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1937

### Suffolk University Academic Catalog, College of Business Administration, 1937-1938

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# SUFFOLK UNIVERSITY

## College of Business Administration

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## ANNOUNCEMENTS FOR 1938-1939

CATALOGUE FOR 1937-1938

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SUFFOLK UNIVERSITY  
BOSTON, MASS.

BOSTON · MASSACHUSETTS

Series 1                      MARCH 1938                      Volume II

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## PURPOSE OF SUFFOLK UNIVERSITY COLLEGE OF BUSINESS ADMINISTRATION

**S**UFFOLK UNIVERSITY COLLEGE of Business Administration provides basic training for men and women who look forward to positions of leadership in business.

By maintaining low tuition rates and by offering instruction in the evening, it makes this important type of education available to those who must earn their living while attending college.

The professional courses in Accounting and Business Management and the prescribed courses in Language and Social Science have three major purposes:

**I.** To provide knowledge of such cultural subjects as are considered fundamental in a liberal education and which are helpful in developing clear thinking and effective self-expression. A cultural training and background essential to high achievement in the business world are thus supplied along with the professional education.

**II.** To provide a broad and comprehensive picture of the field of business by supplying a thorough knowledge of the basic principles and methods of business procedure through required courses in Accounting, Advertising, Economics, Finance, Law, Management, and Marketing.

**III.** To offer opportunity for the proper amount of specialization, through the provision of opportunities for majoring in one special phase of business activity such as: Accounting or Advertising or Business Management.



# SUFFOLK UNIVERSITY BULLETIN

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SERIES I

MARCH 15, 1938

VOLUME II

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## SUFFOLK UNIVERSITY COLLEGE OF BUSINESS ADMINISTRATION

ANNOUNCEMENTS 1938-1939  
CATALOGUE 1937-1938



20 DERNE STREET  
BOSTON, MASSACHUSETTS



1938	1939	1940
JULY	JANUARY	JULY
SMTWTFSS	SMTWTFSS	SMTWTFSS
3456789	1234567	2345678
10111213141516	891011121314	9101112131415
17181920212223	15161718192021	16171819202122
24252627282930	22232425262728	23242526272829
31	293031	3031
AUGUST	FEBRUARY	AUGUST
SMTWTFSS	SMTWTFSS	SMTWTFSS
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78910111213	567891011	6789101112
14151617181920	12131415161718	13141516171819
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28293031	262728	2728293031
SEPTEMBER	MARCH	SEPTEMBER
SMTWTFSS	SMTWTFSS	SMTWTFSS
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11121314151617	567891011	10111213141516
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OCTOBER	APRIL	OCTOBER
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101112131415	9101112131415	10111213141516
16171819202122	16171819202122	17181920212223
23242526272829	23242526272829	24252627282930
3031	30	31
NOVEMBER	MAY	NOVEMBER
SMTWTFSS	SMTWTFSS	SMTWTFSS
123456789101112	12345678910111213	123456789101112
13141516171819	14151617181920	13141516171819
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27282930	28293031	2728293031
DECEMBER	JUNE	DECEMBER
SMTWTFSS	SMTWTFSS	SMTWTFSS
123456789101112	1234567891011121314151617	12345678910111213141516171819202122232425262728293031

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## **CORRESPONDENCE**

All correspondence should be addressed to

*Executive Secretary*  
**SUFFOLK UNIVERSITY**  
20 Derne Street  
Boston, Massachusetts

## **OFFICE HOURS**

The Executive Offices will be open for conferences and registrations Mondays, Tuesdays, Thursdays, and Fridays from 9:00 A.M. to 9:00 P.M.; Wednesdays from 9:00 A.M. to 5:00 P.M. and Saturdays from 9:00 A.M. to 12:00 noon.

## **TELEPHONE**

CAPitol 0555



# CALENDAR FOR THE COLLEGE OF BUSINESS ADMINISTRATION

1938-1939

## First Semester

Founder's Day .....	Monday, September 19, 1938
Academic year opens — classes begin .....	Monday, September 26, 1938
First quarter bills payable .....	Monday, September 26, 1938
October Tests begin .....	Monday, October 17, 1938
October Tests end .....	Friday, October 21, 1938
*Armistice Day; exercises suspended .....	Friday, November 11, 1938
November Tests begin .....	Monday, November 14, 1938
November Tests end .....	Friday, November 18, 1938
Second quarter bills payable .....	Monday, November 21, 1938
*Thanksgiving Day; exercises suspended .....	Thursday, November 24, 1938
Christmas Recess begins .....	Saturday, December 17, 1938
Classes resume .....	Monday, January 2, 1939
First Semester Examinations begin .....	Monday, January 16, 1939
First Semester Examinations end .....	Friday, January 27, 1939

## Second Semester

Second Semester begins — classes resume .....	Monday, January 30, 1939
Third quarter bills payable .....	Monday, January 30, 1939
February Tests begin .....	Monday, February 20, 1939
February Tests end .....	Friday, February 24, 1939
March Tests begin .....	Monday, March 27, 1939
Fourth quarter bills payable .....	Monday, March 27, 1939
March Tests end .....	Friday, March 31, 1939
Spring Recess begins .....	Saturday, April 1, 1939
Classes resume .....	Monday, April 10, 1939
Charter Day .....	Saturday, April 29, 1939
Junior Prom .....	Wednesday, May 10, 1939
Senior Banquet .....	Wednesday, May 17, 1939
Second Semester Examinations begin .....	Monday, May 22, 1939
Second Semester Examinations end .....	Friday, June 2, 1939
Baccalaureate Service .....	Sunday, June 11, 1939
Alumni Night .....	Monday, June 12, 1939
Class Day .....	Wednesday, June 14, 1939
Commencement Exercises .....	Thursday, June 15, 1939

\*Classes missed will be made up on the following Wednesday.

## HISTORICAL SKETCH REGARDING SUFFOLK UNIVERSITY

Suffolk University was foreshadowed when Suffolk Law School was founded by Gleason Leonard Archer in September 1906. This school became, at an early date, the symbol of the open door of opportunity to the ambitious and worthy youth of the land who must win higher education if at all while engaged in wage-earning pursuits. The Law School early in its history gained national recognition as a leader in the field of higher education for self-supporting students. It became a leavening force in Greater Boston and soon attracted a clientele of aspiring young men in an ever-widening circle until all New England and even foreign nations found representation in its student body.

Trained for leadership and worthily fulfilling their responsibilities as lawyers, judges, or legal experts in industrial fields in all parts of the Union, the alumni of the Law School indirectly created a demand for the extension of Suffolk's educational program. The rising cost of education in the day colleges, and above all the impressive demonstration of the value of combining educational theory and daily wage-earning experience as a preparation for life, encouraged the Board of Trustees to offer similar educational opportunities in other fields than in law.

A College of Liberal Arts was naturally the first unit to be added. In July 1934, President Archer (then Dean Archer) was authorized by the Board of Trustees to take immediate action in the creation of a College of Liberal Arts to provide collegiate education in the liberal arts for young men and women who must earn their living while attending college. President Archer was fortunate in securing the co-operation of the late Dr. Patrick T. Campbell, Superintendent of Schools of Boston and Dr. Frank W. Wright of the State Department of Education. A splendid curriculum without unnecessary electives was agreed upon. With the further co-operation of other leading educators a faculty was chosen, men of outstanding ability as teachers. The College of Liberal Arts was formally opened on Monday evening, September 24, 1934. Although New England had long been famous for its day colleges, yet until our College of Liberal Arts was established, no opportunity existed in any of the five New England States whereby an ambitious man or woman might earn a Bachelor of Arts degree entirely through evening study. The Board of Trustees applied to the Massachusetts Legislature in January 1935 for degree-granting powers for the new College of Liberal Arts. The Legislature, with only two votes recorded in opposition, enacted the desired legislation (Chap. 15, Acts of 1935). On the same day, February 1, 1935, Governor James M. Curley signed the Charter. Thus was inaugurated the first evening College of Liberal Arts in New England.

