administrative purposes. The James V. Forrestal Library-Learning Center, the Student Center and the Student Lounges are provided for student use. Special conference rooms are available for group meetings of all kinds — fraternities, sororities, student government, clubs, etc. Automatic elevators provide convenient and safe transportation between the college classrooms and residence halls, which are located on the upper floors of the building. The ultimate planning of the college facilities has been directed toward achieving maximum convenience and comfort for the students while developing high-level efficiency in the operation of the college.

Jones College Arlington Campus residence halls are new and modern. Each unit contains an all-electric kitchen, comfortable living and sleeping quarters, private balcony terrace overlooking the St. Johns River and large picture windows. A cafeteria is operated in the Student Center.



ARLINGTON CAMPUS



A full-time Residence Director and a staff of competent resident assistants are available at all times to assist resident students in every way and to provide responsible supervision. A registered nurse is in residence and the college medical doctor is on 24-hour call.

Southwest and North Campuses

The Southwest Campus is located in the southwest section of Jacksonville at the Stockton Street exit at Interstate Highway I-10. The North Campus is conveniently accessible from I-95 on Dunn Avenue West. These facilities were designed to serve commuting students primarily. Dormitory accommodations are not provided.

ABOUT THE ORLANDO CAMPUSES

Location and Cultural Opportunities

Orlando, the geographic center of Florida and the home of Walt Disney World, is the state's transportation hub. Six primary highways converge on the central city, and three major airlines make dozens of daily flights into Orlando. Appropriately described for many years as "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. Despite its mushrooming population, the city somehow still retains its serene, suburban charm.

Walt Disney World is now welcoming a million visitors each month and is a continuing source of pleasure and entertainment to visiting students from both Jacksonville and Orlando. 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.

The John F. Kennedy Space Center at Cape Kennedy, Florida, is within 40 miles of Orlando and easy driving distance of Jacksonville. Frequent visits to the Space Center are made by students of both the Jacksonville and Orlando schools.

Orlando has an ideal climate, with an average annual temperature of 72 degrees and is strategically located in the heart of the state.





ORLANDO CAMPUS SCENES

ORLANDO MAIN CAMPUS

Physical Plants and Facilities

The main Orlando Campus of Jones College is located in a new business center of the city adjacent to a fine residential area and only 1½ blocks from the junction of U.S. Highways 17 and 92 and Florida Highway 50. These highways are main arteries to Orlando from the North or South and East or West.

Tropically landscaped grounds, sizable parking areas, 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 and winter. The classrooms are equipped with functionally modern furniture to insure the best in classroom comfort.

With facilities for 1100 students and an outstanding faculty devoted to the education of young people, the Orlando Main Campus offers many advantages to students in the areas of employment preparation and career potential.

There are no dormitory facilities at the Orlando Main Campus. Students from out of town or out of state must secure their own residence facilities; however, the college will assist students in finding suitable accommodations. If on campus residence facilities are required, it is recommended that the students attend the Jacksonville Campus.

ORLANDO NORTH CAMPUS

The new Orlando North Campus is located conveniently on I-4 at Highway 436 in Altamonte Springs, a suburb of Orlando. The enrollment also includes many students who commute from the central Florida cities north of Orlando.

The classrooms of the North Campus offer modern equipment, air-conditioned facilities, and a superior faculty similar to that enjoyed by the students on the Orlando Main Campus. The North Campus facilities are designed to accommodate 450 day and evening students.



**STUDENT
LIFE**

STUDENT LIFE

Life in college can be varied and exciting. The student's education also includes the development of his understanding of people and the culture in which he lives. Many campus activities provide opportunities for this development as the student enjoys social contacts that often develop into lifetime friendships.

All activities described in this section are available on the Arlington Campus and many apply also to the smaller Orlando Main Campus.

The College provides many resources for activities of the campus community. Formal conference rooms, informal lounges, game and other facilities are available to students, alumni, and faculty. The TV lounge and poolside patio are also popular gathering places.

ARLINGTON CAMPUS



Social activities vary from year to year according to the inclination of the students. Sponsored by various student organizations, events such as dances, hayrides, car rallies, field trips, fashion shows, and surfing parties are numerous.

The most inclusive of all campus organizations is the Student Government Association to which every student automatically belongs. Student Government Officers are elected annually by the students. Meeting weekly, these student leaders seek to fulfill the SGA objectives by promoting the general college welfare, serving the students' best interests, and helping to create a lively college spirit.

The College has a limited number of specific rules for the purpose of regulating campus life. The basic assumption is made that college students do not require detailed conduct instructions. Such regulations as have been adopted are set forth in the Student Handbook, and College Catalog.

The orientation program each quarter is important to all new students—freshmen and transfers. These sessions deal with both academic and extra-curricular matters. Student government, 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 has access to the student's total record and is prepared to counsel with him on personal or academic problems at any time. The student is expected to establish a continuing relationship with the faculty and especially with his faculty adviser.

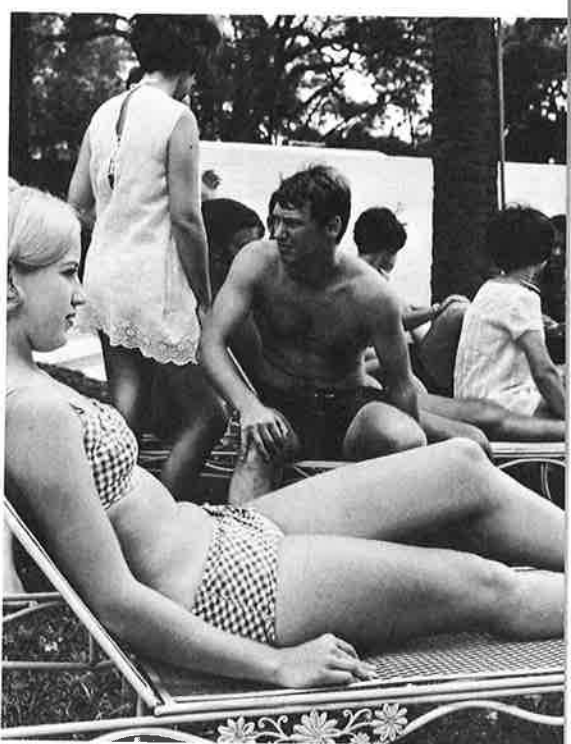
Through the College's long tradition of close student-faculty relationships, the student will find ample opportunity to become well acquainted with both the Dean and his classroom instructors. Most classes are groups of 15 to 35 students. Faculty members have regular hours, and the student should seek a conference with his instructor when he feels the need for additional guidance.

Male students who show outstanding qualities of leadership, character, and scholarship can be nominated for membership in Upsilon Nu, local chapter of Phi Beta Lambda; Kappa Lambda, local chapter of Phi Theta Pi, or in Omega Nu, local chapter of Pi Rho Zeta, three national honor fraternities of highest rank. Community and campus projects, many social events, a wide range of athletics, and other fraternal activities provide a full calendar for the membership.



ARLINGTON CAMPUS SCENES





ARLINGTON CAMPUS SCENES

The sister organization of Phi Theta Pi is Alpha Iota Sorority. Like the fraternity, Alpha Iota is also a national honor society composed of young women who have met its high standards. One of the highest honors that a young woman student can receive at Jones College is a sorority membership. The sorority has a full program of civic, campus and social activities.

Kappa Sigma Beta and Kappa Tau Upsilon, social fraternity and sorority, plus chapters of the American Management Association and the Data Processing Management Association, head up the list of other campus organizations that provide many opportunities for service projects and activities for students who share the same interests.



SOCIAL AFFAIRS, ACTIVITIES, AND ATHLETICS

Participation in class activities, work in the Student Government, newspaper, year book, and membership in the various student organizations are encouraged.

Sports enthusiasts in the student body have a variety of choices in athletic competition. A complete intramural athletic program, under a student intramural board attracts enough interest to field a league of teams in volleyball, flag football, basketball and softball. Other popular sports activities include surfing, golfing, skating, bowling, water skiing, riding, etc. Informal beach swim and surfing parties are regular events.



**ADMISSIONS
AND
FINANCIAL
INFORMATION**



GENERAL ADMISSION REQUIREMENTS

Graduation from high school or its equivalent is a prerequisite for admission to Jones College. Applicants not completing a secondary program or not issued a diploma will be considered for admission on the basis of the General Education Development (GED) tests. Applicants are informed of acceptance a few days after all required information is received. Students may apply for entry at the beginning of any term.

EARLY ADMISSION

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

REGULAR ADMISSION

Recent graduates of high school are urged to submit their applications at an early date since enrollment is limited. Recommendation by the Guidance Counselor is an important factor in favorable consideration of the applicant.

TRANSFER STUDENTS

Students in any undergraduate program in another college or university may apply for transfer to Jones College. Approval will be given by the Registrar for the maximum number of credit hours already completed that are compatible with the Jones 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 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 prior to admission approval. Satisfactory evidence of successful mastery and command of the English language is required for all foreign students. All records should be submitted at the time of application. They will be evaluated by the Admissions Committee and the student accepted before Form I-20 (Immigration Certificate of Acceptance) is sent to the applicant. With these exceptions, the conditions for admission of foreign students are identical with those for American students.

G.I. BILL OF RIGHTS

Jones College is approved for training under the G.I. Bill of Rights. Students are enrolled on a credit hour basis in day or evening classes. Students attending two evenings a week qualify for three quarter time training allowance under the Act. Academically qualified veteran evening students may add Friday evening or Saturday morning classes and receive full-time benefits from the VA. Veterans attending under the G.I. Bill are usually approved to pay quarterly 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.

APPLICATION PROCEDURE

High school students and recent graduates must submit the completed Application for Admission form to the college with the application fee of \$10, which is paid only once and is non-refundable. Two small photographs of the applicant and a high school transcript of work completed through date of application, if available, are also required. If the transcript is not available at the time of application, the college will correspond with the high school. High school officials should be requested to supply the information requested of them on the application form. High school graduates will mail their applications directly to the college.

Upon notice of acceptance, all students are required to pay a \$50 Registration Fee. In Jacksonville, all students may choose to live on campus if their homes are not within commuting distance and if residence space is available. A \$10 Residence Reservation Fee is required of all resident students. In the case of a commuting student, no provision for housing is necessary.

In Jacksonville and Orlando, two hundred dollars is payable within 60 days after acceptance for those who are accepted between September 1 and March 30 — or within 30 days after acceptance for those who are accepted between April 1 and July 1.

The balance of the first year's tuition, and full first year's residence fees are due by August 1 for those registering for the Fall Term. If special acceptance for the Fall Term is granted after July 1, then all fees for the year are due on August 1. First year fees for late registrants are due before entry. Students registering for Winter, Spring, or Summer Terms are given a date 30-60 days prior to their date of entry to make their financial arrangements as outlined above.

After the first student registers, \$80 family reduction per school year (3 quarters) is allowed to each student from the same immediate family.

TUITION AND FEES

All financial obligations must be fulfilled as stated in the "application procedure" section of the catalog. Students are admitted with the understanding that they will remain the full academic year, unless otherwise specified at the time of entrance.

Students will not be given credit for work done, will not receive honorable dismissal, or a transcript of credit, or be permitted to graduate, until all college bills are paid.

Students will be accepted any quarter for a period of a full academic year of three quarters.

Fees per School Year (3 Quarters)

Tuition	\$1175.00
Residence Fees	585.00
Application Fee (to accompany application)	10.00
Registration Fee (upon acceptance)	50.00
Residence Application Fee (upon acceptance)	10.00
Graduation Fee (due last quarter)	20.00
Laboratory Fee for Data Processing major	200.00
Re-entry Fee	2.50
Examination make-up Fee, each	1.00
Final Examination make-up Fee, each	5.00

The tuition rates quoted are for from a minimum of 12 to a maximum of 16 credit hours per quarter. Charges for additional credit hours will be made.

G.I. BILL STUDENTS

The tuition rates shown above are not applicable for students attending under the G.I. Bill. A special bulletin is available upon request which contains all information necessary for those eligible for such benefits.

REGULATIONS REGARDING REFUNDS OF TUITION

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 fees for the full academic year from all accepted students, and for this reason students are accepted for not less than a full academic year of three quarters. The withdrawal of a student does not decrease the expenses of the College to any substantial extent; therefore, refunds or adjustments are made only under the following regulations:

1. **FAILURE TO ENTER**—If an accepted student does not enter classes, the full amount of prepaid tuition and residence charges will be refunded.

2. **WITHDRAWAL**—No withdrawal will be considered effective unless the student has notified the Dean or the Registrar of such withdrawal by means of a personal interview prior to or upon the date of withdrawal from classes. The effective date of withdrawal will be the last date of recorded attendance.

Tuition charges are made for a minimum of one school year (3 school quarters). After entrance, refunds of tuition charges may be made upon written application to the College. Application, registration, and residence fees are not refundable.

Refunds of tuition charges will be made as follows:
Withdrawal within:

First seven days of Quarter	90%
Next three weeks of classes	80%
Next five weeks of classes	55%
Second nine weeks of classes	30%
Thereafter, charges are not refundable.	

3. **DISMISSAL**—In case of dismissal for disciplinary reasons, any damage caused by misconduct or otherwise will be charged to the student.

FINANCIAL AID PROGRAM

Jones College makes every effort to assist those students who need financial aid to locate financing to complete their college programs. Included here are highlights on the various forms of loans, scholarships, grants, and part-time work opportunities available.

FEDERAL AID PROGRAMS

National Direct Student Loans

Students needing financial assistance may borrow up to \$1,250 per academic year under this program. Payments begin ten months after the student completes his studies and may be extended over a 10-year period. Repayment may be deferred up to three years during service in Peace Corps, VISTA, or the Armed Forces and may be deferred as long as the borrower carries at least a half-time academic load at an institution of higher learning.

