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Announcements of Courses

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ANNOUNCEMENTS OF COURSES

University of Pennsylvania Management Conference

On March 17-19, 1965, The University of Pennsylvania will hold a three-day Management Conference on campus with the collaboration of three of its units—the Wharton School of Finance and Commerce, the Moore School of Electrical Engineering and the Computer Center. The theme of this Conference is that every manager needs to have up-to-date knowledge about new developments in operations research, systems engineering, and computers, including a meaningful look into the future.

For more information write: Henry G. Sparks, University of Pennsylvania, Room 202A, 200 S. 33rd Street, Philadelphia, Pennsylvania 19104.

Summer Institute in Survey Research Techniques

The Survey Research Center of The University of Michigan will offer the 18th annual Summer Institute in Survey Research Techniques June-August 1965.

June 28 to July 24	Introductory Courses INTRODUCTION TO SURVEY RESEARCH I CASE STUDIES IN SURVEY RESEARCH
July 26 to August 21	Advanced Courses INTRODUCTION TO SURVEY RESEARCH II CASE STUDIES OF SURVEYS IN ORGANIZATIONS ANALYSIS OF SURVEY DATA METHODS OF SURVEY SAMPLING COMPUTER APPLICATIONS IN SURVEY RESEARCH

This program is designed to meet some of the educational and training needs of men and women engaged in business and governmental research or other statistical work, and of graduate students and university instructors interested in quantitative research in the social sciences.

All courses are offered in conjunction with University departments. Graduate or undergraduate credit can be given; students who do not hold a bachelor's degree or do not wish to take the courses for credit will be granted admission on the basis of their qualifications and experience.

For further information or for application forms for admission write: Survey Research Center, The University of Michigan, P. O. Box 1248, Ann Arbor, Michigan 48106.

Master's in Accounting to be Offered by Northeastern University

To help meet the meteoric rise in demand for certified public accountants, Northeastern University will establish in June, 1965, a Graduate School of Professional Accounting for students with undergraduate degrees in non-accounting fields, N.U. President Asa S. Knowles announced recently.

The objective of this program, said Knowles, is to attract top graduating seniors of liberal arts and other areas of study to accounting, one of the highest-paid professions in the nation.

The program, leading to a master of science degree in accounting, will make it possible for students to obtain a well-rounded education before entering the field of accounting, he noted.

Robert G. Taylor, Needham Heights, a C.P.A., has been chosen to direct the school, which will be the first of its kind in New England.

The graduate program will be launched to assist in providing the estimated 200,000 C.P.A.'s expected to be needed in the nation by 1980. Presently, there are 82,000.

The graduate school will be operated under N.U.'s Co-operative Plan of Education, under which students will alternate classroom instruction with actual experience at paying positions as accountant interns.

For more information write: William F. Kettinger, Northeastern University, 360 Huntington Ave., Boston, Massachusetts 02115.

American University Institutes for April-June 1965

Following is a list of the Institutes scheduled for April, May, and June 1965 by the Center for Technology and Administration of The American University. All of the Institutes listed will be held in Executive House, 1515 R. I. Ave. N.W., Washington, D.C.

For information write: Paul W. Howerton, Director, Center for Technology and Administration, 2000 G Street, N.W., Washington, D.C. 20006.

<i>Date</i>	<i>Title</i>
April 12-15, 1965	Advanced Computer Programming
April 26-29, 1965	Tenth Institute on Research Administration
May 10-13, 1965	Third Short Course on Electronic Information Displays
May 17-20, 1965	Institute on Electronics & Automation in Publishing
June 7-10, 1965	Data Transmission
June 14-16, 1965	Institute on Technical Literature Indexing
June 17-18, 1965	Institute on Technical Literature Abstracting

Systems Development Corporation Conference

A conference on "Applications of Electronic Data Processing for State and Local Governments" will be attended by representatives of 14 Southeastern states on March 29-31, 1965 at the University of Georgia, Athens, Ga.

Co-sponsoring the conference with the University will be the System Development Corporation (SDC), a non-profit research and development firm.

The Conference will focus attention on the many information processing functions in administrative areas outside of the Federal government. Topics will include: Electronic Data Processing (EDP) for Tax and Fiscal Systems, EDP for Law Enforcement, Education and Computer-Based Systems, and EDP for Special Public Systems.

Full conference particulars may be obtained from Roy Evans, Center for Continuing Education, University of Georgia, Athens, Georgia, or Mr. Sam B. Marks, System Development Corporation, 567 Winters Avenue, Paramus, N.J.

Operations Research and Administrative Science at the University of Wisconsin

Operations Research is frequently said to concern the quantitative formulation and solution of decision problems including the design of decision and control systems. Administrative Science is said to concern the human organization which defines the problems and operates the systems.