The Graduate School of Law was authorized by the same legislative charter and in September 1935 this third department was created. Courses leading to the degree of Master of Laws have proved deservedly popular. Since its inception the Graduate School of Law has conferred its degree on forty-three candidates.

The College of Journalism was founded 1936 at the suggestion of a group of newspaper publishers and advertising executives.

In 1936, the Board of Trustees voted to petition the Massachusetts Legislature for the consolidation of Suffolk's group of schools and colleges into Suffolk University. The General Court granted this privilege in April, 1937, and also authorized the creation of a fifth department—a College of Business Administration. Suffolk University College of Business Administration opened its doors September 27, 1937.

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## THE CHARTER

### Chapter 237

#### THE COMMONWEALTH OF MASSACHUSETTS

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In the Year One Thousand Nine Hundred and Thirty-Seven

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#### *An Act to establish Suffolk University*

*Whereas*, the deferred operation of this act would tend to defeat its purpose, therefore it is hereby declared to be an emergency law, necessary for the immediate preservation of the public convenience.

SECTION 1. The name of the Suffolk Law School, incorporated by chapter one hundred and forty-five of the acts of nineteen hundred and fourteen, is hereby changed to Suffolk University. Said corporation shall consist of not more than twenty-one members.

SECTION 2. Suffolk University shall include the departments now known as Suffolk Law School, Suffolk Graduate School of Law, Suffolk College of Liberal Arts, Suffolk College of Journalism and a new department to be known as Suffolk College of Business Administration.

The said university shall possess all the powers and privileges heretofore granted in chapter one hundred and forty-five of the acts of nineteen hundred and fourteen and chapter fifteen of the acts of nineteen hundred and thirty-five together with such additional powers and privileges as are possessed by colleges of Journalism and Business Administration in this Commonwealth including power to confer degrees appropriate thereto and to grant diplomas therefor.

(Signed by Governor Charles F. Hurley, April 29, 1937.)



## SUFFOLK UNIVERSITY

## THE CORPORATION

*Corporate Name: Suffolk University*

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## OFFICERS OF THE CORPORATION

THOMAS JEFFERSON BOYNTON, *President*

JAMES MARCUS SWIFT, *Vice-President*

HIRAM JOHN ARCHER, *Secretary*

GLEASON LEONARD ARCHER, *Treasurer*

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## BOARD OF TRUSTEES

HON. THOMAS JEFFERSON BOYNTON, *President*

*Attorney General of Massachusetts, 1914*

*United States Attorney*

*District of Massachusetts, 1917-1920*

HON. JAMES MARCUS SWIFT, *Vice-President*

*Attorney-General of Massachusetts, 1911-1913*

GLEASON LEONARD ARCHER, *Treasurer*

*Founder and Dean of Suffolk Law School*

HIRAM JOHN ARCHER, *Clerk*

*Director, Department of Research and Review,  
Suffolk Law School*

JOHN SHEPARD, 3d.

*President, The Yankee Network*

HON. JOSEPH EVERETT WARNER

*Attorney-General of Massachusetts, 1928-1934*

JOHN GRIFFIN

*Vice-President, John F. Griffin Company*

HUBERT PRIOR VALLEE, INC.

*President, Rudy Vallee, Inc.*

THOMAS FRANCIS McNICHOLS

*Branch Manager, First National Bank of Boston*

OFFICERS IN THE UNIVERSITY

GLEASON LEONARD ARCHER

PRESIDENT OF THE UNIVERSITY

MISS CARROLLA ABBOTT BRYANT

EXECUTIVE SECRETARY OF THE UNIVERSITY

PAUL ABNER MacDONALD

BURSAR

MISS CATHARINE CECILIA CARAHER

ASSISTANT TREASURER

MISS CARROLLA ABBOTT BRYANT

ASSISTANT TREASURER

DONALD WILSON MILLER

GENERAL CHAIRMAN OF ENDOWMENT AND IMPROVEMENT CAMPAIGN

MISS MARY ESTHER NEWSOME

UNIVERSITY LIBRARIAN

MRS. MARIAN ARCHER MacDONALD

MANAGER UNIVERSITY BOOK STORE

MISS EDITH RHODA DOANE

DIRECTOR PLACEMENT BUREAU

WARD BROWNING

DIRECTOR OF DEBATING

MISS MARY ESTHER NEWSOME

DIRECTOR OF SUFFOLK PLAYERS

RALPH LeROY HARLOW

DIRECTOR OF MUSICAL CLUBS

THOMAS GEORGE ECCLES

FACULTY ADVISOR: THE SUFFOLK JOURNAL

**SUFFOLK UNIVERSITY**  
**COLLEGE OF BUSINESS ADMINISTRATION**

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**OFFICERS OF ADMINISTRATION AND INSTRUCTION**

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Arranged in order of seniority in appointment to rank.

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|--|-------------------------------------|
| <p><b>GLEASON LEONARD ARCHER</b><br/>         President of the University<br/> <i>LL.B. Boston University 1906. Honorary: LL.D. Atlanta Law School 1926.</i></p>   | <p>40 Hancock Street, Boston</p>    |
| <p><b>DONALD WILSON MILLER</b><br/>         Acting Dean of the College<br/> <i>S.B. Colby 1925; A.M. George Peabody 1926; ED.M., ED.D. Harvard 1927, 1929.</i></p> | <p>122 Bowdoin Street, Boston</p>   |
| <p><b>AUSTIN GRIMSHAW</b><br/>         Professor of Business Management<br/> <i>S.B. in C.E., M.B.A., D.C.S. Harvard 1927, 1934, 1938.</i></p>                     | <p>43 Glenville Avenue, Allston</p> |
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- |  |                                  |
|--|----------------------------------|
| <p><b>CYRIL NICHOLS ANGELL</b><br/>         Assistant Professor of Accounting<br/> <i>A.B., M.C.S. Dartmouth 1918, 1921; C.P.A. Massachusetts 1926.</i></p>  | <p>58 Prince Street, Needham</p> |
| <p><b>HARRY LOUIS HANSEN</b><br/>         Assistant Professor of Marketing<br/> <i>S.B. Haverford 1933; M.B.A. Harvard 1935.</i></p>                         | <p>Soldiers Field, Boston</p>    |
| <p><b>A. SIDNEY KINGSMILL</b><br/>         Assistant Professor of Finance<br/> <i>A.B. Western Ontario 1925; M.B.A. Harvard 1927; Harvard 1928-1929.</i></p> | <p>18 Kilburn Road, Belmont</p>  |
- |  |                               |
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| <p><b>CEDRIC WILLIAM LUTZ</b><br/>         Assistant Professor of Accounting<br/> <i>S.B. Arizona 1932; M.B.A. Harvard 1937.</i></p> | <p>Soldiers Field, Boston</p> |
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| <p><b>WOODSIDE VANCE MONEGAN</b><br/>         Instructor in Business Statistics<br/> <i>Ph.B. Wisconsin 1936; Harvard 1936-1938.</i></p> | <p>Soldiers Field, Boston</p> |
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- |  |   |
|--|---|
| <p><b>WILLIAM FRANCIS LOONEY</b><br/>         Lecturer on History<br/>         Associate Professor of History in the College of Liberal Arts<br/> <i>A.B. Harvard 1919; A.M. Boston College 1920; LL.B. Northeastern 1928; ED.M. Teachers College of the City of Boston 1934; Harvard 1927-1928.</i></p> | <p>105 Stratford Street, West Roxbury</p> |
|--|---|