Educational Opportunity Grants

This program is for students who would be unable to attend college without the aid of grants. Grants ranging from \$200 to \$1,000 per academic year are available for each of a student's four undergraduate years, depending on the student's need.

Work-Study Program

Preference is given to students from low income families who need employment to help pay college expenses. Students work up to an average of 15 hours a week at jobs on campus while attending classes as full-time students.

Guaranteed Student Loans

All students are eligible for loans under this program. A student may borrow up to \$2,500 per academic year. Repayment of the loan begins nine months after leaving school, but may be deferred during periods of service in the Armed Forces, Peace Corps, or VISTA.

OTHER SOURCES OF AID

State Guaranteed Loan Plans

State guaranteed educational loan plans are available in most states. Application forms and information are available at most banks.

Jones College Financial Grants

A limited number of grants are awarded on the basis of extreme financial need and evidence of ability to succeed in college-level work.

Jones College Work Grants

A limited number of grants are available in return for the performance of campus duties at the student residence halls, library, grounds, and various offices. These opportunities are usually reserved for upperclassmen. Students wishing to apply for Work Grants should contact the Director of Financial Aid at the college.

SUGGESTIONS FOR AID APPLICANTS

1. Applicants seeking financial aid should first, study the annual expenses at Jones College; second, ask their high school guidance counselors about local funds available; third, contact the Jones College Director of Financial Aid for details and application forms.
2. Applicants are not considered for participation in the college financial aid program until they have been accepted for admission to Jones College and have paid their registration fees.
3. Students must be in good standing to be eligible for continued financial aid.
4. A parent's confidential financial statement is required for most types of aid.
5. When a student submits an application for financial assistance it is analyzed by the Director of Financial Aid and a plan is recommended to the student, which appears to the Director of Financial Aid to be the best possible arrangement for that individual. This may include a combination of more than one type of aid. The student reviews the plan and indicates his acceptance of it before any commitment is made.



ARLINGTON CAMPUS

SUGGESTIONS FOR AID APPLICANTS

1. Applicants seeking financial aid should first, study the annual expenses at Jones College; second, ask their high school guidance counselors about local funds available; third, contact the Jones College Director of Financial Aid for details and application forms.

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4. A parent's confidential financial statement is required for most types of aid.

5. When a student submits an application for financial assistance it is analyzed by the Director of Financial Aid and a plan is recommended to the student, which appears to the Director of Financial Aid to be the best possible arrangement for that individual. This may include a combination of more than one type of aid. The student reviews the plan and indicates his acceptance of it before any commitment is made.

SCHOLARSHIP AID FOR JONES COLLEGE STUDENTS

1. Contact the Jones College Director of Financial Aid for details and application forms.
2. Applicants are not approved for participation in the College financial aid program until they have been accepted for admission to Jones College and have paid their registration fees.

Achievement Scholarship

Tuition credits of \$100 are awarded annually to the highest ranking students in the Freshman, Sophomore, and Junior classes.

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.



ARLINGTON CAMPUS



GENERAL INFORMATION

ACADEMIC

Counseling and Placement

New students are given a battery of aptitude and achievement tests plus special knowledge tests for advanced standing. The Iowa Silent Reading Test is included in the battery. Students testing below the 12th grade level will be required to participate in review courses in basic areas and/or a reading improvement course. These courses will be in addition to the required courses in the degree program and, although non-transferrable, they will count toward the Jones College graduation requirements.

Definition of a Quarter Hour Credit

A standard quarter hour normally requires one hour of work in class each week for a quarter (10 to 12 weeks). Laboratory subjects having a disproportionate ratio of instruction to practice require additional class or laboratory hours per credit hour, depending upon the particular circumstances. Appropriate provision is allowed for home study. A standard class hour is 45 to 50 minutes, net.

Class Standing

The total successfully completed credit hours determine class standing as follows:

Freshmen	1- 46
Sophomore	47- 92
Junior	93-138
Senior	Above 138

Grading

A letter grading system is used

A	Excellent (90-100)
B	Above Average (80-89)
C	Average (70-79)
D	Unsatisfactory, but not failing (60-69)
F	Failure (Below 60)
I	Incomplete

Additional grades for withdrawals, transfer credit, and exemptions are defined in the Student Handbook.

Reports of grades are made to students and to parents or guardians of minors at the end of every quarter. More frequent reports may be obtained on request.

Dean's List

A student, enrolled in a minimum of nine credit hours, who earns at least a 3.5 quality point average overall is eligible for the Dean's List, which is an honor list published each quarter.

Attendance Requirements

Day classes are scheduled between 8 a.m. and 4 p.m. Monday through Thursday and from 8 a.m. to 1:30 p.m. Friday. Evening classes are scheduled between 5:25 and 10 p.m., as needed, Monday through Friday. Evening College students may also attend Saturday morning classes upon approval by the Dean. Students attending under the "Work-Study Program" may, if necessary, be scheduled for a minimum class load in order to permit employment. Students must have the prior approval of the Dean for schedules of more than 18 credit hours. The College is in session throughout the year on a quarterly basis except for holidays and vacations as shown in the College calendar. The summer quarter is optional, but full class offerings are available for the many students who choose to attend.

Students are required to attend each class session unless conditions over which they have no control prevent their being present. Unexcused absence will result in a lowered achievement rating and an undesirable record. Excessive absences, excused or unexcused, may cause the student to be dropped from that subject in which the absences occur.

Graduation With Honors

Students who have earned the requisite credits for graduation with the following quality point averages are entitled to the appropriate honors: 3.25-3.49, cum laude; 3.50-3.74, magna cum laude; 3.75 and above, summa cum laude.

Honors are computed for students who have earned the requisite credits for graduation.

Transfer of Credits to Other Colleges

The College is accredited by the Accrediting Commission of the Association of Independent Colleges and Schools, a nationally recognized professional accrediting agency.

The Jones College curriculum has been developed for the student interested in a program which will qualify him for a professional career in business or business administration. The College does not recommend application from students who are undecided about career plans, or who may later seek transfer.

Transfer of Credits to Other Colleges

Traditional colleges and universities limit the offering of courses in the major areas to the junior and senior year. Jones College students begin their majors during the first academic year. Although many colleges accept our credits on transfer, a student planning transfer should obtain prior approval from the Dean or Registrar of the other institution before making application for admission here.

PROCEDURAL

Regulations Governing Student Conduct

All students will be held responsible for conforming to the 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 by the Administration 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.

DIPLOMA PROGRAMS

Excellent short programs are available in several areas, including Secretarial Science. Individual courses may also be selected by students interested in a particular area of professional studies, without enrolling in a degree program. The Director of Admissions can provide full information about these areas of specific interest.

MISCELLANEOUS

Bookstore

Books and supplies may be purchased at the college bookstore. Book purchases will be necessary at the beginning of each school quarter. The cost of books may be reduced through the purchase of used books when available.

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 arrangements for insurance locally upon arrival.

Placement Service

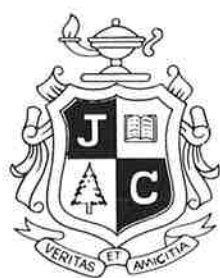
The College maintains a Placement Service for the benefit of in-school students, graduates and non-graduate alumni. Alumni are urged to maintain contact with the college Placement Office so that they may take advantage of the many desirable positions that are available with progressive employers throughout the year.

Many students work part-time while attending school, either under the College Work-Study Program or off-campus

Complete academic and employment records of each student are available to assist the prospective employer or alumnus.



ARLINGTON CAMPUS





RICHARD SALTER, Dean, Arlington Campus

CURRICULUM



JUNIOR AND SENIOR COLLEGE PROGRAMS

The Associate in Science degree programs may be pursued either as terminal programs for those wishing employment on completion or as transfer programs for those desiring to continue their education in the Senior College Division.

THE BACHELOR OF SCIENCE DEGREE PROGRAM IN BUSINESS ADMINISTRATION

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

1. Complete a minimum of 186 quarter hours of acceptable work, of which at least the full senior year's credit requirements must be taken at Jones College.
2. Earn required credit in Areas I, II, III, and IV or as specified.
3. Maintain a general grade average of "C" or higher (a point average of at least 2.0 calculated only on credits attempted at Jones College). This requirement may be relaxed by the faculty academic standards committee for good cause and upon such conditions as the committee may fix.
4. Pass all required final examinations.
5. Abide by all college rules and regulations. Maintain a creditable attendance and deportment record and settle all financial obligations to the College prior to graduation.
6. Complete one term (six hours per week) professional internship for academic evaluation (broadcast and secretarial majors only).
7. Participate in the College commencement exercises next following completion of all course requirements.

BACHELOR DEGREE PROGRAM

Total Quarter Hour Requirements

	Quarter Hours
Area I Core	26
Area II Major	74
Area III General Studies	64
Area IV Free Electives	22
Minimum Total	186

Area I—Core—Required for all programs

26 Quarter Hours

	Course Numbers	Course	Date Completed	Grade	Quarter Hours
✓	ACC 111	Principles of Accounting I	_____	_____	6
✓	COM 133	Business English	_____	_____	4
✓	ECN 241	Principles of Economics I	_____	_____	4
✓	MAT 191	College Mathematics	_____	_____	6
✓	MCH 161	Business Machines I	_____	_____	2
✓	SEC 172	Typewriting I	_____	_____	4
					26

Area II—Major

74 Quarter Hours

Accounting Major (Select From)

	Course Numbers	Course	Date Completed	Grade	Quarter Hours
	ACC 112	Principles of Accounting II	_____	_____	6
	ACC 213	Principles of Accounting III	_____	_____	3
	ACC 214	Principles of Cost Accounting	_____	_____	3
	ACC 216	Intermediate Accounting I	_____	_____	6
	ACC 217	Intermediate Accounting II	_____	_____	3
	ACC 219	Federal Taxation	_____	_____	4
	ACC 319	Federal Taxation, Advanced	_____	_____	4
	ACC 320	Federal Income Tax Accounting	_____	_____	2
	ACC 411	Survey of Governmental Accounting	_____	_____	2
	ACC 415	Advanced Accounting I	_____	_____	6
	ACC 416	Advanced Accounting II	_____	_____	3
	ACC 417	Auditing	_____	_____	6
	ACC 418	Auditing, Advanced	_____	_____	3
	ACC 419	Accounting Senior Research	_____	_____	2
	ACC 422	Computer Applications to Account- ing Problems	_____	_____	4
	DPG 183	Business Data Processing	_____	_____	4
	ECN 344	Money and Banking	_____	_____	4
	ECN 442	Financial Management	_____	_____	4
	MAT 192	College Mathematics, Advanced	_____	_____	3
	MGT 121	Introduction to Business	_____	_____	4
	MGT 122	Principles of Management	_____	_____	4
	MGT 124	Business Law I	_____	_____	4
	MGT 125	Business Law II	_____	_____	4
	MGT 227	Credits and Collections	_____	_____	4

Broadcast Management Major

(Offered in Jacksonville only)

(Select From)

Course Numbers	Course	Date Completed	Grade	Quarter Hours
ACC 112	Principles of Accounting II	_____	_____	6
ACC 213	Principles of Accounting III	_____	_____	3
BRD 050	Internship, WJCR	_____	_____	0
BRD 150	Introduction to Broadcasting	_____	_____	4
BRD 156	Fundamentals of Broadcast Announcing I	_____	_____	6
BRD 157	Fundamentals of Broadcast Accounting II	_____	_____	3
BRD 251	Radio & TV Station Operation	_____	_____	4
BRD 253	Studio Productions	_____	_____	6
BRD 254	Communications Law	_____	_____	4
BRD 255	Government Regulations of Broadcasting	_____	_____	4
BRD 257	Advertising, Media	_____	_____	4
BRD 351	Market & Program Research	_____	_____	4
BRD 450	Issues & Problems	_____	_____	4
BRD 455	Broadcast Management Senior Research	_____	_____	2
COM 336	Journalism	_____	_____	4
COM 339	Discussion and Conference Techniques	_____	_____	4
DPG 180	Fundamentals of Data Processing	_____	_____	4
HUM 240	Contemporary Music	_____	_____	3
MGT 121	Introduction to Business	_____	_____	4
MGT 122	Principles of Management	_____	_____	4
MGT 223	Sales Management	_____	_____	4
MGT 224	Advertising Management	_____	_____	4
MGT 321	Personnel Management	_____	_____	4

Data Processing Major

(Select From)

Course Numbers	Course	Date Completed	Grade	Quarter Hours
ACC 112	Principles of Accounting II	_____	_____	6
ACC 213	Principles of Accounting III	_____	_____	3
DPG 181	Key Punch	_____	_____	3
DPG 183	Business Data Processing	_____	_____	4
DPG 184	Automated Data Processing	_____	_____	4
DPG 185	Computer Concepts	_____	_____	6
DPG 187	Assembler Language	_____	_____	6
DPG 188	RPG II, Introductory	_____	_____	6
DPG 282	RPG II, Advanced	_____	_____	3
DPG 284	COBOL, Introductory	_____	_____	6
DPG 285	COBOL, Advanced	_____	_____	3
DPG 286	FORTRAN and BASIC	_____	_____	4

DPG	287	Business Systems: Analysis and Design	_____	_____	4
DPG	388	Management Information Systems	_____	_____	4
DPG	482	Operating Systems	_____	_____	3
DPG	483	Business Data Processing Applications	_____	_____	4
DPG	485	Data Processing Senior Research	_____	_____	2
MAT	192	College Mathematics, Advanced	_____	_____	3
MGT	122	Principles of Management	_____	_____	4
MGT	124	Business Law I	_____	_____	4
MGT	125	Business Law II	_____	_____	4
MGT	321	Personnel Management	_____	_____	4