A significant philosophy about the Operations Research and Administrative Science program at The University of Wisconsin is that attention to *both* areas is considered essential. The organization of activities optimally to achieve goals in complex systems of men and machines poses problems of information generation, processing, decision making, administrative control, and systems design. These can be fruitfully attacked with the methods of scientific research which stress objective observation, theory formulation, and quantitative analysis (mathematics, statistics and computation). Using these methods and the knowledge of technology, organizations and institutions in areas of application, practical solutions for operational and administrative problems are often developed.

Since both the techniques of analysis and the knowledge of substantive areas are treated in various departments throughout the University, a Committee on Operations Research and Administrative Science (ORAS) has been established to coordinate work in this area. This committee stimulates interdisciplinary research to help build an integrated body of knowledge, and helps students to organize appropriate programs of study. The organizations whose problems constitute the areas of application are business firms, governmental bodies, industries, hospitals, nonprofit service agencies, and so forth. The committee facilitates essential contacts with these groups.

A student in this area typically will select an area of application and choose the tools of analysis that are particularly relevant. Alternatively a student may concentrate on a tool of analysis and study applications in various areas. In either case serious attention is given *both* to methods of analysis and problems of application.

Ph.D. Minor in Operations Research and Administrative Science

Operations Research and Administrative Sciences are subjects which involve many disciplines. Therefore, the committee administers a minor for the Ph.D. Students who take the minor will come from a variety of different backgrounds and may be majoring in any one of a number of different areas. The committee seeks to retain flexibility to insure that the minor course of approved study will provide an intellectual challenge in ORAS and will enrich and broaden the particular student. To achieve this, each student's program is considered individually in consultation with his major professor and must be approved by the chairman or executive group of the ORAS committee. Students and advisors planning a minor program may consult the chairman of the committee where necessary.

Prerequisites

The candidate should have introductory preparation satisfactory to the committee. An ideal background would include introductory courses in statistics, differential and integral calculus, matrix algebra, computer programming, and some social science courses, economics, political science and sociology that stress organization behavior. Because many suitable students will not have this ideal background, all interested students are urged to consult the chairman of the committee.

Requirements

The minor program must provide a minimum of 12 credits. Three credits are chosen from each of the following three areas except that the courses must be taught outside of the student's major department or school:

1—Probability Theory and Statistical Inference

2—Optimization Techniques

3—Administrative Sciences

Where the student's major program of study already includes such courses, other courses outside his major field should be substituted. Students whose major program is strong in quantitative tools are urged for their minor to select courses in the administrative science area and vice versa.

The additional three credits come from an integrating course, *Problem Seminar in Operations Research and Administrative Sciences* to be taken as the last one in the minor sequence. The course involves lectures regarding the unifying concepts of systems, a weekly laboratory to review applications of ORAS within a disciplinary and interdisciplinary framework, and an individual project for each student to provide insight to the breadth of problem solving in ORAS.

The faculty associated with the program:

Professors **NADLER**, *Chairman* (Industrial Engineering), **Bawden** (Agricultural Economics), **BOX** (Statistics), **FAGIN** (Urban and Regional Planning), **GAUMNITZ** (Commerce), **HAGE** (Sociology) **HOLT** (Economics), **JAMES** (The University of Wisconsin-Milwaukee), **KARREMAN** (Mathematics Research Center), **MORTON** (The University of Wisconsin-Milwaukee), **PENNIMAN** (Political Science), **ROSEN** (Computer Science), **RUDD** (Chemical Engineering).

Course on EDP Audit and Controls

Automation Training Center announces the following courses on "EDP Audit and Controls":

Location — Hotel Westward Ho, Phoenix, Arizona

Dates — March 1-5, 1965; April 26-30, 1965

Instructor — **HAROLD WEISS**, a CPA and electrical engineer, co-author of the book "Programming Business Computers."

For information, write to Director, Automation Training Center, Box 3085, Scottsdale, Arizona 85257.

Conference on Research Program Effectiveness

The Second Conference on Research Program Effectiveness, sponsored by the Naval Analysis Group and the Mathematical Sciences Division of the OFFICE OF NAVAL RESEARCH, will be held in WASHINGTON, D. C., July 27-29, 1965.

The theme of this conference is: "Contributions of Research to the Improvement of Research Planning, Evaluation, and Utilization." Papers on any topic contributing to increased understanding or improved effectiveness of basic and applied research programs may be included, however.

A small number of contributed papers may be included in the program. Suggestions for papers should be submitted in the form of a title and brief description not later than **March 1, 1965**. More detailed abstracts will be requested later. It is expected that proceedings will be published shortly following the conference.

For additional information, communicate with Conference Secretary, Research Conference Committee, Room 808, Old Post Office Building, 12th Street and Pennsylvania Avenue, N.W., Washington, D. C. 20360. (Telephone 202-OX-6-1838.)