- THOMAS WILLIAM SHEEHAN 78 Walnut Street, Natick  
Lecturer on English  
Assistant Professor of English in the College of Liberal Arts  
*A.B. Clark 1909; A.M. Pennsylvania State 1915; LL.B. Suffolk 1933; Boston College 1931-1932.*
- ALBERT WOODBURY EMMONS 7 Dexter Road, Lexington  
Lecturer on Economics  
Assistant Professor of Economics in the College of Liberal Arts  
*A.B., M.C.S. Dartmouth 1917, 1920; LL.B. Suffolk 1931.*
- ROBERT BERNARD MASTERSON 258 LaGrange Street, West Roxbury  
Lecturer on English  
Assistant Professor of Education in the College of Liberal Arts  
*A.B., A.M. Holy Cross 1907, 1913; Ed.M. Harvard 1925.*
- CARLOS FREDERICO WEIMAN  
Lecturer on Spanish  
Assistant Professor of Spanish in the College of Liberal Arts  
*"Contador," University of Porto Alegre, Brazil, 1919; LL.B. Suffolk 1929; A.M. Harvard 1931.*
- HARLAND R. RATCLIFFE 73 Greenwood Street, Greenwood  
Lecturer on Advertising  
Assistant Professor of Journalism in the College of Journalism  
*S.B. Colby 1923.*
- WARD BROWNING 25 Rockwood Street, Jamaica Plain  
Lecturer on English  
Assistant Professor of English in the College of Liberal Arts  
*A.B., A.M. Colgate 1918, 1923; Columbia 1924-1930.*
- FRANCIS JOSEPH O'CONNOR 14 Aldrich Street, Roslindale  
Lecturer on English  
Instructor in English in the College of Liberal Arts  
*A.B., A.M., LL.B. Boston College 1924, 1925, 1935.*
- CHARLES HENRY BRADLEY, Jr. 39 Manemet Road, Newton Centre  
Lecturer on Advertising  
Instructor in Journalism in the College of Journalism  
*Harvard 1910-1913.*
- DANIEL MICHAEL DRISCOLL 188 Harvard Street, Dorchester  
Lecturer on Advertising  
Instructor in Journalism in the College of Journalism  
*A.B. Boston College 1928.*
- 
- CARROLLA ABBOTT BRYANT 59 Hancock Street, Boston  
Registrar
- THOMAS IGNATIUS HARKINS 19 Eaton Street, Winchester  
Assistant to the Registrar

NELLIE ANNE SMITH  
Assistant in the Library

Mill Street, Andover

THEODORE BAKER  
Superintendent of Buildings

17 Bowdoin Street, Boston

---

## ORGANIZATION OF THE FACULTY

Secretary, Miss Carrola Abbott Bryant

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### STANDING COMMITTEES

THE PRESIDENT OF THE UNIVERSITY AND THE DEAN OF THE COLLEGE are *ex-officio* members of all committees.

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\*Admissions. PROFESSORS KINGSMILL AND LUTZ

\*Catalogue. PROFESSORS GRIMSHAW AND MONEGAN

\*Curriculum. PROFESSORS GRIMSHAW AND HANSEN

\*Library. PROFESSORS HANSEN AND ANGELL

\*Public Exercises. PROFESSORS ANGELL AND LUTZ

\*Student Activities. PROFESSORS MONEGAN AND KINGSMILL

\*Members of this Committee join with members of similar Committees of the Faculties of the other colleges and schools of the University to constitute a General University Committee dealing with the problem indicated.

**PROGRAM, CLASS HOURS, AND ENTRANCE DATES**

Since the purpose of Suffolk University College of Business Administration is to provide professional and cultural education for young people and others who are working for a living, it has been found necessary to arrange for those who are employed a program of instruction to provide opportunity for the satisfactory completion of the one hundred and twenty semester hours required of all candidates for the degree of Bachelor of Science in Business Administration. Employed students desiring to complete the requirements for a degree in the minimum time should enroll for a full program of twenty-four semester hours each year. Certain employed students may find it impossible to carry the entire program. Such students will be permitted to enroll for less than the normal number of hours a week. The tuition charges will be reduced proportionately.

Classes will meet Monday, Tuesday, Thursday, and Friday evenings with sessions from 6:00 to 8:50 P.M.

Courses have been arranged so that the work of each semester stands by itself, thus permitting students to enter either in September or February.

Each full-year course will be rated at six semester hours credit while one semester courses will be rated at three semester hours on the fifty-minute semester hour basis.



## ADMISSION REQUIREMENTS

### ADMISSION TO THE FRESHMAN CLASS

Suffolk University College of Business Administration is open to students of both sexes on equal terms, except that the college reserves the right to limit the number of women who may enter in any one year.

Applicants for admission to the freshman class must qualify by *one* of the following methods:

1. Graduation from an approved course of study in an accredited high school or preparatory school.
2. Completion of fifteen acceptable secondary school units with a degree of proficiency satisfactory to the Committee on Admissions.

All admissions to the freshman class or to advanced standing are under the direction of the Committee on Admissions. It is desirable that applicants meet the distribution of entrance units as given below in order that they may go forward without having to do any work in college preliminary to the prescribed courses. In the admission procedure, however, the committee places greater emphasis upon the applicant's scholastic record and other evidences of intellectual ability than upon any fixed distribution of entrance units.

In addition to scholarship the committee considers qualities of character, industry, leadership, and health. To this end, a personal interview with the Dean or Registrar is required before a student may be admitted to the college. It is advisable that this interview be arranged as far in advance of the opening date as possible. Testimonials of good moral character must be on file before the application can be accepted.

### DISTRIBUTION OF ENTRANCE SUBJECTS

English .....	3 units	Algebra .....	1 unit
Foreign Language .....	2 units	Plane Geometry .....	1 unit
History .....	1 unit	Natural Science .....	1 unit
Other accepted units .....			6 units
		Total .....	15 units

1. Candidates for admission who lack any of the prescribed units will be admitted only by special action of the Committee on Admissions.
2. Candidates for the B.S. in Business Administration degree who on entrance have not the full language, mathematics, or science requirements will receive college credit for the additional work required, but the number of hours available for elective subjects will be correspondingly reduced. Credit for such work counts only in the total toward graduation, not toward meeting the degree requirements, p. 17.

A unit of work in high school is defined as a course covering a school year of not less than thirty-six weeks, with five periods of at least forty-five minutes each per week. Two periods of manual training, domestic science, drawing, or laboratory work are considered the equivalent of one period of classroom work.

The Committee on Admissions reserves the right to refuse the application of any student whose preparatory work is insufficient or whose scholastic record indicates inability to pursue successfully the work of the college.

#### ADMISSION TO ADVANCED UNDERGRADUATE STANDING

Applicants who have completed, with a grade of C or better, courses in a college, junior college, or other institution of collegiate rank of recognized standing will be permitted to enroll as students in advanced standing subjects to conditions outlined below:

1. A certificate of honorable dismissal must be sent directly to the Registrar of Suffolk University College of Business Administration by the Registrar of the institution previously attended.
2. The applicant for advanced standing should request the Registrar of the college previously attended to send an official transcript of credits to the Registrar of Suffolk University College of Business Administration. Transcripts should specify courses, semester hours of credit and grade for each course, and the semester when taken, with the passing mark, a key to grades not in per cents, and a statement of the units accepted for entrance. Transcripts of such work, if possible, should be submitted one month in advance of Registration Day. Grade reports, diplomas, or lists of credits submitted by the applicant will not be accepted as a basis for granting advanced standing.
3. A catalogue of the college during the years in which the applicant was in attendance should be clearly marked to indicate the courses completed and submitted with the application.
4. All requirements for admission to the freshman class must be fulfilled before advanced standing credit can be granted.
5. Not more than one-fourth of the credits accepted from another college may be of D grade.
6. All grants of advanced standing credit are made on a provisional basis. Grants so made become final only after the student has satisfactorily completed twenty-four semester hours of work in Suffolk University College of Business Administration.
7. Whenever a student enters with advanced standing and later proves to be inadequately prepared in any of his prerequisite subjects, the Faculty reserves the right to require him to make up such deficiencies prior to graduation.
8. The grant of advanced standing credit shall not exceed seventy-two semester hours.