**Management Major
(Select From)**

(69)

	Course Numbers	Course	Date Completed	Grade	Quarter Hours
4	ACC	112 Principles of Accounting II	_____	_____	6
4	ACC	213 Principles of Accounting III	_____	_____	3
✓	ACC	219 Federal Taxation	_____	_____	4
	DPG	180 Fundamentals of Data Processing	_____	_____	4
✓	ECN	344 Money and Banking	_____	_____	4
✓	ECN	442 Financial Management	_____	_____	4
✓	MAT	192 College Mathematics, Advanced	_____	_____	3
✓	MGT	121 Introduction to Business	_____	_____	4
✓	MGT	122 Principles of Management	_____	_____	4
✓	MGT	124 Business Law I	_____	_____	4
✓	MGT	125 Business Law II	_____	_____	4
	MGT	221 Office Management	_____	_____	4
✓	MGT	222 Insurance Management	_____	_____	4
✓	MGT	223 Sales Management	_____	_____	4
	MGT	224 Advertising Management	_____	_____	4
4	MGT	225 Real Estate I	_____	_____	6
✓	MGT	226 Real Estate II	_____	_____	3
2	MGT	227 Credits and Collections	_____	_____	4
	MGT	321 Personnel Management	_____	_____	4
✓	MGT	421 Labor Relations and Collective Bargaining	_____	_____	4
✓	MGT	423 Business Policy and Administration	_____	_____	4
	MGT	425 Management Senior Research	_____	_____	2
✓	PSY	241 Psychology, Applied	_____	_____	4
	PSY	345 Human Relations	_____	_____	4

**Secretarial Administration Major
(Select From)**

ACC	215	Clerical Payroll Procedures			2
COM	339	Discussion and Conference Techniques			4
DPG	180	Fundamentals of Data Processing			4

MCH	162	Business Machines II	2
MGT	121	Introduction to Business	4
MGT	122	Principles of Management	4
MGT	124	Business Law I	4
MGT	125	Business Law II	4
MGT	221	Office Management	4
MGT	227	Credits and Collections	4
MGT	321	Personnel Management	4
PSY	241	Psychology, Applied	4
SEC	070	Internship	0
SEC	171	Shorthand I	6
SEC	173	Typewriting II	4
SEC	175	Filing and Indexing	2
SEC	270	Typewriting III	2
SEC	271	Typewriting IV	2
SEC	272	Shorthand II	6
SEC	273	Shorthand III	6
SEC	274	Shorthand IV	6
SEC	277	Secretarial Science	4
SEC	280	Machine Transcription	2
SEC	475	Secretarial Senior Research	2

Marketing Major
Offered in Orlando Only
(Select From)

Course Numbers	Course	Date Completed	Grade	Quarter Hours
ACC	112	Principles of Accounting II	_____	6
ACC	213	Principles of Accounting III	_____	3
DPG	180	Fundamentals of Data Processing	_____	4
ECN	442	Financial Management	_____	4
MAT	192	College Mathematics Advanced	_____	3
MGT	121	Introduction to Business	_____	4
MGT	122	Principles of Management	_____	4
MGT	124	Business Law I	_____	4
MGT	125	Business Law II	_____	4
MGT	221	Office Management	_____	4
MGT	223	Sales Management	_____	4
MGT	224	Advertising Management	_____	4
MGT	225	Real Estate I	_____	6
MGT	226	Real Estate II	_____	3
MGT	227	Credits and Collections	_____	4
MKG	123	Principles of Salesmanship	_____	4
MKG	124	Principles of Advertising	_____	4
MKG	225	Principles of Marketing	_____	4
MKG	228	Consumer Behavior	_____	4
MKG	326	Retailing Management	_____	4
MKG	329	Marketing Management	_____	4
MKG	420	Marketing Management Problems	_____	4
MKG	425	Marketing Senior Research	_____	2

Area III—General Studies

64 Quarter Hours

In addition to the 10 quarter hours of general education included in Area I, 64 additional quarter hours (a total of 74) are required from the following courses:

COMMUNICATIONS		SOCIAL SCIENCE	
✓COM	130 English Mechanics	APY	241 Cultural Anthropology
COM	131 Communications I *	ECN	240 Economics History
COM	132 Communications II	✓ECN	242 Economics II, Principles of *
✓COM	135 Speaking I, Effective	✓ECN	243 Economics III, Principles of*
COM	136 Speaking II, Effective	HIS	241 History, American
✓COM	230 English Composition I *	HIS	242 History, Modern
COM	231 English Composition II	✓HIS	244 Political Science
COM	233 Report Writing	HUM	240 Music, Contemporary
3 COM	235 Literature, Introduction to	✓HUM	241 Humanities I
COM	236 Literature, Twentieth Century	HUM	242 Humanities II
COM	238 Introduction to Poetry	✓HUM	343 Philosophy
✓COM	239 Introduction to Fiction	✓HUM	445 Ethics
COM	336 Journalism	GPY	447 Logic
COM	339 Discussion & Conference Techniques	PSY	244 Cultural Geography
		PSY	240 Psychology, General
		SOC	241 Psychology, Child
		✓SOC	245 Sociology, Introduction to
			246 Family, The
MATHEMATICS			
MAT	219 Algebra *		
✓MAT	391 Statistics I *		
MAT	392 Statistics II *		

* Required, except MAT and ECN courses for Broadcast Management Majors



Area III—General Studies (Continued)

Course Numbers	Course	Date Completed	Grade	Quarter Hours
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

Area IV—Free Electives 22 Quarter Hours

Free electives may be selected from the synopses of courses beginning on page 55. Electives may be specialized or general studies.

_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

NOTE: 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 baccalaureate degree.

**ASSOCIATE IN SCIENCE DEGREE PROGRAM
IN BUSINESS ADMINISTRATION**

To maintain satisfactory status leading to graduation, all students must complete the following requirements:

1. Complete a minimum of 108 quarter hours of acceptable work, at least one-half of which, including the last three quarters' credit requirements, must be taken at Jones College.
2. Earn required credit in Areas I, II, and III, or as specified.
3. Maintain a general grade average of "C" or higher. This requirement may be relaxed by a faculty committee on examinations for good cause and upon such conditions as the Committee may fix.
4. Pass final examinations in all courses for which earned credits are recorded.
5. Abide by all college rules and regulations. Maintain a creditable attendance and department record and settle all financial obligations to the College prior to graduation.
6. Participate in College Commencement exercises next following completion of all graduation requirements.
7. Although all curricula are outlined by areas, it is not necessary that one area be completed before another. Student schedules usually include courses from at least two areas each quarter, assigned in logical sequence.

**ASSOCIATE IN SCIENCE DEGREE PROGRAM
in Business Administration**

Total Quarter Hour Requirements

	Quarter Hours
Area I Core	26
Area II Major	66
Area III General Studies	<u>16</u>
Minimum Total	108

Area I—Required for all Programs

26 Quarter Hours

Course Numbers	Course	Date Completed	Grade	Quarter Hours
ACC 111	Principles of Accounting I	_____	_____	6
COM 133	Business English	_____	_____	4
ECN 241	Principles of Economics I	_____	_____	4
MAT 191	College Mathematics	_____	_____	6
MCH 161	Business Machines I	_____	_____	2
SEC 172	Typewriting I	_____	_____	<u>4</u>
				26

Area II—Major

Accounting Major

66 Quarter Hours

ACC 112	Principles of Accounting II	_____	_____	6
ACC 213	Principles of Accounting III	_____	_____	3
ACC 214	Principles of Cost Accounting	_____	_____	3
ACC 216	Intermediate Accounting I	_____	_____	6
ACC 217	Intermediate Accounting II	_____	_____	3
ACC 219	Federal Taxation	_____	_____	4
DPG 183	Business Data Processing	_____	_____	4
MAT 192	College Mathematics Advanced	_____	_____	3
MGT 121	Introduction to Business	_____	_____	4
MGT 122	Principles of Management	_____	_____	4
MGT 124	Business Law I	_____	_____	4
MGT 125	Business Law II	_____	_____	4
MGT 227	Credits & Collections	_____	_____	4
Free Electives (Any 100 or 200 level course) *				
_____	_____	_____	_____	2
_____	_____	_____	_____	4
_____	_____	_____	_____	4
_____	_____	_____	_____	<u>4</u>
				66

Broadcast Management Major

ACC	112	Principles of Accounting II	_____	_____	6
BRD	050	Internship, WJCR	_____	_____	0
BRD	150	Introduction to Broadcasting	_____	_____	4
BRD	156	Fundamentals of Broadcast Announcing I	_____	_____	6
BRD	157	Fundamentals of Broadcast Announcing II	_____	_____	3
BRD	251	Radio & TV Station Operation	_____	_____	4
BRD	253	Studio Productions	_____	_____	4
BRD	254	Communications Law	_____	_____	4
BRD	255	Government Regulations of Broadcasting	_____	_____	4
BRD	257	Advertising, Media	_____	_____	4
COM	135	Effective Speaking I	_____	_____	4
COM	136	Effective Speaking II	_____	_____	3
MGT	122	Principles of Management	_____	_____	4
MGT	223	Sales Management	_____	_____	4
MGT	224	Advertising Management	_____	_____	4
Free Electives (Any 100 or 200 level courses)*					4
<hr/>					4
<hr/>					4
					66

Data Processing Major

Course Numbers	Course	Date Completed	Grade	Quarter Hours	
ACC	112	Principles of Accounting II	_____	6	
DPG	181	Key Punch	_____	3	
DPG	183	Business Data Processing	_____	4	
DPG	184	Automated Data Processing	_____	4	
DPG	185	Computer Concepts	_____	6	
DPG	187	Assembler Language	_____	6	
DPG	188	RPG II, Introductory	_____	6	
DPG	282	RPG II, Advanced	_____	3	
DPG	284	COBOL, Introductory	_____	6	
DPG	285	COBOL, Advanced	_____	3	
DPG	286	FORTTRAN and BASIC	_____	4	
DPG	287	Business Systems: Analysis and Design	_____	4	
MAT	192	College Mathematics, Advanced	_____	3	
Free Electives (any 100-200 courses)*					
<hr/>					
<hr/>					
					4
					4
					66

Management Major

ACC	112	Principles of Accounting II	_____	_____	6
ACC	213	Principles of Accounting III	_____	_____	3
ACC	219	Federal Taxation	_____	_____	4
DPG	180	Fundamentals of Data Processing	_____	_____	4
MAT	192	College Mathematics—Advanced	_____	_____	3
MGT	121	Introduction to Business	_____	_____	4
MGT	122	Principles of Management	_____	_____	4
MGT	124	Business Law I	_____	_____	4
MGT	125	Business Law II	_____	_____	4
MGT	221	Office Management	_____	_____	4
MGT	222	Insurance Management	_____	_____	4
MGT	223	Sales Management	_____	_____	4
MGT	224	Advertising Management	_____	_____	4
MGT	227	Credits and Collections	_____	_____	4
Free Electives (Any 100 or 200 level courses)*					2
_____					4
_____					4
_____					<u>4</u>
					66

Secretarial Science Major

COM	230	English Composition I	_____	_____	4
MCH	162	Business Machines II	_____	_____	2
MGT	121	Introduction to Business	_____	_____	4
MGT	124	Business Law I	_____	_____	4
SEC	070	Internship	_____	_____	0
SEC	171	Shorthand I	_____	_____	6
SEC	173	Typewriting II	_____	_____	4
SEC	175	Filing and Indexing	_____	_____	2
SEC	270	Typewriting III	_____	_____	2
SEC	271	Typewriting IV	_____	_____	2
SEC	272	Shorthand II	_____	_____	6
SEC	273	Shorthand III	_____	_____	6
SEC	274	Shorthand IV	_____	_____	6
SEC	277	Secretarial Science	_____	_____	4
SEC	280	Machine Transcription	_____	_____	2
Free Electives (Any 100-200 level courses)*					4
_____					4
_____					4
_____					<u>4</u>
					66

* Free electives in all majors may be selected subject to the approval of the Dean, from any of the courses in the 100 and 200 levels listed in the descriptions of courses beginning on Page 55.

