

## Marketing: "relevant and flexible"

If two words can best describe Sheridan College's School of Business and Secretarial Studies Marketing courses, they are "relevancy" and "flexibility".

Students entering Sheridan programs may have a varying degree of knowledge in basic marketing. Rather than expose these students to material with which they may be very familiar, they are offered full or partial exemption in the introductory course. Students may write pre-tests on designated days prior to the official start of each semester. This allows the college to extend full or partial exemption where applicable.

Secondly, the introductory course is based on a highly individualistic approach to learning.

The student is provided with specific learning tasks that he/she must perform to successfully complete the course. Knowing exactly what is expected beforehand allows students to organize themselves according to their desired rate of progress.

Every student progresses at a different rate according to learning ability. These courses allow a high degree of flexibility to each student. When tasks have been learned, students write tests at a time and day best suited to them.

Naturally, certain time guidelines are provided, but students can set their own pace and may even finish before the end of the semester.

Once students have achieved the basic knowledge just described they may pursue their interests in a wide and varied number of marketing or marketing-related subjects.

Many students wish to specialize in marketing and upon completion of a course of study, diplomas with a marketing major are granted. This allows diploma recognition for demonstrated skills in marketing such as sales management, advertising and sales promotion, marketing management, salesmanship, merchandising and real estate.

Sheridan courses stress a "getting involved" approach rather than a purely traditional classroom approach. An example of such involvement is the course in marketing research. Here, students conduct actual marketing research for community businessmen who face some marketing problem. When the results of this research are known, a presentation is made by the students to the businessmen. Other courses make wide use of guest speakers, industry seminars, case study work, etc.

In order to ensure that courses are relevant to today's business world and that students in marketing may be valuable employees in business once graduated, a very active Marketing Advisory Committee has been established. The committee is composed of members of the business community who are currently involved in the field of marketing. Members of Sheridan's faculty meet with the committee on a regular basis to evaluate courses and programs and provide advice and recommendations that will make courses relevant and graduates knowledgeable.

## Personnel option

Personnel Administration has been offered as an optional subject to Business students at Sheridan since the College opened in 1967. From time to time Sheridan has contemplated offering a more detailed program in personnel management and labour relations as a field of specialization.

With this possibility in mind, an experimental program for second and third year Business Administration students has been introduced. This is a two-semester, blocked time period of two to three hours making use of outside speakers from a wide area related to the personnel field.

Speakers are obtained through the co-operation of the Business advisory committee, contacts from faculty members and by the direct approach. As a group they include a representative number of industries and present a variety of topics.

Among the organizations represented are automobile, insurance, investment, utilities, steel fabricating, department stores, and Sheridan itself.



All work and no play makes for a dull business student.

## Finance hits big time

Today, more than ever before, the financial officer of a corporation is as important a member of the corporate hierarchy as anyone; his decisions, in large measure, determine which companies survive and grow and which wither and die.

The modern corporate strategy calls for conserving assets, cutting costs, and knowing precisely where all the money is going—in a nutshell, sophisticated financial decision-making and planning. Industry's need for well-trained students in finance has never been greater.

Likewise as money becomes more and more centralized the financial institutions such as banks, trust companies, mutual funds and other money managers are continually in demand for college graduates with a sound financial background.

At Sheridan College the finance courses have been tailored in recognition of the strong demand for well-qualified students in this most important area.

All business students at Sheridan's School of Business and Secretarial Studies are offered courses in personal investments, corporate finance, money and banking and investments.

All of these finance courses are practically oriented with students tackling real-life financial cases and problems. In the personal finance course students study the practical implications, techniques and opportunities of personal saving.

The overall general objective of the corporate finance course is to give the students a sound understanding of the essentials of corporate finance from the viewpoint of management.

The student soon realizes how corporate finance relates to other functions of the business enterprise and how financial decisions are crucial in furthering the basic business goal of profit maximization.

From the above it is easily determined how a good grounding in this dynamic segment of business will benefit the business student both in his future corporate and personal life.



## Instructor has plan for more jobs

George Freeman feels Sheridan College can increase employment in Canada.

Freeman, who teaches the new Applied Sales Techniques course on a part-time basis to two-year business students, claims that by training more and better outside salespersons to sell Canadian manufactured products, Sheridan could increase significantly the number of employed Canadians.

With the objective in mind, in January, Freeman began teaching a class of 36 students how to become better salespersons. Training includes all areas of sales from prospecting to closing the sale. During the semester, salesmen, sales personnel and purchasing agents from local firms visit the college and talk to students.

"This way, they hear both the buyer's and seller's side of the story," said Freeman, who also teaches purchasing, credit and collections in the School of Business and Secretarial Studies.

A part-time management consultant, Freeman has headed six corporations and one division, following extensive university training in all areas of marketing and sales.

He said industry is sadly lacking in trained sales personnel. Throughout his business career, he said there was no source where he could go for university or college trained personnel — which means industry has to develop its own training school.

"Industry needs salespersons — good salespersons," said Freeman. And the Applied Sales Techniques course is designed to provide just that — highly-trained personnel for outside sales and marketing positions.

Freeman said he anticipates no problem in placing Sheridan graduates in positions related to their college training.

"Students are now being interviewed on and off campus by prospective employers. As a result some already have sales jobs to go to after graduation in May."

## Investments pay off

A subject called Investments, offered to students in the Sheridan School of Business and Secretarial Studies (and taught by Rudy Zabel, Dean of the School) is once again an outstanding success.

The course covers the analysis of such financial instruments as bonds, preferred stock, common stock, warrants, rights, puts, calls, straddles, commodities and mutual funds. Other topics such as analysis of the economy, evaluation of management, technical analysis, portfolio management, cost of capital are also studied in depth.

However, most important, the students have the opportunity to "put their hands in the dough". During the course, the students actually invest money in real investment situations. So far, all investments have been profitable. In fact, in one investment the students doubled their money.

"The experience has been both educational and financially rewarding," one student observed.

## Public tax service

A tax-consulting service was held for sole proprietors, individuals and small business concerns during the first week of April.

The objective of this free consulting service was to help individuals prepare their own tax returns under the new tax reform legislation. Special attention was given to investment income, capital gains and income from business activities and property rentals.

In most cases students did not prepare the tax returns themselves but answered questions and assisted in the process of the individual's own preparation. Many learned how to change the structure of their affairs to reduce tax liabilities in future years.

The College did not assume responsibility for the participants' own work in preparation of their tax returns and emphasized that the consulting service was not a substitute for professional tax consultation.

The tax-consulting service is offered annually.