In estimating advanced standing credit, the unit employed is the semester hour which is the equivalent of fifty lecture minutes a week for one semester. Two laboratory hours count as one lecture hour. After all credits have been evaluated, proper notification will be sent to the applicant.

## ADMISSION OF SPECIAL STUDENTS

Special students are those who do not intend to proceed to a degree. A limited number of such students may be admitted each year on satisfying the Committee on Admissions as to their ability to profit by the courses to which they seek admission.

Men and women over twenty-one years of age who have not graduated from a high school may be received as special students upon recommendation of the Committee on Admissions. It will be necessary for the applicant to file with the Registrar a full statement of his qualifications. Candidates are requested to present their statements at least three weeks before the opening of College. Registration of a special student is for one semester only. Re-registration will be refused if the student does not meet the required scholastic standing.

If a special student later desires to become a candidate for a degree, the conditions of graduation will be outlined by the Committee on Admissions.



## REQUIREMENTS FOR DEGREES

The Trustees of the University confer the following degree on candidates recommended by the Faculty of the College of Business Administration:

Bachelor of Science in Business Administration (B.S. in B.A.)

Degrees are conferred only at regular commencement exercises. The Trustees may withhold any degree when in their opinion the best interests of the University are thereby furthered. No student with entrance or other conditions will be recommended by the Faculty for a degree until such conditions have been satisfactorily removed.

### I. Course Leading to the Degree of Bachelor of Science in Business Administration.

For the degree of Bachelor of Science in Business Administration the student must receive credit and maintain an average of at least 70 per cent in 120 semester hours of prescribed college work, forty-eight of which must be taken in Suffolk University College of Business Administration. The last twelve semester hours of the degree requirement must be earned at Suffolk University College of Business Administration during the regular college year. The 120 semester hours must be distributed in accordance with the following plan, in which no subject may be counted more than once. A "Schedule of Courses by Years" and charts showing degree programs with majors in Accounting, Advertising, and Business Administration are included at the end of this section. These reveal the carefully planned sequence of courses and the balance of the degree program as a whole.

- a. General Foundation—Required Courses, 48 semester hours
  1. Fifteen semester hours of English (CLA Eng. I, 1, 2; CLA Eng. II, 1, 2; and CBA Eng. III, 8)
  2. Twelve semester hours of Spanish (CLA Sp. I, 1, 2; Sp. II, 1, 2)
  3. Six semester hours in History (CLA H. I, 1, 2)
  4. Fifteen semester hours in Economics (CLA Ec. IV, 1, 2; IV, 4; CBA Ec. IV, 5; and IV, 6)
- b. Professional Courses—Required, 54 semester hours
  1. Twelve semester hours of Accounting (CBA A. I, 1, 2; II, 1, 2)
  2. Six semester hours of Advertising (CJ Ad. II, 1, 2)
  3. Twelve semester hours of Economics (CLA Ec. V, 1, 2; V, 3; and CBA Ec. V, 2)
  4. Six semester hours of Finance (CBA Fin. II, 2; III, 1)
  5. Six semester hours of Law (CBA L. V, 1, 2)

6. Six semester hours of Management (CBA Man. I, 1, 2)
7. Six semester hours of Marketing (CBA Mar. II, 1, 2)
- c. Major in Accounting or Advertising or Business Management, 18 semester hours
  1. Accounting Major (CBA A. III, 1, 2; IV, 1, 2; and V, 1, 2)
  2. Advertising Major (CBA Man. III, 1, 2; CJ Ad. IV, 1, 2; V, 1; and CJ Adm. IV, 1)
  3. Business Management Major (CBA Man. III, 1, 2; Mar. IV, 1, 2; V, 1; and CBA Man. V, 1)
- d. Maintenance of a suitable standard of English throughout the entire course. No student reported for a deficiency in English will be recommended for a degree until he has satisfied the Faculty that this deficiency has been corrected.

## **II. For the Degree of Bachelor of Science in Business Administration with Honor.**

For the degree of Bachelor of Science in Business Administration "With Highest Honors," the Faculty of the College of Business Administration recommends candidates who maintain a general average of 90% or over in the first seven semesters of their college course. Students awarded degrees "With Highest Honors" will receive diplomas with this notation.

For the degree of Bachelor of Science in Business Administration "With Honor," the Faculty of the College of Business Administration recommends candidates who maintain a general average of 85% or over but less than 90% in the first seven semesters of their college course. Students awarded degrees "With Honor" will receive diplomas with this notation.

## SCHEDULE OF COURSES BY YEARS

Course Number		Course	Semester Hours
<b>First Year</b>			
Required of all First Year Students			
CBA A.	I, 1, 2	Introduction to Accounting .....	6
CBA Man.	I, 1, 2	Fundamentals of Business Organization and Management .....	6
CLA Eng.	I, 1, 2	English Composition and Rhetoric .....	6
CLA H.	I, 1, 2	History of Civilization .....	6
			<hr/> 24
<b>Second Year</b>			
Required of all Second Year Students			
CBA A.	II, 1, 2	Accounting Theory and Practice .....	6
CLA Ec.	V, 3	Elements of Statistics .....	3
CBA Fin.	II, 2	Corporation Finance .....	3
CBA Mar.	II, 1, 2	Principles of Marketing .....	6
CLA Eng.	II, 1, 2	Survey of English Literature .....	6
			<hr/> 24
<b>Third Year</b>			
Required of all Third Year Students			
CBA Eng .	III, 8	Advanced Business English and Report Writing .....	3
CJ Ad.	II, 1, 2	Principles of Advertising .....	6
CBA Fin.	III, 1	Principles of Investments .....	3
CLA Ec.	IV, 1, 2	Introduction to Economics .....	6
Major Programs			
Third Year Students are to elect one of the following programs in which to major during the remainder of their course:			
I. ACCOUNTING			
CBA A.	III, 1, 2	Cost Accounting .....	6
II. ADVERTISING			
CBA Man.	III, 1, 2	Factory Management .....	6
III. BUSINESS MANAGEMENT			
CBA Man.	III, 1, 2	Factory Management .....	6



**Fourth Year**

## Required of all Fourth Year Students

CBA	Ec.	IV, 5	Business Economics .....	3
CBA	Ec.	IV, 6	Business and Government .....	3
CLA	Ec.	V, 1, 2	Money and Banking .....	6
CLA	Sp.	I, 1, 2	Elementary Spanish .....	6

## Major Programs

## I. ACCOUNTING

CBA	A.	IV, 1, 2	Auditing .....	6
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## II. ADVERTISING

CJ	Ad.	IV, 1	Advertising Production .....	3
CJ	Ad.	IV, 2	Newspaper Advertising .....	3

## III. BUSINESS MANAGEMENT

CBA	Mar.	IV, 1	Salesmanship and Sales Management .....	3
CBA	Mar.	IV, 2	Retail Store Management .....	3

**Fifth Year**

## Required of all Fifth Year Students

CBA	L.	V, 1, 2	Business Law .....	6
CBA	Ec.	V, 2	Labor and Industrial Relations .....	3
CLA	Ec.	IV, 4	Economic History of the United States ....	3
CLA	Sp.	II, 1, 2	Modern Spanish Literature .....	6