Area III—General Studies

16 Quarter Hours

In the Associate in Science degree program a minimum of 24 quarter-hour credits are required in the area of general studies or liberal arts. In addition to the ten credit hours of general education included in Area I, select 14 hours from the following:

- | | | | |
|-----------------------|---------------------------------|-----------------------|----------------------------------|
| COMMUNICATIONS | | SOCIAL SCIENCE | |
| COM | 130 English Mechanics | ECN | 242 Economics II, Principles of |
| COM | 131 Communications I * | ECN | 243 Economics III, Principles of |
| COM | 132 Communications II * | HIS | 242 History, Modern |
| COM | 135 Speaking I, Effective | HIS | 244 Political Science |
| COM | 136 Speaking II, Effective | HUM | 240 Music, Contemporary |
| COM | 230 English Composition I | HUM | 241 Humanities I |
| COM | 231 English Composition II ** | HUM | 242 Humanities II |
| COM | 233 Report Writing | PSY | 240 Psychology, General |
| COM | 235 Literature, Introduction to | PSY | 242 Psychology, Child |
| MATHEMATICS | | SOC | 245 Sociology, Introduction to |
| MAT | 291 Algebra | SOC | 246 Family, The |

- * Required
- ** Required, Secretarial Science

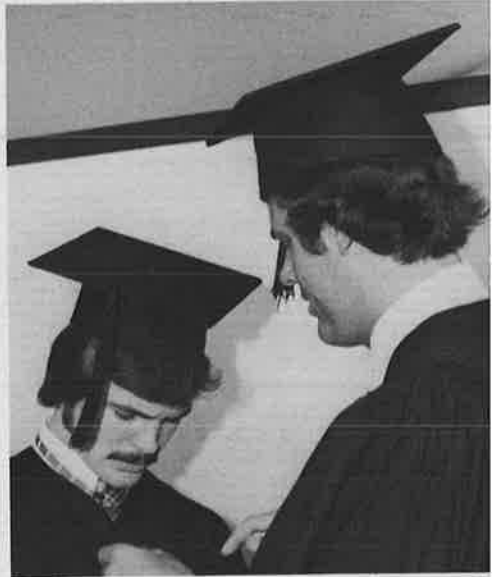
Course Numbers	Course	Date Completed	Grade	Quarter Hours

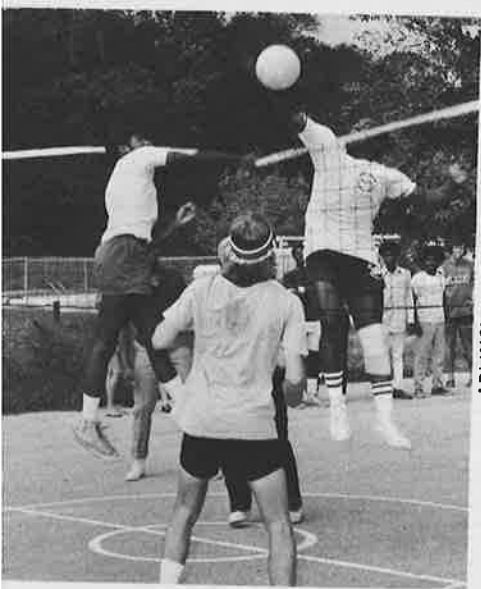
Other general education courses at the 100 or 200 level may be approved by the Dean of the College

NOTE: 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 associate degree.

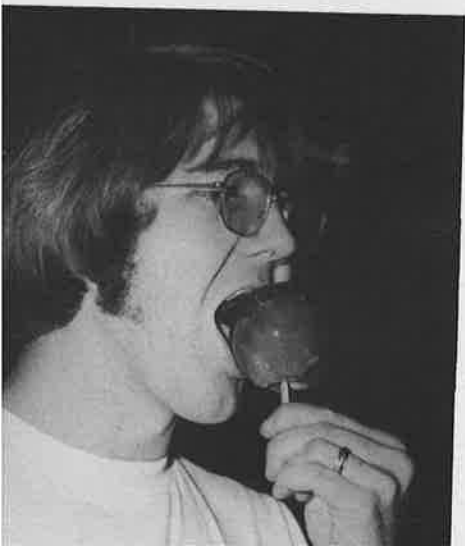


ARLINGTON CAMPUS





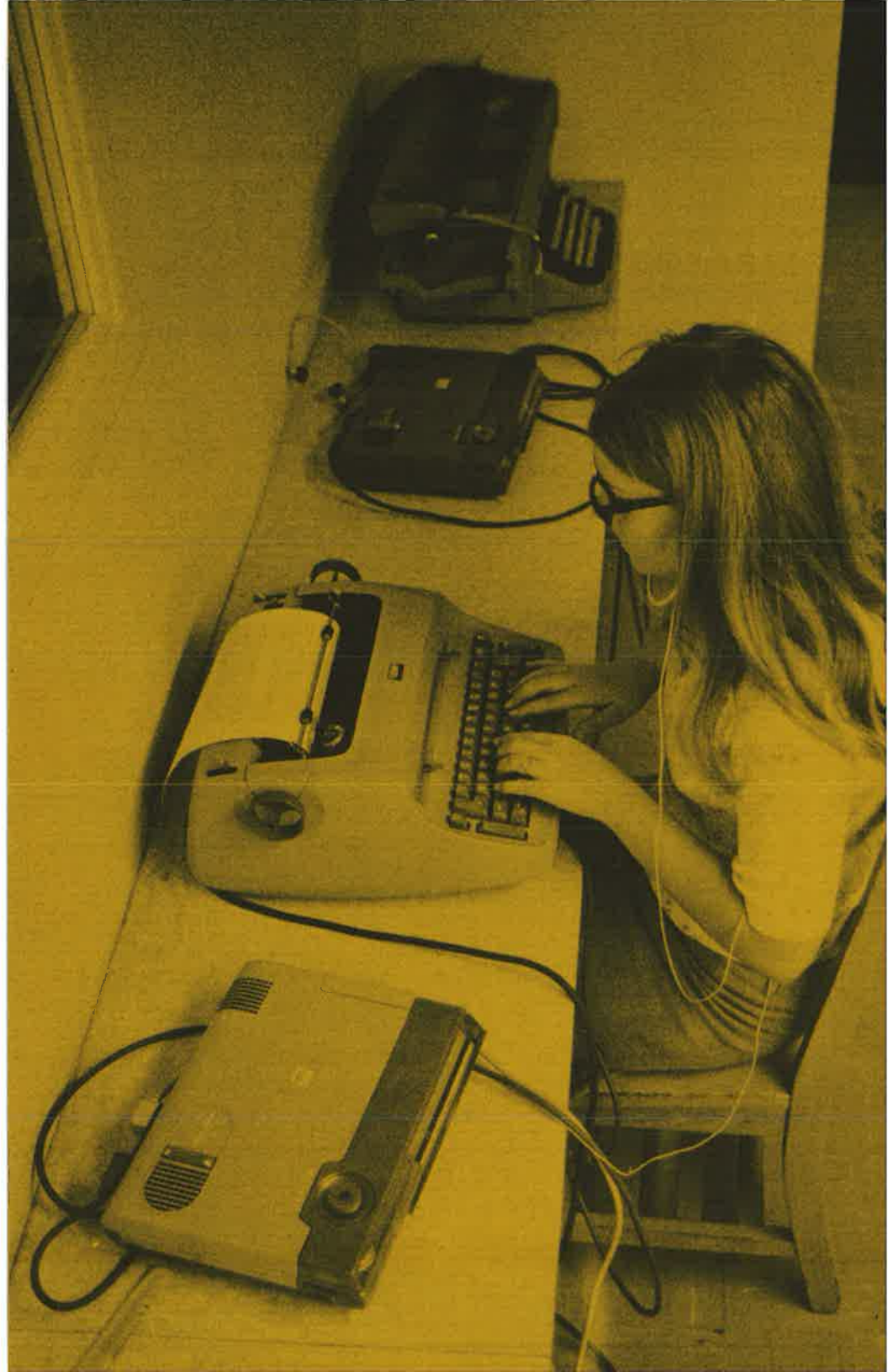
ARLINGTON CAMPUS SCENES







**DESCRIPTION
OF
COURSES**



**DESCRIPTION OF COURSES
TABLE OF CONTENTS**

ACC	011	Accounting Principles, Introductory	60
ACC	111	Accounting I, Principles of	60
ACC	112	Accounting II, Principles of	61
ACC	213	Accounting III, Principles of	61
ACC	214	Accounting, Principles of Cost	61
ACC	216	Accounting, Intermediate I	61
ACC	217	Accounting, Intermediate II	61
ACC	315	Accounting, Cost Advanced	62
ACC	320	Accounting, Federal Income Tax	62
ACC	411	Accounting, Governmental	62
ACC	415	Accounting, Advance I	62
ACC	416	Accounting, Advanced II	62
ACC	419	Accounting, Senior Research	62
ACC	422	Accounting Problems, Computer Applications to	63
BRD	257	Advertising, Media	65
MKG	124	Advertising, Principles of	80
MAT	291	Algebra	81
MAT	091	Algebra, Basic	81
APY	241	Anthropology, Cultural	84
DPG	187	Assembler Language	74
ACC	417	Auditing	62
ACC	418	Auditing, Advanced	62
BRD	050	Broadcasting, Internship	64
BRD	150	Broadcasting, Introduction to	64
BRD	156	Broadcast Announcing I, Fundamentals of	64
BRD	157	Broadcast Announcing II, Fundamentals of	64
BRD	159	Television Techniques	64
BRD	255	Broadcasting, Government Regulations of	65
BRD	353	Broadcast Laboratory, Junior	66
BRD	355	Broadcast and Education	66
BRD	450	Broadcasting, Current Issues and Problems in	66
BRD	453	Broadcast Laboratory, Senior	66
BRD	455	Broadcasting, Senior Research	66
MGT	121	Business, Introduction to	77
MGT	124	Business Law I	77
MGT	125	Business Law II	77
MCH	060	Business Machines, Introductory	67
MCH	161	Business Machines I	67
MCH	162	Business Machines II	67

DESCRIPTION OF COURSES (Continued)

MGT	423	Business Policy and Administration . . .	79
ACC	215	Clerical Payroll Procedures	61
DPG	284	COBOL	75
DPG	285	COBOL, Advanced	75
COM	131	Communications I	68
COM	132	Communications II	68
BRD	254	Communications Law	65
DPG	185	Computer Concepts	74
MKG	228	Consumer Behavior	80
ACC	420	CPA Problems	63
MGT	227	Credits and Collections	78
ATM	180	Data Processing	63
DPG	180	Data Processing, Fundamentals of . . .	73
DPG	183	Data Processing, Business	74
DPG	184	Data Processing, Automated	74
DPG	483	Data Processing, Business Applications .	76
DPG	485	Data Processing, Senior Research . . .	76
COM	339	Discussion and Conference Techniques .	72
ECN	240	Economic History	85
ECN	241	Economics I, Principles of	85
ECN	242	Economics II, Principles of	85
ECN	243	Economics III, Principles of	85
COM	135	Effective Speaking I	68
COM	136	Effective Speaking II	72
COM	030	English	68
ATM	130	English I	63
ATM	131	English II	63
COM	031	English Mechanics, Introductory	68
COM	130	English Mechanics	68
COM	133	English, Business	68
COM	230	English Composition I	69
COM	231	English Composition II	69
HUM	445	Ethics	87
SOC	246	Family, The	88
ACC	219	Federal Taxation	61
ACC	319	Federal Taxation, Advanced	62
COM	239	Fiction, Introduction to	71
SEC	175	Filing and Indexing	84
ECN	442	Financial Management	86
ECN	141	Finance, Personal	85

DESCRIPTION OF COURSES (Continued)

DPG	286	FORTTRAN and BASIC75
GPY	244	Geography, Cultural86
HIS	241	History, American86
HIS	242	History, Modern86
HIS	341	History of Florida86
HIS	342	History, Northeast Florida and Jacksonville86
PSY	345	Human Relations88
HUM	241	Humanities, I87
HUM	242	Humanities, II87
ECN	347	Investments85
COM	336	Journalism70
DPG	181	Keypunch73
MGT	421	Labor Relations & Collective Bargaining .	.78
SEC	278	Legal Secretarial Procedures84
SEC	275	Legal Shorthand82
COM	235	Literature, Introduction to71
COM	236	Literature, Twentieth Century71
HUM	447	Logic87
ATM	120	Management I, Effective63
ATM	121	Management II, Effective63
MGT	122	Management, Principles of77
MGT	221	Management, Office77
MGT	222	Management, Insurance77
MGT	223	Management, Sales77
MGT	224	Management, Advertising78
MKG	326	Management, Retailing80
MGT	425	Management, Senior Research79
BRD	351	Market and Program Research65
MKG	420	Marketing Management Problems80
MKG	225	Marketing, Principles of80
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IBM 2311

IBM 2311

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COURSE NUMBERING SYSTEM

The course numbering system is limited to three digits. The first number indicates the year in which the course should usually be taken. The third digit may indicate sequential courses. For example, in the course number COM 133, "1" indicates a freshman course, "3" indicates the area as Communications and the final digit, "3" indicates that this may be the third course in a sequence. The letters "COM" also places the course in the category of communications. The middle digit areas are:

- 1 Accounting
- 2 Management, Marketing
- 3 Communications (includes General Education)
- 4 Social Science (includes General Education)
- 5 Broadcasting
- 6 Business Machines
- 7 Secretarial
- 8 Data Processing
- 9 Mathematics, Science (includes General Education)

COURSE NUMBERS	LEVEL
001 - 099	Courses primarily for freshmen— not recommended for transfer
100 - 199	Courses primarily for freshmen
200 - 299	Courses primarily for sophomores
300 - 399	Courses primarily for juniors
400 - 499	Courses primarily for seniors

INTRODUCTORY

ACC 011 ACCOUNTING PRINCIPLES 3 Quarter Hours
An introductory course in the theory and practice of accounting principles.

PRINCIPLES OF

ACC 111 ACCOUNTING I 6 Quarter Hours
Defines accounting objectives and their relation to business. The student is taught fundamental principles of accounting, the recording of transactions in the elementary journals, and posting to the ledgers. The trial balance, working papers, financial statements, and the opening and closing of books are included. Prerequisite: MAT 191.

**PRINCIPLES OF
ACCOUNTING II**

6 Quarter Hours

ACC 112

The course is a continuation of Accounting I. The student is trained in the recording of more advanced transactions. Emphasis is placed on the opening of books: classification and controlling of accounts; safeguarding of cash, notes, acceptances, discounts, capital investments and withdrawals; as well as adjusting and closing of the books. Student is introduced to the computer as a tool of analysis for accounting data. Computer laboratory, two hours per week. Prerequisite: ACC 111

**PRINCIPLES OF
ACCOUNTING III**

3 Quarter Hours

ACC 213

A continuation of Accounting I and II. Devoted primarily to accounting for industrial corporations. Includes the opening, adjusting, and closing of corporation accounts and books; shows a general system of accounting, and classification of accounts.

Prerequisite: ACC 112

**PRINCIPLES OF
COST ACCOUNTING**

3 Quarter Hours

ACC 214

The principles of cost recording. The basic cost concept. The importance of cost determination and recording.

