

REPORT ON THE ACTIVITIES OF THE COUNCIL FOR PROFESSIONAL  
EDUCATION FOR BUSINESS FOR THE ACADEMIC YEAR 1955-56.

by

Joseph L. Frasca, A.B.L.A. Representative

May I first refresh your memory about the object, organization, and purposes of the Council for Professional Education for Business. The Council came into being on the invitation of members of the Executive Committee of the American Association of Collegiate Schools of Business. The object of the Council is to complement and serve the individual member associations who have as their purpose the promotion and improvement of professional education for business. Its membership is composed of associations directly related to the field of higher education for business, each association having one official representative on the Council. The American Business Law Association is one of the charter members of the Council, and I am the Association's official representative on the Council where I have one vote. At the present time the following other associations are members: Academy of Management, American Accounting Association, American Association of Collegiate Schools of Business, American Association of University Teachers of Insurance, American Business Writing Association, American Collegiate Retailing Association, American Finance Association, American Marketing Association, Associated University Bureaus of Business and Economic Research, and Beta Gamma Sigma.

The Council has the function of serving the following purposes:

1. A central clearing house for matters affecting education for business.
2. Special function in time of war. To represent as large a portion as possible of schools and faculty concerned in any negotiations in regard to activities such as training programs and research.
3. To serve as an advisory group for the American Association of Collegiate Schools of Business in curricular matters.
4. To represent education for business in general concerning problems requiring education, information, and representation before state agencies or organized segments of business in the interests of Professional Education for Business.

Two meetings were held by the Council during the past academic year 1955-1956: the first in New York City on December 28, 1955; and

the second in Berkeley, California, on April 27, 1956. At the December meeting:

1. An information memorandum concerning the Council was approved for dissemination to the membership of the respective member associations. I assume that our Associations's membership received copies of this memorandum.
2. It was resolved that copies of the report of the Arden House Conference be distributed to the officers of the member associations of the Council and that the representatives attempt to have the summary of the report reproduced in their professional journals.<sup>1</sup> The officers of our Association have undoubtedly received copies of this important report.
3. It was agreed that the representatives suggest to their various professional organizations the desirability of committees within these organizations to consider ways and means for the attraction of high quality personnel for their teaching professions. It was further agreed to invite the member associations to submit any reports from such committee on faculty recruitment to the Council for coordination and dissemination of information back to the various member associations. I urge that our Association take advantage of this excellent opportunity and act accordingly. Please coordinate with me as the Association's representative and forward to me an original and one copy of all reports, suggestions, and other communications which are to be forwarded by me to the Council.
4. The Council decided to refer the project of a Brochure on Business Administration previously considered to the American Association of Collegiate Schools of Business with the thought that that organization might be in a position to prepare such a brochure.
5. The Council passed a resolution expressing its sympathy to the widow of the distinguished Professor Herman Miller, Professor of Accounting at the Ohio State University and President of the Council, on the occasion of his death.

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1. Secretary-Treasurer, please note.

At the short April meeting:

1. The following Council officers were elected:  
President - John F. Mee of Indiana University.  
Vice President - Horace Brown of the University  
of Oklahoma.  
Secretary-Treasurer - C. E. Gilliland, Jr., of  
the University of Kansas City.
  
2. The Council is to develop a brochure outlining the  
opportunities in teaching in Business Administration,  
Professor Mee being chairman of a committee for this  
purpose.

I regret exceedingly that present summer academic duties absolutely prevent me from attending the annual meeting this August of the American Business Law Association and from presenting this report in person.

Respectfully submitted,

Joseph L. Frascona