## Major Programs

## I. ACCOUNTING

CBA	A.	V, 1	Tax Accounting .....	3
CBA	A.	V, 1	C.P.A. Review .....	3

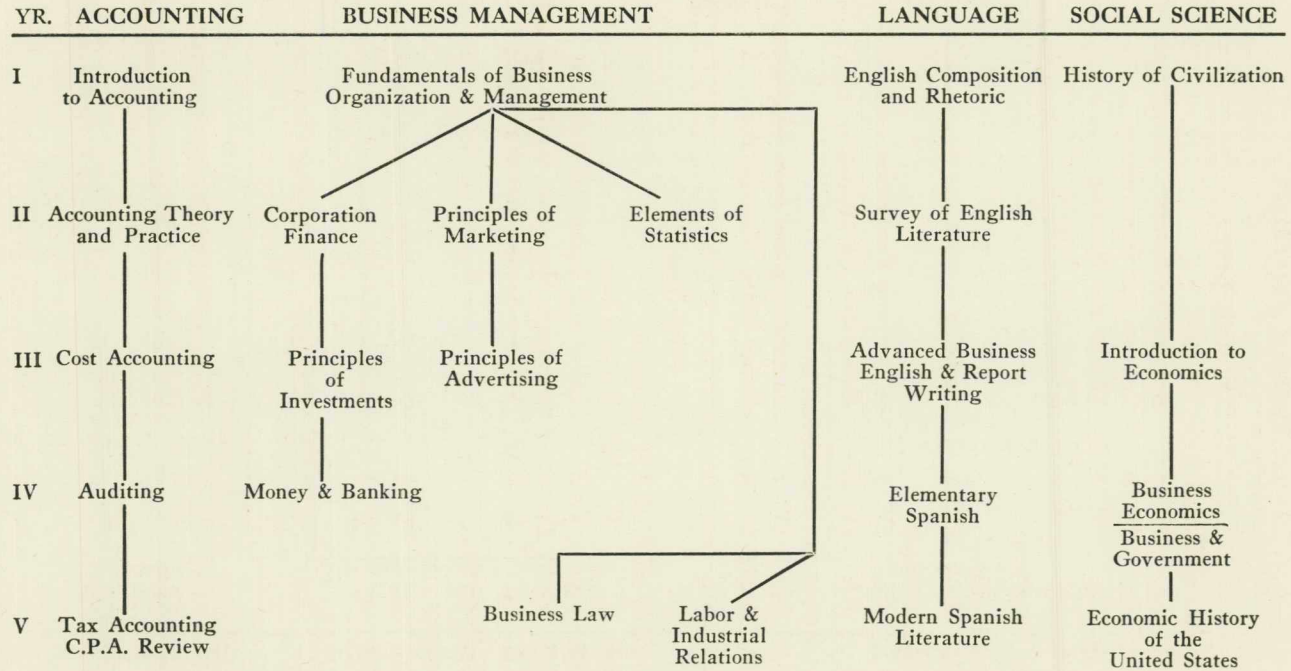
## II. ADVERTISING

CJ	Ad.	V, 1	Newspaper Advertising Continued .....	3
CJ	Adm.	IV, 1	Newspaper Publicity .....	3

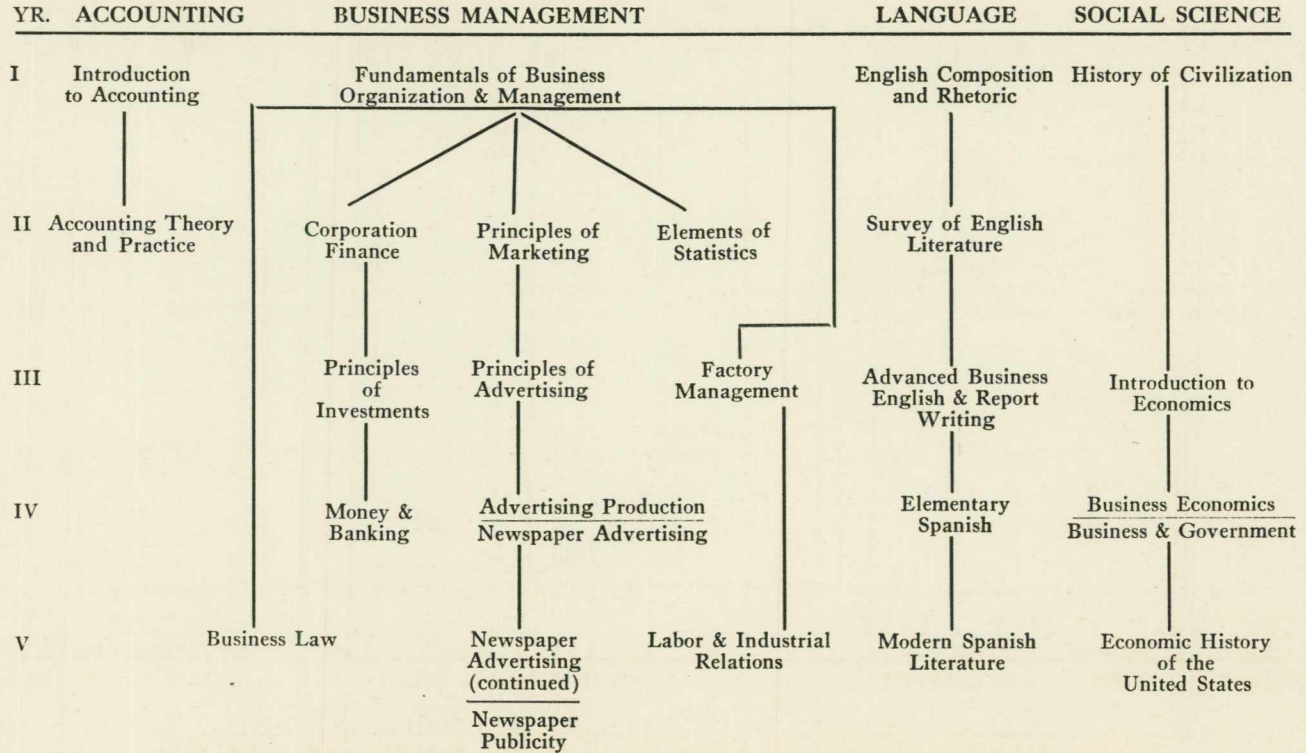
## III. BUSINESS MANAGEMENT

CBA	Man.	V, 1	Personnel Administration .....	3
CBA	Mar.	V, 1	Credits and Collections .....	3

## DEGREE PROGRAM WITH MAJOR IN ACCOUNTING



## DEGREE PROGRAM WITH MAJOR IN ADVERTISING





## DEGREE PROGRAM WITH MAJOR IN BUSINESS MANAGEMENT

YR.	ACCOUNTING	BUSINESS MANAGEMENT	LANGUAGE	SOCIAL SCIENCE
I	Introduction to Accounting	Fundamentals of Business Organization & Management	English Composition and Rhetoric	History of Civilization
II	Accounting Theory and Practice	Corporation Finance Principles of Marketing Elements of Statistics	Survey of English Literature	
III		Principles of Investments Principles of Advertising Factory Management	Advanced Business English & Report Writing	Introduction to Economics
IV		Money & Banking Salesmanship & Sales Management Retail Store Management	Elementary Spanish	<u>Business Economics</u> <u>Business &amp; Government</u>
V	Business Law	Credits & Collections Personnel Administration Labor & Industrial Relations	Modern Spanish Literature	Economic History of the United States

## COURSES OF INSTRUCTION

The courses offered by the College of Business Administration are arranged under four Departments:

- I. DEPARTMENT OF ACCOUNTING
- II. DEPARTMENT OF BUSINESS MANAGEMENT
- III. DEPARTMENT OF LANGUAGE
- IV. DEPARTMENT OF SOCIAL SCIENCE

Note: In the list of courses, in general *Roman numerals indicate year; Arabic odd numerals first semester; Arabic even numerals second semester*. Courses that are required are indicated on pages 17-18 under the section "Requirements for Degrees." In that section will be found also a Schedule of Courses by Years.

Not all of the courses listed are given each year. Those to be offered in any regular session of the College of Business Administration are announced in the Summer directly preceding.

Each student by frequent consultations with the Registrar should check his credits in order to make certain that all requirements are being satisfied.