Prerequisite: ACC 213

**CLERICAL
PAYROLL PROCEDURES**

2 Quarter Hours

ACC 215

Training in the methods of computing wages and salaries, methods of keeping records, and the making of government reports.

**INTERMEDIATE
ACCOUNTING I**

6 Quarter Hours

ACC 216

Intermediate Accounting is an advanced course that presents a comprehensive study of accounting theory above the level of basic accounting principles. The mechanics of working papers, accounting for corporation stock issues, funds flow, valuation of inventories, and analysis of financial statements are typical of the problems dealt with. Considerable emphasis is placed upon the accounting theory together with accounting problems designed to supplement this theory. Prerequisite: ACC 213

**INTERMEDIATE
ACCOUNTING II**

3 Quarter Hours

ACC 217

Continuation of Intermediate Accounting I, which is prerequisite.

ACC 219

FEDERAL TAXATION

4 Quarter Hours

A brief but thorough treatment of the principles of federal taxes, including income taxes and social security taxes. Through the use of lectures, illustrations, and the treatment of tax problems by the student, a working knowledge of tax principles is acquired.

Prerequisite: ACC 111

ADVANCED

ACC 315 **COST ACCOUNTING** **6 Quarter Hours**
Application of cost accounting principles to manufacturing enterprises and problems concerning material, labor, and manufacturing overhead expense; plant layout and organization; factory ledger controls; process costing; job order costing; standard costs; and cost problems of specific industries. Prerequisite: ACC 214

FEDERAL

ACC 319 **TAXATION ADVANCED** **4 Quarter Hours**
An advanced study of the principles of federal taxation applied to corporations, estates, and trusts. Prerequisite: ACC 219

FEDERAL INCOME

→ **ACC 320** **TAX ACCOUNTING** **2 Quarter Hours**
Corporation tax returns. Study of accounting methods acceptable for tax purposes. Study of Federal income tax procedures and appeals methods. Prerequisite: ACC 319

GOVERNMENTAL

ACC 411 **ACCOUNTING** **2 Quarter Hours**
Application of accounting within governmental organization, including fund allocation, disbursements, legal requirements, etc. Prerequisite: ACC 217

ADVANCED

ACC 415 **ACCOUNTING I** **6 Quarter Hours**
Complex accounting theory and practice is developed in the areas of partnership accounting, installment sales, consignments, receivership accounting, consolidations, fiduciary accounting and other subjects. Prerequisite: ACC 217

ADVANCED

ACC 416 **ACCOUNTING II** **3 Quarter Hours**
Continuation of Advanced Accounting I plus cases of enterprises in distress; estates and trusts. Prerequisite: ACC 415

AUDITING

ACC 417 **AUDITING** **6 Quarter Hours**
Nature of audit evidence; basic audit techniques; audit practices and procedures; professional ethics; audit reports.

AUDITING (ADVANCED)

ACC 418 **AUDITING (ADVANCED)** **3 Quarter Hours**
A continuation of ACC 417 which is prerequisite plus statistical sampling.

ACCOUNTING

ACC 419 **SENIOR RESEARCH** **2 Quarter Hours**
Senior students will undertake an original investigation of a problem in business administration under the guidance of their faculty adviser and department chairman. Includes typed report which will be cataloged into the library. Prerequisite: Senior standing

ACC 420**CPA PROBLEMS****4 Quarter Hours**

This course provides the student with a general review of accounting theory and practice.

COMPUTER APPLICATIONS**ACC 422****TO ACCOUNTING PROBLEMS 4 Quarter Hours**

The purpose of the computer is financial management. Its use as part of the accounting process. Place of the computer in present day accounting, budgeting and auditing matters.

Prerequisites: DPG 183 and ACC217

AUTOTUTOR TEACHING MACHINE COURSES

A number of courses prepared for the "Autotutor" electronic teaching machines are available on the Arlington Campus. Although teaching machine programs are generally designed to be offered without the direct supervision of an instructor, it is the policy of the college to provide the assistance of an instructor at all times. A maximum of eight hours' credit may be earned through the teaching machine program. The following 2 quarter-hour courses are offered as additional electives:

ATM 120 EFFECTIVE MANAGEMENT I 2 Quarter Hours
Decision making, organizational practices, effective planning.

ATM 121 EFFECTIVE MANAGEMENT II 2 Quarter Hours
Delegation practices, managerial control, effective use of executive time.

ATM 130 ENGLISH I 2 Quarter Hours
Punctuation, sentences, nouns and pronouns.

ATM 131 ENGLISH II 2 Quarter Hours
Verbs, modifiers.

ATM 180 DATA PROCESSING 2 Quarter Hours
Introduction to computer mathematics.

ATM 190 MATHEMATICS I 2 Quarter Hours
Modular math, sets, symbols, bases 1, bases 2.

ATM 191 MATHEMATICS II 2 Quarter Hours
Properties of whole numbers (Vol's. 1 & 2), modular arithmetic.

ATM 192 MATHEMATICS III 2 Quarter Hours
Statistical analysis, fundamentals of algebra, basic statistics.

ATM 193 MATHEMATICS IV 2 Quarter Hours
Mathematical introduction to slide rule, slide rule fundamentals (two parts), slide rule computations.

BROADCASTING

BRD 050 **INTERNSHIP** **Non-Credit**
The student is assigned to production duties in the student laboratory stations, WJCR, or WFAM, educational FM under the supervision and valuation of a faculty adviser. Three terms (two hours weekly) are required for the AS degree. An additional three terms are required in the BS program. Upon written request, the Dean may approve responsible work in an off-campus position in broadcasting.

INTRODUCTION

BRD 150 **TO BROADCASTING** **4 Quarter Hours**
This course is designed to familiarize the beginning student with the broadcast industry and to introduce the student to the technical aspects of broadcasting, including the various broadcast services; AM, FM, TV, ETV, ITV, CATV, etc. A survey of the technical equipment used in broadcasting operations is included in a laboratory section. This course is a prerequisite for all other broadcasting courses.

FUNDAMENTALS OF

BRD 156 **BROADCAST ANNOUNCING I** **6 Quarter Hours**
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 his speech to radio-television announcing. The course is supplemented by actual experience on tape and video tape recorders in the laboratory.

FUNDAMENTALS OF

BRD 157 **BROADCAST ANNOUNCING II** **3 Quarter Hours**
A continuation of Broadcast Announcing I. Emphasis is placed on newscasts, commercial copy, and dramatic readings. More extensive use of tape and video tape recorders in the laboratory is required. Prerequisite BRD 156.

BRD 159 **TELEVISION TECHNIQUES** **4 Quarter Hours**
Operation of television broadcast equipment including camera, lens, switcher-fader and the film-and-slide chain. Also included are lighting, film editing and basic television production.

RADIO AND TV

BRD 251 **STATION OPERATION** **4 Quarter Hours**
A study of the organization of broadcast stations, looking at the problems related to planning and operation. Course is designed to help the student develop an understanding of the economic factors affecting broadcasters, and taste and skill in program planning and production.

BRD 253 STUDIO PRODUCTIONS 4 Quarter Hours

Objective is to give the student creative working experiences that are essential to the production of radio and television programs. Heavy emphasis is placed on laboratory work in various areas of production.

BRD 254 COMMUNICATIONS LAW 4 Quarter Hours

A study of the laws and governmental regulations relating to radio and television broadcasting. Course includes a study of the various congressional acts regarding broadcasting. The powers and duties of the Federal Communications Commission are discussed in addition to the laws of libel and slander. The student is prepared for the Third Class Radiotelephone License examination with Broadcast Endorsement which is given by the FCC.

GOVERNMENT REGULATIONS

BRD 255 OF BROADCASTING 4 Quarter Hours

A continuation of Communications Law. Further development of an understanding of the power and limitations of the FCC and other agencies concerned with broadcasting. Actual FCC decisions are discussed and analyzed. Course describes procedures for obtaining and keeping broadcast licenses. Prerequisite BRD 254.

BRD 257 ADVERTISING II, MEDIA 4 Quarter Hours

A study of the economics, standards, and ethics of commercial copywriting. Extensive laboratory work in the preparation and presentation of commercial broadcast copy. Prerequisite MGT 224, and Junior Standing.

BRD 259 TELEVISION PRODUCTIONS 4 Quarter Hours

Production of basic, formatted television programs such as news, weather, interview and panel. Production of the commercial and public service announcement. Classes are divided into production units with each student gaining experience as producer, director, cameraman, lighting technician, floor director, audio technician, scenic designer, film editor and talent. Prerequisite: BRD 159.

MARKET AND

BRD 351 PROGRAM RESEARCH 4 Quarter Hours

A study of audience survey techniques such as Pulse and ARB. Students actually perform audience surveys, study the many forms of radio and television station programming, and actually create a new station from the information learned. Prerequisite: Junior Standing.

BRD 353 **BROADCAST LABORATORY 2 Quarter Hours**
An independent production course in which the student has an opportunity to use his ability in a learning situation. Projects consist of production assignments agreed upon by the student and a faculty adviser. Prerequisite BRD 253, Junior Standing, Consent of Instructor.

BRD 355 **BROADCASTING AND EDUCATION 4 Quarter Hours**
An in-depth study of the history of educational broadcasting, development of current organizations and the outlook for the future. Background information is gained for use on WFAM, Jones College Educational FM. Prerequisite Junior Standing and Consent of Instructor.

CURRENT ISSUES AND PROBLEMS

BRD 450 **IN BROADCASTING 4 Quarter Hours**
A Senior seminar in those issues and problems that face broadcasters today. A study of current decision-making problems that confront broadcasters every day. Prerequisite Senior standing.

BRD 453 **BROADCAST LABORATORY 2 Quarter Hours**
Same as BRD 353, only for senior students. Projects for seniors would necessarily be more involved. Prerequisite BRD 253, Senior standing, Consent of instructor.

BRD 455 **BROADCAST SENIOR RESEARCH 2 Quarter Hours**
Senior students will undertake an original investigation of a problem in broadcast administration under the guidance of their faculty adviser and department chairman. Includes typed paper which will be cataloged in the library. Prerequisite Senior standing.

BUSINESS MACHINES



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BUSINESS MACHINES, INTRODUCTORY

MCH 060

2 Quarter Hours

An introductory course to office machines emphasizing skill development and accuracy.

MCH 161

BUSINESS MACHINES I

2 Quarter Hours

The course includes the Ten-Key add list machine and/or the Full-Key add list machine. Emphasis is placed on machine operation relating to basic business mathematics problems.

MCH 162

BUSINESS MACHINES II

2 Quarter Hours

The course teaches the Printing Calculator, Rotary Calculator and/or the Electronic Calculator. The student is required to apply knowledge of mathematics to procedures of payroll, sales distribution, commission, chain discounts, prorating of overhead expense, statistical information, amortization, profit and loss, and all phases of accounting both manual and computerized reports. Prerequisite

MAT 191

COMMUNICATIONS

ENGLISH

COM 030 **ENGLISH** **3 Quarter Hours**
An introductory course of punctuation and grammar, emphasizing the vernacular of communication.

COM 031 **ENGLISH MECHANICS,
INTRODUCTORY** **3 Quarter Hours**
An introductory course to vocabulary construction and spelling.

COM 130 **ENGLISH MECHANICS** **3 Quarter Hours**
A course in spelling, vocabulary, and word study that gives a mastery over words and fluency to one's language. It comprises drills in spelling, vocabulary building, pronunciation, syllabication, definitions, synonyms, and useful technical terms.

COM 131 **COMMUNICATIONS I** **6 Quarter Hours**
Offers thorough groundwork in English grammar and usage, especially as applied to business letters, reports and transcription.

COM 132 **COMMUNICATIONS II** **3 Quarter Hours**
A continuation of Communications I with a shifting of emphasis to the fundamental principles of correct punctuation, capitalization, numbers and abbreviations.

COM 133 **BUSINESS ENGLISH** **4 Quarter Hours**
The course is a study of the technique of writing effective business letters of particular types, such as adjustment letters, credit and collection series, sales letters, advertising letters, and letters of application. Special attention is devoted to perfecting the technical aspects of business communications. Prerequisite: COM 131 and 132



COM 230 ENGLISH COMPOSITION I 4 Quarter Hours

This course stresses clear thinking, effective writing, and intelligent discussion. It provides instruction in such rhetorical principles as the thesis statement, good diction, sentence construction, introductions and conclusions, simple patterns of development, transitional words and linking devices; and in the mechanics of written expression. Prerequisite: COM 132

COM 231 ENGLISH COMPOSITION II 3 Quarter Hours

Composition II is basically a course in polemics. The object of the course is to refine the skills learned in Composition I and apply them to the problems of persuasion. The main goal is to clarify both the logical processes and the style by encouraging precision accuracy, brevity, and skepticism. The uses and limits of logic are examined in detail. Prerequisite: COM 230

COM 233 REPORT WRITING 4 Quarter Hours

The object of the course is to make the student thoroughly competent to write or analyze a detailed and comprehensive report. Selected reports from government and business will be analyzed daily. The student will learn to recognize his strengths, weaknesses, means of persuasion, and methods of illustration. Whenever possible, the executive decisions based on these reports and the results of these decisions will be analyzed to determine the final value of the report. In addition, the student will write both formal and informal reports including one comprehensive report as a term project. Prerequisite: COM 231



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COM 336

JOURNALISM

4 Quarter Hours

Training in reporting, news writing, copy writing, and other activities related to journalistic practices with emphasis on accuracy and direct expression.



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LITERATURE

INTRODUCTION TO

COM 235

LITERATURE

6 Quarter Hours

This course is designed to introduce the student to the four basic literary forms of the play, the novel, the short story, and the poem. Emphasis may be placed on a structural analysis of one or more of the forms. Selected works will be based around a central theme.

