

IN TOUCH

with the College of Business Administration

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College of Business only getting better with maturity

After numerous hardships, a couple of name changes and 75 years of ups and downs, the College of Business Administration is looking healthier than ever.

This year marks the business school's 75th anniversary on the University's campus. In its lifetime the CBA has grown from claiming only a smattering of students to having 2,500 business majors in 1989.

In addition to the increase in student interest, the CBA's physical structure has grown from the still standing Commerce Hall (renamed College of Business Administration) to a conglomerate of impressive buildings, the most recent being the Earle A. Chiles Business Center.

In 1900, the University catalog announced the addition of a School of Commerce, which was organized by then-University president Frank Strong. However, there was one small problem in terms of the validity of the program: the School of Commerce was not recognized by the University Board of Regents as an established program. Therefore, no student could feasibly graduate with a degree in the field.

After Strong's tenure as president of the University, Prince Lucien Campbell took over. Campbell did much to establish the University's curricula as it is today, with its liberal arts core and excursions into professional training.

Included in Campbell's vision for the University was a detailed plan for

establishing a Department of Commercial and Industrial Service. The board accepted Campbell's proposal, but decided to make this department one part of an independent School of Commerce. The school was officially opened in June of 1914 and was directed by Harry B. Miller, who received a yearly salary of \$2,500.

In 1921, after the nation as well as the University had grown and altered its direction, the name of the School of Commerce was changed to the School of Business Administration. This change reflected the undeniable fact that the nation was transforming from an agriculturally-based economy to one that was centered upon industry.

Capitalism was then in its infancy, and it soon became apparent to everyone that advanced education in fields such as finance, accounting and foreign trade would be imperative for survival in the modern age. The University was one of the first institutions to recognize this need. Indeed, the school was one of the first in the country to offer a commerce curriculum at all.

The undergraduate program at the School of Business Administration was accredited in 1923, and was one of the first to receive accreditation from the American Assembly of Collegiate Schools of Business. The graduate program and the accounting program were accredited in 1962 and 1989, respectively.

Since its birth in 1914, the College of Business Administration has survived hardships and bouts with dev-



Courtesy Photo

Top: The first building for business school collegians was Commerce Hall, constructed in 1921.



Photo by Mia Berchen

The most recent addition to business school facilities is the Earle A. Chiles Business Center, established in 1986 at a cost of \$3.5 million.

astation, including two World Wars, thriving. Besides the 2,500 students the Depression years and a subse- in the undergraduate program, the quent decline in financial health.

Today, however, the CBA is

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EDUCATIONAL OPPORTUNITIES IN BUSINESS



College of Business Administration
Celebrating 75 Years of Excellence
1914-1989



Liberal Arts major Business minor

The breadth and background of a liberal arts curriculum, plus knowledge of how a business functions, is a combination recruiters look for! To learn about the program and its prerequisites contact Don Lytle, Director, Undergraduate Programs, 271 Gilbert Hall, x 6-3329.

The 3/2 Program

A five-year B.A./M.B.A. It's best to start planning for this program when you're a freshman. For students who have demonstrated they can meet a challenge! For information call the Graduate School of Management, x 6-3306.

J.D./M.B.A. Program

A four year program in Law and Business. Gain perspective on each field; prepare yourself for the issue of the 1990s: environmental choices and pressures. Information, Graduate School of Management, x 6-3306.