### I. DEPARTMENT OF ACCOUNTING

#### CBA A. I, 1, 2—Introduction to Accounting.

This course is an introduction to accounting designed to provide a firm foundation upon which may rest all subsequent work in accounting. To this end it has as its primary objective development of a complete understanding of fundamental accounting relationships and of a real facility in handling the technical tools of the accountant. The first part of the work will be concerned, then, with underlying concepts and relationships and will cover definitions, an introduction to financial statements, and an examination into some implications of the accounting equation. From this will follow naturally the accountant's debit and credit analysis and bookkeeping technique. Consideration of the bookkeeping cycle will include study of the nature and use of journals and ledgers, including special forms of journals, the use of controlling accounts, account classification, adjustments, worksheets and preparation of statements, and closing the books. Attention will be given to the design of records and procedures. The balance of the time available will be used for examination of the principles of statement classification and arrangement and an introduction to the problems raised by the various forms of proprietary ownership. Throughout both semesters the class work will be divided between discussions of text and supervised problem work. A practice set will be used to provide facility and to co-ordinate the class work. This course is a prerequisite to all subsequent accounting courses.

Both semesters

*Assistant Professor Lutz*

6 semester hours

**CBA A. II, 1, 2—Accounting Theory and Practice.**

This course consists primarily of a detailed study of the policy problems which are raised in the preparation of satisfactory financial statements. It is designed not only as a professional course for practitioners but as a basis for sound interpretation. A major problem considered is the nature and determination of income. This leads naturally to such questions as the bases for distinguishing between capital and revenue charges, for prorating capital charges between the years benefiting, depreciation and amortization, and for valuing assets in the balance sheet. The net worth section of the corporate balance sheet presents difficult problems as to treatment of capital stock, surplus, and reserves. Organization of business enterprises from and by groups of individual companies involves accounting for mergers and the possibility of consolidated financial statements. Again use will be made of both class discussions and supervised problem work.

Both semesters

*Assistant Professor Angell*

6 semester hours

**CBA A. III, 1, 2—Cost Accounting.**

The subject matter of this course is primarily concerned with the principles of industrial cost accounting. Particular attention is paid to the analysis of a number of specific cases from which broad principles may be drawn. The topics discussed include: elements of costs, control of labor material, and expense, methods of allocating overhead expenses, classification of costs, types of cost systems, control of cost books, use of factory ledger approach, determination of by-product costs, standard rates, use of budgets, apportionment of selling and administrative costs. The student learns to solve cost accounting problems through the application of generalized principles to the varying conditions and circumstances of the business enterprise.

Both semesters

6 semester hours

**CBA A. IV, 1, 2—Auditing.**

This course is designed to provide the necessary preparation for State C. P. A. examinations by presenting the fundamental principles of auditing and their practical application. The theory underlying the principles of auditing is presented the student with special emphasis on the definition, purposes, and classes of auditing; qualifications and legal responsibilities of the auditor and professional ethics. Consideration is also given to the fundamentals of each type of audit, methods of handling engagements, general procedure in making operating accounts, income accounts, and expense accounts, detection of errors, frauds, and waste, preparation of report, letter of presentation, comments, and statements. Through outside and supervised problem work the student will be given experience in preparing working papers.

Both semesters

6 semester hours



**CBA A. V, 1—Tax Accounting.**

This course consists of study of income and corporate tax systems of the Federal and Massachusetts jurisdictions. Systematic examination of the law and regulations applying to income taxation will be the backbone of the work. Actual preparation of various tax returns and forms is required.

First semester

3 semester hours

**CBA A. V, 2—C. P. A. Review.**

This course is designed especially for those candidates preparing for the Massachusetts C. P. A. examinations. Admission to this course is open only to those who have had a complete course in Accounting or who can qualify through practical experience. Practical accounting problems, auditing and theory of accounts, analysis and discussion feature the course, which constitutes a review of all prior work.

Second semester

3 semester hours

**II. DEPARTMENT OF BUSINESS MANAGEMENT****Advertising****CJ Ad. II, 1, 2—Principles of Advertising.**

History and philosophy of advertising. Place of advertising in modern business.

Both semesters

*Mr. Driscoll*

6 semester hours

**CJ Ad. IV, 1—Advertising Production.**

Typography and composition, engraving, and other reproduction processes. Physical uses of advertising. The advertising agency; its functions. Radio advertising, showmanship.

First semester

*Mr. Bradley*

3 semester hours

**CJ Ad. IV, 2—Newspaper Advertising.**

Retail store copy. Retail store space buying. Budgeting of advertising. Institutional advertising. Co-operative, allowance and tie-up advertising.

Second semester

3 semester hours

**CJ Ad. V, 1—Newspaper Advertising Continued.**

Principles of publicity. Psychology of advertising selling. Display advertising solicitation. Classified advertising. Special pages. Special campaigns. Special department advertising.

First semester

3 semester hours



**CJ Adm. IV, 1—Newspaper Publicity.**

Consideration of the wide and varied field of public relations. From the approach to the prospective client to the clipping of the story from the papers. Study of the various fields which find publicity desirable. Appreciation of what the individual or organization seeking publicity expects from the agent; explanation of the form the publicity must take to satisfy the exacting requirements of a metropolitan city editor. An answer to these questions: What is publicity for? What can it hope to accomplish? How does it rate as a vocation? Intensive study of "the tricks of the (publicity) trade" which will enable a publicity agent to arrive at a profitable compromise between the wishes of his client and the newspaper whose columns he hopes to invade.

First semester      *Assistant Professor Ratcliffe*      3 semester hours

**Economics****CLA Ec. IV, 1—Introduction to Economics.**

This course is an introductory survey of economic principles underlying the processes of production, distribution, pricing, credit, and capital formation in our contemporary society. Corporate organization, specialization, forces underlying price movements, speculation, money and banking, foreign exchange, and the business cycle are discussed.

First semester      *Assistant Professor Emmons*      3 semester hours

**CLA Ec. IV, 2—Introduction to Economics.**

This course is a continuation of Ec. IV, 1 and considers problems of business organization; wages, rent, interest, profits; theories of population and immigration; public finance and taxation; free trade and protection; problems of labor organization; and programs of social and economic reform.

Second semester      *Assistant Professor Emmons*      3 semester hours

**CLA Ec. IV, 4—Economic History of the United States.**

This course traces the major developments in the economic policies of the United States since the second war with England; considering interstate and international relations, particularly as to tariffs, taxation and revenue.

Second semester      *Assistant Professor Looney*      3 semester hours

**CLA Ec. V, 1, 2—Money and Banking.**

A detailed analysis of the functions of money and credit and the relation between money and credit and the business cycle; the role of money in economic life; monetary standards and the structure of our banking sys-

tem. The policies of the Federal Reserve Board and the problems of controlling money and credit are considered.

Both semesters      *Assistant Professor Emmons*      6 semester hours

### **CLA Ec. V, 3—Elements of Statistics.**

The course is prefaced by a review of algebra, linear and quadratic functions, logarithms, the progressions, permutations and combinations, and the elementary theory of probability. Particular emphasis will be devoted to a study of the fundamentals of statistical method with major emphasis upon data chosen from fields of economics and business administration. Analysis and description of numerical data by means of the statistical constants which measure central tendency, dispersion; the elementary theory of probability and its application to the normal curve and the theory of probable error.

First semester      *Mr. Monegan*      3 semester hours

### **CBA Ec. IV, 5—Business Economics.**

One objective of this course is to develop ability to apply economic analysis to the solution of business problems. Cases are studied which present business problems involving the assumption or avoidance of various types of risks, the character of demand, the setting of prices, the determination of rate of output, the analysis of various types of costs, decisions as to wages, and estimates of the supply and demand situation in particular commodity markets. A second objective of the course is to promote understanding of some of the external forces which affect the operations of individual businesses. An attempt is made to analyze the movements of general business conditions with particular reference to the business cycle. An opportunity will be afforded to discuss the relation of business to certain current problems of general economic and social policy, such as managed currency, public works, old-age pensions, unemployment, and regulation of competition.