TWENTIETH CENTURY

COM 236

LITERATURE

3 Quarter Hours

This course is designed to acquaint the student with current thought and trends as reflected in the writings of our time and may include American, British, and European writers. The focus of the course will be on the development of one or more major themes. Materials will be selected by the instructor.

INTRODUCTION TO

COM 238

POETRY

3 Quarter Hours

The object of the course is to provide a sound foundation for further readings in the genre. Works studied will include poems both English and American from the Renaissance to the Modern with special emphasis on the Renaissance, Romantic, and Modern periods.

INTRODUCTION TO

COM 239

FICTION

4 Quarter Hours

The object of the course is to provide a sound foundation for further readings in the genre. Works studied will include novels and stories from all the major periods, with special emphasis on the Nineteenth Century (English, American, Russian, and French).

RED 031 READING DEVELOPMENT 3 Quarter Hours

The reading development course is designed to improve rate, comprehension, vocabulary, word meaning, and paragraph comprehension. Modern scientific projection equipment used in the classroom includes the Tech-X, Controlled Reader, and a large number of Reading Accelerators. The achievement of the class is measured by Iowa Silent Reading tests at the beginning and end of course.

SPEECH

COM 135 EFFECTIVE SPEAKING I 4 Quarter Hours

The aim of the course is to develop the ability to speak clearly and



SOUTHWEST CAMPUS

effectively before an audience; to develop in the student the ability to think and express ideas effectively; and to plan, compose, and deliver speeches and talks of various kinds.

COM 136 EFFECTIVE SPEAKING II 4 Quarter Hours

Continuation of Effective Speaking I plus the study of voice production and the phonetic production of sound. Prerequisite: COM 135

DISCUSSION AND

COM 339 CONFERENCE TECHNIQUES 4 Quarter Hours

This course will cover methods and techniques in modern discussion, interview, panel, symposium, round table. Critical thinking, evidence, and reasoning are studied.

DATA PROCESSING

FUNDAMENTALS OF DATA PROCESSING

4 Quarter Hours

DPG 180

The computer has become a major factor in modern business organizations. The purpose of this course is to introduce the student to the capabilities and limitations of electronic data processing equipment and the languages with which they are operated. The approach is primarily from the viewpoint of the business manager who must evaluate the potential of electronic equipment as it can influence the design of information processing systems and managerial decision making. NOT FOR DATA PROCESSING MAJORS.

DPG 181

KEYPUNCH

3 Quarter Hours

This course covers fundamentals of keyboard input devices including instruction and exercises on 24, 26, and 56 card punch machines, and 29 and 59 verifiers. Accuracy and speed using the touch system are stressed. The student is instructed in the punching of program cards for keypunch machines. Prerequisite: SEC 173 or typing speed of 45 wpm.



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BUSINESS

DPG 183 DATA PROCESSING 4 Quarter Hours
This course provides an overview of all major areas of data processing. There is a general exposure to computer and non-computer equipment and concepts. The student is expected to become thoroughly familiar with data processing terminology and major concepts.

AUTOMATED

DPG 184 DATA PROCESSING 4 Quarter Hours
This course provides a complete coverage of the IBM Sorter, Reproducer, Interpreter, Collator and Electronic Accounting Machine. The use of flowcharts, decision tables, and table concepts is learned. The student learns to wire control panels and to operate these machines, and to prepare machine procedures and documentation relative to non-computer technology. Prerequisites DPG 181, DPG 183, ACC 111

DPG 185 COMPUTER CONCEPTS 6 Quarter Hours
This course provides a comprehensive overview of computerized data processing. It covers the computer number systems (base 2, 10, and 16) and logic; the computer hardware as related to the central processing unit, the input/output devices as they relate to the IBM System/3 and other computing systems. Prerequisites: DPG 183, MAT 192

→ **DPG 187 ASSEMBLER LANGUAGE 6 Quarter Hours**
This course provides the student with a working knowledge of the Basic Assembler Language (BAL) as it is used in the IBM System/3 computing system. Knowledge of BAL provides the student with the capability to program by using a machine oriented language. Prerequisite: DPG 185

DPG 188 RPG II, INTRODUCTORY 6 Quarter Hours
This course provides a foundation for the use of the Report Program Generator as a computer language. The student is expected to learn and apply the basic facilities of this language utilizing the sequential access methods. Prerequisite: DPG 185

DPG 282 RPG II, (ADVANCED) 3 Quarter Hours
This course provides the advanced concepts of the Report Program Generator as a computing language. The student is expected to learn and apply the advanced facilities of this language utilizing the direct access methods. Prerequisite: DPG 188

DPG 284 **COBOL, INTRODUCTORY** **6 Quarter Hours**
This course provides a foundation for the use of the COBOL (Common Business Oriented Language) as a computer language. The student is expected to learn and apply the basic facilities of this language utilizing the sequential access methods. Prerequisite: DPG 185

DPG 285 **COBOL, ADVANCED** **3 Quarter Hours**
This course provides the advanced concepts of COBOL as a computing language. The student is expected to learn and apply the advanced facilities of this language utilizing the direct access methods. Prerequisite: DPG 284

DPG 286 **FORTRAN AND BASIC** **4 Quarter Hours**
This course provides a foundation for the use of FORTRAN (Formula Translation) and BASIC (Beginner All Purpose Symbolic Instruction Code). FORTRAN is a scientific-engineering language which is a problem-centered higher level language permitting the solution of quantitative business problems with relative ease. BASIC is an interactive language used primarily for tele-processing. The student is expected to learn and apply the basic facilities of these languages in problem-solving situations. Prerequisite: DPG 185

SYSTEMS ANALYSIS AND

DPG 287 **DESIGN, BUSINESS** **4 Quarter Hours**
This course in business operations is concerned with the design and maintenance of forms, records, and office systems. Included will be 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 will be information retrieval research techniques and tools as they apply to systematic principles of management decision making. Prerequisites: DPG 282, DPG 285, DPG 286; Co-requisite: COM 233

MANAGEMENT

DPG 388 INFORMATION SYSTEMS 4 Quarter Hours
An introduction to the problem of systems analysis and design. The organization of human resources to determine management information needs and necessary facilities for data collection and selection. The impact of computer introduction on existing organizational patterns. Feasible business problem application to existing or potential equipment. Evaluation of systems effectiveness.

OPERATING SYSTEMS AND

DPG 482 DATA COMMUNICATIONS 3 Quarter Hours
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 187

BUSINESS DATA

DPG 483 PROCESSING APPLICATIONS 4 Quarter Hours
The computer has become a major factor in modern business organizations. The purpose of this senior level course is to provide the vehicle for the student to put into practice the knowledge and skills gained from business and data processing courses. The approach is primarily from the viewpoint of the manager who must evaluate the potential of electronic equipment as it can influence the design of information processing systems. The organization of human resources to determine management information needs and facilities necessary for data collection and selection. Feasible business problem applications to existing or potential equipment. Evaluation of systems effectiveness.

DATA PROCESSING

DPG 485 SENIOR RESEARCH 2 Quarter Hours
Senior students will undertake an original investigation of a problem in business administration or data processing under the guidance of their faculty adviser and department chairman. Includes a typewritten report which may be cataloged into the library.

MANAGEMENT

INTRODUCTION TO BUSINESS

MGT 121 **4 Quarter Hours**

This is a study of all the activities in the field of business: ownership, organization, marketing, physical factors, purchasing, production, personnel finance, quantitative control and government techniques.

PRINCIPLES OF MANAGEMENT

MGT 122 **4 Quarter Hours**

The latest major approaches and techniques of management are studied in the areas of planning, systems management, new organizational concepts, computer influence, controlling and quantitative measurement.

MGT 124 **BUSINESS LAW I** **4 Quarter Hours**

A survey of the nature and functions of law with emphasis on its application in the field of contracts, including a scan of the legal framework of the agency, partnership and corporate relationships.

MGT 125 **BUSINESS LAW II** **4 Quarter Hours**

A study and examination into the field of bailments, sales, credit instruments in recurring title or possession, negotiable instruments and insurance.

MGT 221 **OFFICE MANAGEMENT** **4 Quarter Hours**

Teaches inter-relationship of office functions, services, facilities; office communications problem solving; evaluation criteria for business machines and DP systems; successful human relations in office administration.

MGT 222 **INSURANCE MANAGEMENT** **4 Quarter Hours**

Principles and their economic inter-relationships that are basic to sound risk management for an individual and for a company are emphasized.

MGT 223 **SALES MANAGEMENT** **4 Quarter Hours**

Study of effective techniques used to supplement and coordinate advertising and personal selling.

**ADVERTISING
MANAGEMENT**

MGT 224 **4 Quarter Hours**
A study of the fundamentals involved in the construction, technique, and use of managing advertising from the standpoint of the producer, retailer, and consumer. It provides a scholarly and up-to-date treatment of the economic and social aspects of the subject as well as a practical application of the techniques of advertising management to specific advertisements and campaigns.

MGT 225 **REAL ESTATE I** **6 Quarter Hours**
A broad national treatment of real estate principles and the legal forms used in real estate transaction.

MGT 226 **REAL ESTATE II** **3 Quarter Hours**
A continuation of Real Estate I including an analysis of new trends that are affecting the real estate market. Prerequisite: MGT 225

**CREDITS AND
COLLECTIONS**

MGT 227 **4 Quarter Hours**
The purpose of this course is to familiarize the student with the operation conducted in the credit department of a business. The analysis of the financial statement, interpretation of credit data, collection methods and procedure, and other modern credit problems are covered by discussion and illustrated by cases.

MGT 228 **REAL ESTATE LAW** **3 Quarter Hours**
An advanced study of the governmental regulation of real estate with an analysis of local, state, and federal legislation. Course includes an introduction to community planning and land use planning. (Elective)

MGT 321 **PERSONNEL MANAGEMENT** **4 Quarter Hours**
The instructor presents a realistic study of the principles and practices toward personnel management, major factors in personnel problems and labor relations, and the organization of personnel work. Attention is also turned toward the task of procuring, developing, maintaining, and using an effective working team.

LABOR RELATIONS AND

MGT 421 **COLLECTIVE BARGAINING** **4 Quarter Hours**
A study of the history, principles, and laws on the local, state, and federal levels that affect labor relations and employer-employee relations; unionism and collective bargaining.

BUSINESS POLICY

MGT 423 **AND ADMINISTRATION** **4 Quarter Hours**

Development of administrative organization. Analysis and discussion of problems confronted by management in daily operations. Determination of policies for the integration of a business enterprise. Case studies. Prerequisite: Senior standing, MGT 122

MANAGEMENT

MGT 425 **SENIOR RESEARCH** **2 Quarter Hours**

Senior students will undertake an original investigation of a problem in marketing under the guidance of their faculty adviser and department chairman. Includes typed report. Prerequisite: Senior standing.



SOUTHWEST CAMPUS

MARKETING

MKG 123 **PRINCIPLES OF
SALESMANSHIP** **4 Quarter Hours**
Principles of selling. Students develop skill through delivery of prepared and extemporaneous sales presentations.

MKG 124 **PRINCIPLES OF
ADVERTISING** **4 Quarter Hours**
A study of the principles and institutions involved in mass selling techniques.

MKG 225 **PRINCIPLES OF
MARKETING** **4 Quarter Hours**
The 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.

MKG 228 **CONSUMER BEHAVIOR** **4 Quarter Hours**
Survey of theories of consumer market behavior and producer reactions. Analysis of consumer motivation, buying behavior and market adjustment. Behavior aspects of the marketing process from producer to ultimate consumer. Prerequisite: MKG 225

MKG 326 **RETAILING
MANAGEMENT** **4 Quarter Hours**
A survey course concerned with the development and application of the more significant concepts relating to retail organization, merchandising, pricing, buying, promotion, and control. Prerequisite: MKG 225

MKG 329 **MARKETING
MANAGEMENT** **4 Quarter Hours**
Managerial approach to marketing function of product development, promotion, pricing, physical distribution, marketing strategy. Prerequisite: MKG 225

MKG 420 **MARKETING MANAGEMENT
PROBLEMS** **4 Quarter Hours**
Problems in all phases of marketing analyzed. Emphasis on decision-making. Case studies. Prerequisite: MKG 329

MKG 425 **MARKETING
SENIOR RESEARCH** **2 Quarter Hours**
Senior students will undertake an original investigation of a problem in marketing under the guidance of their faculty adviser and department chairman. Includes typed report which will be cataloged into the library. Prerequisite: Senior standing

MATHEMATICS

MAT 090 **BASIC MATHEMATICS** **3 Quarter Hours**
A review of the basic principles of arithmetic and mathematics. Students not satisfying the college entrance requirements in mathematics must take this course.

MAT 091 **BASIC ALGEBRA** **3 Quarter Hours**
An introduction to elementary algebra.

MAT 191 **COLLEGE MATHEMATICS** **6 Quarter Hours**
A study of a wide range of fundamental quantitative decision procedures as applied to problems in business administration.

MAT 192 **COLLEGE MATHEMATICS, ADVANCED** **3 Quarter Hours**
Continuation of MAT 191, which is a prerequisite.

MAT 291 **ALGEBRA** **6 Quarter Hours**
Selected topics from algebra especially for accounting, data processing, and management majors, including among other, polynomials, rational functions, logarithmic and exponential functions, arithmetic and geometric progressions. Solution of equations and inequalities.

MAT 391 **STATISTICS I** **6 Quarter Hours**
The objectives of the course are to acquaint the student with probability and its application to statistical theory. The student will gain an understanding of the kinds of regularity that exist even among seemingly random fluctuations and experience in associating, developing, and using mathematical models to interpret physical phenomena and predict the outcome of experiments related to practical business problems. Prerequisite: MAT 291

MAT 392 **STATISTICS II** **3 Quarter Hours**
Course will include discussion of simulation and gaming theory and the use of EDP systems in this area. There will be practical experience in the statistical solution to business problems through the use of computers. Methods of organizing and presenting data with interpretations of statistics is emphasized. Prerequisite: MAT 391

SECRETARIAL

SHORTHAND

SEC 171 **SHORTHAND I** **6 Quarter Hours**
Beginning theory and principles of shorthand. Emphasis on learning proper outlines and their proportions, brief forms and phrasing. Spelling and punctuation drills are included. Transcription of dictation at 60 words per minute is required for successful completion of the course. Prerequisite: SEC 172

SEC 272 **SHORTHAND II** **6 Quarter Hours**
Emphasis is on dictation and the development of transcription ability. Theory; punctuation and spelling drills given as needed. Transcription of material dictated at 80 words per minute is required for successful completion of the course. Prerequisite: COM 132

SEC 273 **SHORTHAND III** **6 Quarter Hours**
Complete review of theory principles. Dictation and transcription of mailable letters is emphasized. Transcription of material dictated at 100 words is required for successful completion of the course.

SEC 274 **SHORTHAND IV** **6 Quarter Hours**
Emphasis is placed on high-speed dictation and transcription. The minimum requirement for the course is a speed of 120 words per minute.

SEC 275 **LEGAL SHORTHAND** **4 Quarter Hours**
A study of special shorthand outlines for frequently used legal terms and dictation of legal letters and related material. Prerequisite: SEC 273

SEC 276 **MEDICAL SHORTHAND** **4 Quarter Hours**
Emphasis is on learning correct outlines and their usage by dictation class discussion. Prerequisite: SEC 273

SECRETARIAL

SEC 070 INTERNSHIP Non-Credit

A responsible on or off-campus assignment of the graduating student in the secretarial major under the supervision and evaluation of a faculty adviser. Required for graduation in both the AS and BS programs.

SEC 175 FILING AND INDEXING 2 Quarter Hours

All modern forms of filing and indexing are studied with the aid of a textbook prepared by one of the largest manufacturers of filing equipment. The use of filing equipment gives actual practice in filing correspondence and other papers by the various methods.

SEC 277 SECRETARIAL SCIENCE 4 Quarter Hours

This course aims to develop an understanding of the role of the secretary and her responsibilities. It covers various techniques, procedures and personal factors. Case studies are used to develop competence in the decision-making process for an executive office.

LEGAL SECRETARIAL

SEC 278 PROCEDURES 4 Quarter Hours

This course stresses the professional aspects of legal secretarial work. The emphasis is upon understanding the responsibilities, practices, procedures, and terminology encountered in a legal office.

MEDICAL SECRETARIAL

SEC 279 PROCEDURES 4 Quarter Hours

Students are taught the responsibilities, practices, and terminology found in a medically oriented position.

SEC 475 SENIOR RESEARCH 2 Quarter Hours

Senior students will undertake an original investigation of a problem in business administration under the guidance of their faculty adviser and department chairman. Includes written report which will be cataloged into the library. Prerequisite: Senior standing

SOCIAL SCIENCE

ANTHROPOLOGY

CULTURAL

APY 241 ANTHROPOLOGY 6 Quarter Hours

An examination of the nature of culture with special emphasis on the content of various cultures, including their economic structures, art, religion, language, and other institutions.

ECONOMICS

ECN 141 PERSONAL FINANCE 3 Quarter Hours

This course is designed to cover family economics including the range of financial decisions in family budgeting.

ECN 240 ECONOMIC HISTORY 6 Quarter Hours

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 philosophers of the time.

**PRINCIPLES OF
ECONOMICS I**

ECN 241 4 Quarter Hours

Macro-Economics is a thorough study of the central issues of income and employment.

**PRINCIPLES OF
ECONOMICS II**

ECN 242 4 Quarter Hours

Micro-Economics is a detailed study of price theory and the market system. Prerequisite: ECN 241

**PRINCIPLES OF
ECONOMICS III**

ECN 243 4 Quarter Hours

A study of the neo-classical, Keynesian and post-Keynesian: "New Economics" and its application to growth and stability in the economic environment. Prerequisite: ECN 242

ECN 344 MONEY AND BANKING 4 Quarter Hours

Basic concepts of the monetary system; the commercial banking system in our economy; monetary theory and fiscal policies; expansion and stabilization of the supply of money; the Federal Reserve System. Prerequisite: ECN 241

ECN 347 INVESTMENTS 3 Quarter Hours

Study of securities and securities markets. Analysis of various categories of corporate securities, public securities and other investments. Taxes which affect investment policy. Administering the personal portfolio. Prerequisite: ECN 241 (Elective)

ECN 442 FINANCIAL MANAGEMENT 4 Quarter Hours
Introduces study to the tools 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. Prerequisite: ECN 242 & ACC 213
GEOGRAPHY

GPY 244 CULTURAL GEOGRAPHY 6 Quarter Hours
An examination of cultural geography which emphasizes the development and geographical location of the major societies of the world.

HISTORY

AMERICAN HISTORY

HIS 241 1877 - 1945 4 Quarter Hours
American History since 1877 is an examination of the emergence of the U.S. as a world and industrial power, including the Progressive Period, W.W.I., the Great Depression, the New Deal period, and W.W.II.

HIS 242 MODERN HISTORY 4 Quarter Hours
This course is a look at the world since 1945 including the Cold War, the recovery of Western Europe, the postwar policies of the United States, the Soviet Union and its satellites, the end of Colonialism, and the advent of competitive co-existence.

HIS 244 POLITICAL SCIENCE 4 Quarter Hours
This course introduces students to general principles and problems of modern government. It shows the place of government in the social process, the forms of government, and theories of the state. The American system is analyzed.

HIS 341 HISTORY OF FLORIDA 3 Quarter Hours
This course examines the history of the State of Florida from its origin as a Spanish colony to its present status. The course includes an analysis of such factors as historical tradition, climate, and location as they relate to Florida's development.

HISTORY OF NORTHEAST FLORIDA

HIS 342 AND JACKSONVILLE 3 Quarter Hours
A tracing of the rise of Jacksonville and Northeast Florida as one of the leading industrial centers of the south. Factors to be analyzed include Jacksonville's historical development, climate, natural harbor, and relationship to the rest of Florida.

HUMANITIES

HUM 240 **CONTEMPORARY MUSIC** **3 Quarter Hours**
Informed understanding and enjoyment of music is fostered by tracing the evolution of such major styles as religious music, folk music, chamber music, and popular music. The influence of jazz on modern music is emphasized.

HUM 241 **HUMANITIES I** **6 Quarter Hours**
A course designed to acquaint the student with the great literature, philosophy, art, and music in Western Civilization. The course deals with the humanities in contemporary life.

HUM 242 **HUMANITIES II** **3 Quarter Hours**
A continuation of Humanities I. The course deals with our cultural heritage. Major emphasis is placed upon mature understanding, enlarged appreciation, and a philosophy of life adequate for the needs of our age.

HUM 343 **PHILOSOPHY** **4 Quarter Hours**
A study of the major branches of philosophy. Analysis of the problems of clear thinking: a study of the meaning of words and sentences, also a study of deductive logic, inductive logic, and the scientific methods. This will be presented through lectures, readings, and reports.

HUM 445 **ETHICS** **4 Quarter Hours**
Introduces the student to the problem of the good and the right, investigates the principal ethical theories, and studies the great formulators of ethical systems.

HUM 447 **LOGIC** **4 Quarter Hours**
A study of effective thinking based on adequate evidence, following approved procedures, to reach sound decisions. Emphasis is placed upon the detection of common fallacies and the methods of analyzing arguments to determine their validity.

PSYCHOLOGY

PSY 240 **PSYCHOLOGY, GENERAL** **6 Quarter Hours**
The study of human behavior with special reference to perception, learning, memory, thinking, emotional life, and individual differences in intelligence, aptitude, and personality. Emphasis is placed upon the scientific nature of psychological investigations. Research methods are discussed, and results are related to daily life and everyday problems.

PSY 241 **PSYCHOLOGY, APPLIED** **4 Quarter Hours**
A survey of the application of psychology to personnel and marketing problems. Prerequisite: PSY 240

PSY 242 **PSYCHOLOGY, CHILD** **3 Quarter Hours**
A study of the heredity and environmental factors influencing the development of the child: methods of evaluation, children's activities and language development, mental development, emotional and social adjustment including personality disorders and behavior problems. Prerequisite: PSY 240

PSY 345 **HUMAN RELATIONS** **4 Quarter Hours**
The object of this course is to discuss the methods and findings of the behavioral sciences on the persisting human problems of administering modern organizations. Emphasis is placed on the problems of integrating the efforts of individuals and groups into effective productive work.

SOCIOLOGY

INTRODUCTION TO

SOC 245 **SOCIOLOGY** **6 Quarter Hours**
A study of the human society, its cultures, social organizations, and institutions. Outside readings.

SOC 246 **THE FAMILY** **4 Quarter Hours**
The family is studied as the primary social institution in historical and contemporary American society. Special emphasis is given to the relationship of the family, sex education, legal and social factors affecting marital adjustment.





COLLEGE ORGANIZATION

JACKSONVILLE CAMPUS

BOARD OF TRUSTEES

Dr. Richard H. Laube Chairman	Dean, College of Business, Valparaiso University, Valparaiso, Indiana
O. C. Beakes	Attorney at Law, Jacksonville, Florida
Judge Tyrie A. Boyer	Attorney at Law, Jacksonville, Florida
Alexander Brest	Chairman Emeritus and Treasurer, WTLV-TV Jacksonville, Florida
Donald C. Jones	Attorney at Law, Orlando, Florida
Jack H. Jones	President, Jones College
Harrison J. Laney	Dean Emeritus (honorary), Jones College
David C. MacNamara	Secretary to City Council, Jacksonville, Florida
Ouida B. Metrie	Vice President, Information and Development, Jones College
Dr. Charles E. Palmer	President, Palmer College, Charleston, South Carolina
Mary L. Singleton	State Representative, State of Florida
Eli T. Sleiman	President, Sleiman Enterprises, Inc.
Dr. Robert W. Sneden	President, Davenport College of Business, Grand Rapids, Michigan

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Donald C. Jones	President, Jones College Orlando
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Mary F. Crump	Vice President, Alumni Affairs
Ed Bell Oberle	Vice President, Broadcasting
Ouida B. Metrie	Vice President, Information and Development, Corporate Secretary
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James F. Garner, Jr.	Vice President and Comptroller
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Hubert L. Bazemore	Registrar
Samuel J. C. Dynes	Director of Broadcast Department
Hugh R. Patterson	Director of Veterans Affairs
James M. Patch	Dean, Arlington Evening College
Robert M. Dore	Dean, Southwest Campus
David M. Driver	Dean, North Campus

RESIDENCE STAFF

Nettie R. Hooker	Director of Housing
Joseph J. Lescota	Staff Resident Assistant
Ruby B. Long	Housemother

STAFF

Joan B. Bairstow	Administrative Assistant, Registrar's Office
Bonnie M. Bratcher	Clerical Assistant, Registrar's Office
Angeline L. Brentnell	Administrative Assistant
L. D. Carr	Security Officer
Caroline C. Combass	Administration Secretary, Dean's Office
Mary Jo Corbeil	Veterans Counselor
Shirley A. Cribben	Secretary, North Campus
Marguerite Crolley	Payroll Supervisor
Eleanor C. Crutchfield	Corresponding Secretary, Word Processing Center
Henry W. Erminger	Security Officer
Karen M. Farmer	Secretary, Dean's Office
Anice B. Flynn	Accountant
Joseph C. Flynn	Lieutenant, Security
Kathleen B. Garrison	Bookstore Manager
Richard B. Glover	Head, Data Processing Department Administrative Division
Janice T. Hamilton	Receptionist, Admissions Office
Eugene S. Harden	Building Superintendent
Kay Hargett	Secretary, Admissions Office
Robert A. Harrelson	Data Processing Department
Karyl A. Hoskins	Cashier, Bookstore
Madeline M. Jennings	Receptionist, Dean's Office
Lewis King	Data Processing Department
Linda J. Kirkpatrick	Assistant Librarian
Barbara B. Kraft	Accountant
Jerry A. Lanier	Head, Printing and Mailing Department
Ruth H. Lasris	Administrative Assistant, Southwest Campus
Martha M. Mangine	Clerk Typist, Southwest Campus
Richard E. Marjenhoff	Sargeant, Security
William T. McCall	Security Officer, North Campus
Nancy M. McLaughlin	Accountant
Dorothy T. Milikin	Administrative Assistant
Karen L. Morris	Cashier, Bookstore
Elizabeth A. Norton	Receptionist, North Campus
Phyllis T. Otto	Executive Secretary, Office of Public Information
Emily V. Perkins	Secretary, President's Office
Frances H. Porterfield	Accountant
Betty G. Prim	Receptionist, Southwest Campus
Paul A. Prottengeier	Manager, WFAM Educational FM Radio
Ray V. Reeves	Assistant to the Building Superintendent
Janice I. Schafer	Corresponding Secretary, Word Processing Center
Reba J. Silvers	Administrative Assistant, Registrar's Office
Virginia L. Sisk	Librarian
Pamela M. Smith	Secretary, Financial Aid Office
Margaret R. Stanfield	Supervisor, Word Processing Center
Mary F. Wood	Administrative Assistant
David C. Zorn	Admissions Counselor