First semester      3 semester hours

### **CBA Ec. IV, 6—Business and Government.**

This course involves a consideration of the relationships that exist between government and business. Particular emphasis is placed upon the legal duties and liabilities that the State imposes upon the various forms of business enterprises. The topics covered in the course include the doctrine of laissez-faire, status of collective bargaining, public utilities, combinations in restraint of trade, government aids to business, analysis of important court decisions and legislative and government enactments. Current regulatory legislation touching upon government and business is presented to the student for analysis and consideration.

Second semester      3 semester hours



**CBA Ec. V, 2—Labor and Industrial Relations.**

The purpose of this course is to examine and appraise the main forces that give rise to the modern labor movement. The philosophy, methods, and history of organized labor and American trade unionism are surveyed. Other topics discussed are open shop, shop committees, collective bargaining, company unions, injunctions, yellow dog contracts, picketing, sit down strikes, minimum wage laws. An effort is made to acquaint the student with the underlying causes and influences that have contributed to our contemporary labor problems. Related assignments and written reports on contemporary problems are required of all students. A thorough study is made of forms of social security, unemployment, old age, sickness, and health insurance.

Second semester

3 semester hours

**Finance****CBA Fin. II, 2—Corporation Finance.**

This course is designed to provide the student with accurate knowledge of the financial structure of our industrial organization. The work is concerned with the launching of an enterprise, stages of financing, factors in selecting the form of organization, the forms of organizations, types of securities used in financing, forms of borrowed capital, types and forms of mortgages, classification and description of stocks and bonds, methods of refinancing sources of working capital, requirements of working capital, surplus and dividend policies, functions of underwriting syndicates, holding companies, consolidations, mergers, receivership and reorganization and the mechanism of the stock exchange.

Second semester

*Assistant Professor Kingsmill*

3 semester hours

**CBA Fin. III, 1—Principles of Investments.**

This course is designed for two groups of students; first, those who wish to obtain a working knowledge of the principles of sound investment, second, those who wish to acquire a foundation for managing their personal financial affairs. The following subjects are emphasized: an introductory survey of the elements of corporation finance, the relationship between investment and speculation, analysis of various types of stocks, bonds, and real estate securities, distribution of investment funds, the needs and objectives of the different groups of investors, and the effect of economic changes on investments. Attention is focused upon fraudulent securities and how to detect them. Prerequisite: CBA Fin. II, 2.

**Law****CBA L. V, 1, 2—Business Law.**

A consideration of topics introductory to the study of law. Contracts, including offer and acceptance, formal requisites, capacity and reality of



consent, consideration, effects of illegality of subject matter, the operation and discharge of contracts, the law of personal property and the law of agency. A study of negotiable instruments, business organizations, including partnership and corporations, bankruptcy, real property.

Both semesters 6 semester hours

### Management

#### **CBA Man. I, 1, 2—Fundamentals of Business Organization and Management.**

This is an introductory course required of all students beginning the study of business and is designed to orientate the student in his work in this field. It deals with the fundamental principles of management and organization of business enterprises. The discussion of the manifold phases of business activity embraces the following subjects: analysis of the forms of business enterprise, methods of financing, types of internal organization, problems of production, marketing and advertising, personnel administration, statistics, budgeting and planning, and analysis of the external factors that influence the conduct of business.

Both semesters *Professor Grimshaw* 6 semester hours

#### **CBA Man. III, 1, 2—Factory Management.**

This course looks at practical problems of business from the point of view of the general manager of a manufacturing plant. Such an executive has to deal with a great variety of specific internal situations involving the various elements of production (men, materials, machines). He must not, however, fail at the same time to keep a close eye on his company's markets, since neglect in this area is as disastrous as mistakes in manufacturing policy. Among the problems within the scope of the course are some requiring examination into customer relationships and stipulations as to delivery, quality, and price; others dealing with management of fixed assets, purchasing, and personnel; and finally a group outlining the responsibilities of executives as co-ordinators of the many diverse elements included in every business organization engaged in manufacture and distribution.

Both semesters 6 semester hours

#### **CBA Man. V, 1—Personnel Administration.**

The fundamental principles and practices of personnel administration are presented to the student for critical analysis in this course. Practical problems that confront the commercial and industrial executive in building up efficient organizations and in developing effective personnel relationships will form the basis of classroom discussions. The following topics will be emphasized: recruiting, selection and training of employees; place-

ment, transfer, promotion, separation, job analysis, job evaluation, production incentives, employee representation, safety and accident control, employees insurance and pension plan. Consideration will be given to the development of joint relations in industry and their social and economic implications.

First semester

3 semester hours

### Marketing

#### **CBA Mar. II, 1, 2—Principles of Marketing.**

This course is a survey of the structure, organization, and functions of our system of distribution. Analysis is made of the prevailing practices in the marketing and merchandising of goods as well as the social and economic factors at work. The course will include a consideration of the historical background of marketing, marketing functions, types of middlemen and their functions, mail order houses, chain store distribution, department store organization, purchasing, storage, warehousing, price policies, speculation, unfair methods of competition, and co-operative marketing.

Both semesters

*Assistant Professor Hansen*

6 semester hours

#### **CBA Mar. IV, 1—Salesmanship and Sales Management.**

This course is organized to provide the student of business with a knowledge of the principles underlying personal selling and the problems of sales management from the point of view of the sales manager. Inasmuch as success in business depends in part upon the development of personality, emphasis is placed upon the factors underlying personal selling. The topics covered include analysis of selling appeals, motivation, suggestion and argument. The latter half of the course will be devoted primarily to the broader problems of sales management; selection, management, and control of sales force, formulation of sales policies, sales research, trade investigations and statistics, determination of quotas, co-ordination of sales department with the other business departments, and analysis of sales and advertising campaigns.

First semester

3 semester hours

#### **CBA Mar. IV, 2—Retail Store Management.**

This course deals with the principles, problems, and policies of retail store management. Discussion will be based upon specific problems in store location, store organization, layout and display, buying and planning, receiving and marketing of merchandise, stock control, sales promotion and analysis, markdown and mark up analysis, returned goods, retail delivery, retail credit and collections, personnel administration and training, statistical data and store service.

Second semester

3 semester hours



**CBA Mar. V, 1—Credits and Collections.**

This course is designed to provide the student with a knowledge of the underlying principles of wholesale and retail credit. The course of study includes principles and practices of short term credit, nature and functions of credit, general and specific forms of credit, additional credit safeguards, organization of the credit department, qualifications of the credit man, credit-ratios derived from financial statements, sources of credit information, collections, correspondence and procedure, legal remedies of the credit men, laws of receivership, bankruptcy, insolvency, etc.

First semester

3 semester hours

**III. DEPARTMENT OF LANGUAGE****English****CLA Eng. I, 1, 2—English Composition and Rhetoric.**

A study of the rhetorical effect of the order and arrangement of words and phrases in sentences, grammatical construction, the mechanics of correct writing. Practice in narration, description and exposition, as well as the writing of essays involving independent thought will be required of all students.

Both semesters

*Assistant Professor Browning  
Mr. O'Connor*

6 semester hours

**CLA Eng. II, 1, 2—Survey of English Literature.**

A study of the development of our literary background from the beginning. The course includes a careful analysis of each period, with a sufficient reference to English History. Representative works in each period are studied. It is an introduction to the proper appreciation of the best in English literature. Themes and book reviews serve to continue student training in English composition.

Both semesters

*Assistant Professor Sheehan*

6 semester hours

**CBA Eng. III, 8—Advanced Business English and Report Writing.**

This course gives training in writing for business purposes with particular emphasis upon the application of the writing of English to the immediate needs of the business student. The course is devoted to the development of the power to write clearly, forcibly, and logically, to the practice of persuasive writing, and to the analysis of business reports and communications. Business letters, including sales, collection adjustment, application and follow up, are analyzed from the point of view of effectiveness and psychology and business judgment. Articles for trade journals, reports and



addresses for conventions and trade meetings, briefs for business executives, are studied in detail. Lectures and written assignments constitute the nature of the work with particular emphasis upon the individual problems of the students.