FACULTY

Horace W. Atkisson	Management, English	B.S., Jones College
Alfred A. Belen	Accounting	B.S., Adamson University
		M.S., University of Philippines
Donna Lee Bergen	Secretarial	M.B.A., University of Hartford
Richard Lee Bowers	Management	B.A., University of Evansville
		B.S., George Williams College
		M.S., University of Louisville
Robert A. Brady	Management	B.A., Michigan State University
		M.B.A., Central Michigan University
Frances P. Bragg	Secretarial	B.S., Georgia Southern College
Anne Margaret Cashion	English	B.S., Georgia State College for Women
		B.S., Jones College
James Hughes Cassilly	Business Machines	B.S.B.A., Florida Atlantic University
Ronnie Reaves Clark	Accounting	M.S., Rollins College
		A.B., Flora MacDonald College
Rosalynde Cowdrey	English, Social Studies	B.S., M.Ed., University of Florida
Charles C. Crocker	Social Sciences	Federal Communications First Class
Guy B. Crumpley	Broadcasting	General Certificate
		B.S., M.Ed., Georgia Southern College
Jan DeWitt	English	B.A., Jacksonville University
Catherine J. D'Hoostelaere	English, Secretarial	B.A., J.D., University of Florida
George T. Delves	Management, Social Studies	B.S., University of New York
Robert M. Dore	Social Sciences	M.Ed., University of Florida
		B.A., Henderson State
David M. Driver	Psychology	M.Ed., Seabury Western Seminary
		B.S., Far Eastern University
Lualhati V. Ferro	Accounting, Mathematics, Management	L.L.B., University of Philippines
J. Lawrence Fordham, C.D.P.	Data Processing	A.A., University of Florida
		B.B.S., Jones College
Dora B. Franks	Business Machines, English	B.S., Ed., M.A.T., Jacksonville University
		B.S., Florida State University
Jane D. Friedlin	Secretarial	A.B., Indiana University
James Kilmer Gleim	Mathematics	A.M., Georgetown University
		Ph.D., University of Pennsylvania
Merle B. Gross	Social Sciences	B.A., Jacksonville University
		M.S., Florida State University
Raymond Gross	Social Sciences	B.A., M.Ed., University of Florida
Sarah S. Guthrie	Secretarial	B.S., University of Florida
Jack H. Hargrove	Management, Social Studies	B.A., M.B.A., University of Alabama
Annette J. Harper	English	B.A., Baylor University
		M.R.E., New Orleans Baptist Theological Seminary
Burrell K. Haskell	Management	B.S., Georgia Institute of Technology
		M.B.A., Harvard University
		J.D., Stetson University
Kathleen Ann Hayes	English	A.B., M.A., Ohio University
James M. Hooton	Management	B.S., University of North Carolina
		M.B.A., East Carolina University

Lucas W. Housley, Jr.	Social Studies	A.A., Florida Junior College B.A., Florida State University
Ruth C. Houseal	Mathematics	B.S., M.S., Florida State University
Mary Ann Hulihan	Mathematics	B.S., M.Ed., University of Florida
John L. Hyman, C.D.P.	Data Processing	B.A., Jacksonville University
Alpha B. Kiebler	Secretarial	B.S., Carnegie Institute of Technology M.Ed., University of Pittsburgh
John H. Killebrew	Accounting	B.S.B.A., Stetson University
Harrison J. Laney	English	B.A., Birmingham Southern College M.A., University of Florida
Willie Lenard Lowe, Jr.	Social Sciences	B.A., Miami University M.A.T., Jacksonville University
David MacNamara	Management, Social Sciences	B.S., St. Joseph's College M.A., Temple University
Anthony F. Marinucci	Management	B.S., Rider College J.D., Seton Hall University
Raymond C. Marves	Management	B.S., Georgia Southern College M.S., Florida State University
Raymond W. McCreanor	Broadcast Management	B.S., M.A., Kent State University
Joe R. Miracle	Secretarial	B.S., Auburn University
Mac Mruz	Management	B.S.B.A., University of Florida
James M. Patch	History	B.S., California State Polytech College M.A., Western Michigan University
Richard F. Probst	Economics	B.A., Florida State University
Armando Pucci	Accounting, Mathematics	B.S., Jones College
Carlos A. Saladrigas, C.P.A.	Accounting	A.A., Dade Junior College B.B.A., University of Miami
Richard G. Salter, Dean	Management, Social Sciences	A.B., University of North Carolina Th.M., Southeastern College Seminary
Richard M. Salter	Business Machines	B.A., Jacksonville University
Carol V. Sellers	Secretarial	B.S., Florida State University
Gloria Reeves Straub	Mathematics	B.S., Florida State University M.A.T., Jacksonville University
Alexander D. Tso	Mathematics	B.S., M.S., St. John's University
Gerald E. Tucker	Accounting, Management	B.S.B.A., J.D., University of Akron
Harold Richard Tussler	Management	B.S.M.E., Milwaukee School of Engineering M.S.M., Florida State University
Richard Valente	English	A.B., A.M., Harvard University Ph.D., University of Freiburg
Ronald R. VanPelt	Business Machines	B.A., Columbia Bible College M.E., Florida Atlantic University
Richard A. Washabaugh	English	A.A., St. Petersburg Junior College B.A., M.Ed., Ph.D., University of Florida
Hoke Wilder	History	A.B., M.P.A., University of Georgia
Roger K. Wilkinson	Management	B.S., Brigham Young University M.A., Hardin Simmons University
Walter H. Williams	Management, Economics	B.S., M.B.A., Florida State University
Joseph Wnuk	Management	B.S.B.A., Loyola University M.A., Stanford University
Sandra J. Wroble	Business Machines	M.S.I.R., Loyola University B.A., Grove City College M.Ed., University of Pittsburgh

Karel E. Yedlicka	Mathematics	B.A., Pennsylvania State University
Mary E. Young	Social Sciences	B.A., Stetson University
		M.Ed., University of Florida
Ronald F. Zuzul	Data Processing	B.S., M.Ed., Indiana University of Pennsylvania
		M.S., Notre Dame University

WKTZ RADIO STATION STAFF

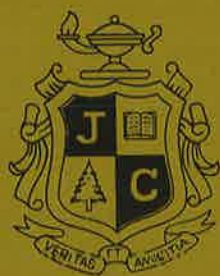
Ed Bell Oberle	Vice President and General Manager
Lawrence W. Mashburn	Commercial Manager
Thomas F. Southwood	Regional Sales Manager
Aileen W. Schulz	Account Executive
Donald C. Fleming	Technical Director, WKTZ
Christopher J. Hall	Chief Engineer, WFAM
Paul A. Prottengeier	General Manager, WFAM
Michael A. Carta	Program Director
Lawrence F. Patrick	News Director
Michael Paasch	Announcer
James Melvin, Jr.	Announcer
Peter Trenkler	Announcer
Jayne Meadows	Traffic Director
Geneva Rogers	Secretary/Receptionist
Lucille Binnix	Office Manager

ORLANDO CAMPUS ADMINISTRATION AND STAFF

John W. Steinemann	Director
John P. Brookins	Maintenance
Margaret I. Canzoneri	Receptionist
Alan L. Clem	Financial Accountant
Sue C. Denmark	Bookstore Supervisor
Raymond A. Dickey	Assistant Dean
Rebecca J. Drupiewski	Secretary, North Campus
Richard O. Garris	Assistant Dean, North Campus
Angelo J. Intraivaia	Admissions Counselor
Susan E. Staub	Secretary, Dean's Office
Phoebe C. Walker	Librarian
Linda J. White	Veterans Counselor
Diane P. Wiener	Registrar
Dorothy J. Towle	Director of Veteran Affairs

FACULTY

Benny R. Abbott	Management, Social Science	B.S., Southern Illinois University M.C.S., Rollins College
Earl W. Achord	Management, Accounting	B.S., Rollins College
Carolyn M. Arnold	English, Social Studies	A.B., M.Ed., Eastern Carolina University
Frederick R. Atterbury	Management, Finance	B.A., University of South Florida M.C.S., Rollins College
Peggy H. Aycock	Business Administration	B.S., University of North Carolina
Gale R. Barger	Administrative Management	B.S., Indiana State University M.Ed., Rollins College
David T. Berg	Accounting, Management	B.B.A., University of Pittsburgh
James T. Boyle	Business Administration	B.S., M.A., Ball State University
Gerald P. Bradley	Data Processing	Certificate, Indiana Central
William G. Caldwell	Mathematics	B.S., U.S. Military Academy M.Ed., Temple University
Joyce A. Chumbley	English, Speech, Theatre	M.A., San Francisco State Ph.D., University of Hawaii
Roy E. Eldredge	Accounting, Management	B.A., University of Florida
Mary A. Fedorko	Management	B.S., M.Ed., Edinboro State University M.L.S., University of Pittsburgh B.G.S., M.C.S., Rollins College
Charles M. Fitzgerald	Accounting, Mathematics, Management	B.Ed., M.Ed., University of Florida
JoAnn Gerard	English, Psychology	B.A., M.B.A., Stetson University
John S. Hess	Law, Finance, Accounting	B.S., New York University
Milton B. Kast	Accounting	B.S., Rollins College
Lawrence H. Katz	Law	M.B.A., J.D., Stetson University
Leonard T. Kozlov	Economics, Management	B.S., U.S. Naval Academy M.C.S., Rollins College
John P. Landgraf	Management	B.S., Indiana University
Richard E. Long	Data Processing	B.S., Carnegie-Mellon
Geraldine S. Maslanik	Secretarial Science	B.S., New York School of Commerce
Henry G. McAllister, III	Management, Economics	A.B.A., Brevard Jr. College
Roger P. McBride	Accounting, Management	B.B.A., George Washington University A.S., B.S., Jones College
James S. O'Donnell	Accounting	B.A., McKendree College M.B.A., Air Force Institute of Technology
Juan A. Penzol	Mathematics, Economics	A.A., College of Orlando
Charles R. Pettigrew	Management	B.S., Florida State University B.A., Union University
Lewis T. Phillips	Business Administration	M.C.S., Rollins College
Brenton R. Rabe	Accounting, Law	B.G.S., M.A.T., Rollins College
Richard A. Rauber	Management	A.B., College of Wooster M.A.T., Rollins College
Stanley G. Salisbury	Management, Social Science	B.S., Jones College B.S., Syracuse University
Flora A. Sigler	Secretarial Science	M.B.A., Harvard University A.A., St. Joseph Junior College B.S., Northwest Missouri State Teachers College
Edward Smith	Secretarial Science, Communications	B.A., Morehead University
James B. Snyder	Accounting, Management	M.A., Stetson University
Kenneth J. Spears	Accounting	B.S., Ohio State University
Howard A. Spiegel	Law, Taxation	B.S., Rider College
Robert B. Stafford	Data Processing	B.S., University of Maryland
Jacob Steinberg	Law, Real Estate, Management	J.D., American University Law School
James L. Valin	Management, Social Science	B.S., Virginia Polytechnic Institute L.L.B., St. John's University
Larry C. Walker	English, Management	B.A., University of South Florida M.C.S., Rollins College
Peter S. Welch	Communications, Management	B.S., Louisiana State University B.P.H.E., M.A., University of Toronto



FALL QUARTER 1973

Registration and Orientation	Friday—Tuesday	September 21—25 *
Beginning of Fall Quarter	Wednesday	September 26
Last Day to Enter Classes	Wednesday	October 3
Thanksgiving Holiday	Thursday—Sunday	November 22—25
Examination Week	Monday—Friday	December 10—14
End of Fall Quarter	Friday	December 14
Christmas Vacation	Saturday—Tuesday	December 15— January 1, 1974

WINTER QUARTER 1974

Registration and Orientation	Wednesday—Monday	December 26—31 *
New Year's Day Holiday	Tuesday	January 1, 1974
Beginning of Winter Quarter	Wednesday	January 2
Last Day to Enter Classes	Wednesday	January 9
Examination Week	Monday—Thursday	March 18—21
End of Winter Quarter	Thursday	March 21

SPRING QUARTER 1974

Registration and Orientation	Friday—Tuesday	March 22—26 *
Beginning of Spring Quarter	Wednesday	March 27
Last Day to Enter Classes	Wednesday	April 3
Easter Holiday	Friday—Monday	April 12—15
Memorial Day Holiday	Saturday—Monday	May 25—27
Examination Week	Monday—Thursday	June 10—13
End of Spring Quarter	Thursday	June 13
Graduation — Jacksonville	Saturday 2:00 p.m.	June 15
Graduation — Orlando	Saturday 2:00 p.m.	June 22

SUMMER QUARTER 1974

Registration and Orientation	Tuesday—Monday	June 18—24 *
Beginning of Summer Quarter	Tuesday	June 25
Last Day to Enter Classes	Tuesday	July 2
Independence Day	Thursday	July 4
Labor Day Holiday	Saturday—Monday	August 31— September 2
Examination Week	Monday-Thursday	September 16—19
End of Summer Quarter	Thursday	September 19

FALL QUARTER 1974

Registration and Orientation	Friday—Tuesday	September 20—24 *
Beginning of Fall Quarter	Wednesday	September 25
Last Day to Enter Classes	Wednesday	October 2
Thanksgiving Holiday	Thursday—Sunday	November 28— December 1
Examination Week	Monday—Friday	December 9—13
End of Fall Quarter	Friday	December 13
Christmas Vacation	Saturday—Wednesday	December 14— January 1, 1975

WINTER QUARTER 1975

Registration and Orientation	Thursday—Tuesday	December 26—31 *
New Year's Day Holiday	Wednesday	January 1, 1975
Beginning of Winter Quarter	Thursday	January 2
Last Day to Enter Classes	Thursday	January 9
Examination Week	Monday—Thursday	March 24—27
End of Winter Quarter	Thursday	March 27

New students will be assigned a day within this period to report and notice will be sent to each.

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