Second semester      *Assistant Professor Masterson*      3 semester hours

### Spanish

#### CLA Sp. I, 1, 2—Elementary Spanish.

This course covers the fundamentals of Spanish grammar, with practice in conversational Spanish and the reading of a considerable amount of simple Spanish.

Both semesters      *Assistant Professor Weiman*      6 semester hours

#### CLA Sp. II, 1, 2—Modern Spanish Literature.

Advanced grammar, composition, and conversation. Reading of modern novels and plays. Prerequisite: Sp. I, 1, 2 or the admission requirement of two units.

Both semesters      *Assistant Professor Weiman*      6 semester hours

## IV. DEPARTMENT OF SOCIAL SCIENCE<sup>1</sup>

#### CLA H. I, 1—History of Civilization.

This course includes a survey of ancient and medieval history to 1500 A.D., with special reading assignments covering the social, economic, and cultural phases of the most important periods.

First semester      *Associate Professor Looney*      3 semester hours

#### CLA H. I, 2—History of Civilization.

This course includes a survey of the history of Europe since 1500 A. D. Special attention will be given to such subjects as the Renaissance, the Reformation, the French Revolution, the Industrial Revolution, the Development of the Modern Nations, the Growth of Democracy, the World War, Trends in Europe since the World War. Reading assignments including the social, intellectual, political, and economic phases of the various periods will be included.

Second semester      *Associate Professor Looney*      3 semester hours

<sup>1</sup>For other courses in Social Science, refer to Department of Business Management sub-division entitled "Economics."

## FEES AND AID

The University Charges for an education in the College of Business Administration have been kept as low as possible in order to permit attendance of students of extremely limited means as well as those who must earn their living while attending. Furthermore, the University, through its Placement Bureau, will render to ambitious students every possible assistance in securing employment to defray the modest charges which it makes.

The chief University Charges for students in the College of Business Administration are for: (1) Matriculation Fee; (2) Tuition; (3) University Fee; (4) Textbooks. For students previously enrolled, no matriculation fee is charged.

### (1) Matriculation Fee.

Applications for admission to the College of Business Administration must be accompanied by a matriculation fee of \$5.00. This fee is payable the first year only. No application is recorded until this fee has been received. *The matriculation fee is not a part of the tuition and will not be refunded after the student has been duly admitted to the College of Business Administration.* However, upon receipt of written request it may be applied to another year, should the applicant re-register.

### (2) Tuition.

The tuition fee is based upon a unit charge of approximately seven dollars a semester hour; namely, \$160.00 (twenty-four semester hours) per year. Students who do not carry a full program of studies (twenty-four semester hours) pay tuition on a pro rata basis. See tabulation of estimated charges on page 35.

Tuition is payable in four quarterly payments on September 26, November 21, January 30, and March 27. In special cases students may be permitted to pay tuition other than quarterly but only upon application to the Registrar in writing, setting forth satisfactory reasons for the request. There will be no reduction in tuition for late registration.

All payments should be made at the Treasury Department on the second floor of the University Building. *Checks should be made payable to Suffolk University.*

Students are cautioned to consider thoroughly the courses they are to take, *since tuition fees are not refunded nor transferred if a student withdraws during any quarter for which payment has been made.* No student will be recommended for a degree whose tuition is in arrears.

### (3) University Fee.

All students will pay an annual University Fee of \$10.00 due

and *payable in full* with the first quarter's tuition. The fee is not a part of the tuition, but an administrative fee which includes library fee; admission to University dramatic activities; admission to intercollegiate debates held at the University; use of the recreational facilities provided on the roof campus; and also entitles the student to a year's subscription to *The Suffolk Journal*.

#### (4) Textbooks.

The cost of textbooks will vary from year to year but should not exceed thirty dollars in any one year in the case of students who take a full program of studies.

### Estimated Annual University Charges for Freshmen in the College of Business Administration

	Full Program (24 s.h.)	Half Program (12 s.h.)	Quarter Program (6 s.h.)
Matriculation Fee .....	\$ 5.00	\$ 5.00	\$ 5.00
Tuition .....	160.00	84.00	42.00
University Fee .....	10.00	10.00	10.00
Textbooks .....	30.00	15.00	7.50
	<hr/> \$205.00	<hr/> \$114.00	<hr/> \$64.50

Special University Charges are made for the following items in the case of students in the College of Business Administration: (1) Special Examinations; (2) Graduation Fee; and (3) Additional Transcripts of Record.

#### (1) Special Examinations.

A fee of \$3.00 will be charged for each special examination. Special examinations will be given only to those who for sufficient cause have missed or failed in semester examinations. A written request to the Registrar of the College of Business Administration setting forth the reasons why the privilege of a special examination should be granted must be made within six weeks after the date on which the examination was scheduled.

#### (2) Graduation Fee.

The graduation fee, including diploma, is \$15.00. It is due and payable on May 15th prior to graduation.



**(3) Transcript of Record.**

A student may receive one certified transcript of his college record without charge. For each transcript after the first, a charge of \$1.00 will be made. Requests for transcripts should be made in writing at least two weeks in advance.

**Placement Bureau**

From its inception Suffolk has championed the cause of the student who must earn a living while attending school. For many years it has maintained a free Employment Bureau. The economic depression has intensified the problem of finding employment for needy students. In September 1935, a Placement Bureau was established and a director was assigned to the task of keeping in constant touch with the employment situation in order to discover desirable employment for students. Scores of students have been enabled to continue their education during the past year through the activities of the Placement Bureau. The office of the Placement Bureau is in the University Building.

## REGISTRATION AND RELATED PROCEDURES

### Registration Limits

Except in special cases no registration will be accepted after the first week in any semester. Credit will not be given for a course in which a student has not formally registered.

### Registration from Other Departments

A student enrolled as a candidate for a degree in another Department of the University, may register for courses in the College of Business Administration without payment of a matriculation fee.

### Registration for Courses in Other Institutions

No student of Suffolk University College of Business Administration in the expectation of receiving advanced standing credit may enroll for courses in other institutions without notifying the Dean of the College of Business Administration in writing. A marked catalogue showing the proposed course must accompany the request. If permission to take outside work has been granted, upon its completion an official transcript must be sent direct to the Registrar of the College of Business Administration by the institution in which the course was taken.

### Attendance

Except in special cases, all candidates for degrees are required to attend at least 90% of the lectures in every course for which they are registered. Unless satisfactorily explained, ten recorded absences during any semester will result in loss of class standing. A student who is absent from class longer than one week on account of illness must, on his return, file with the Registrar a statement from his physician attesting to the illness; otherwise, the absences will be charged against him. No student, except as mentioned, whose absences exceed the 10% allowance will be admitted to the mid-year or final examinations, nor will he receive semester-hour credit for the course. All omitted written exercises must be made up within one week after the resumption of lectures. Otherwise, they will be counted as failures.

### Attendance Coupons

Attendance coupons will be issued to each student upon the payment of tuition. These coupons must be signed by the student and presented to the monitor in charge at the beginning of each lecture. They serve as a record of attendance and should be guarded with care. Signatures should be printed or typewritten to avoid illegible or nameless coupons being passed in, thereby causing one to be marked absent. Incorrectly marked or dated coupons will not be recorded.

### Changing Courses

Regular procedure in changing a course or in dropping a course shall be by written recommendation of the professor whose course is to be discontinued and by written consent of the Dean of the College of Business Administration. Taking up a new course in lieu of the one discontinued shall be by written consent of the professor in charge of the new course and with the approval of the Dean. Courses for which the student has been officially enrolled and from which he withdraws without permission shall be recorded as "failure." Courses dropped with permission shall be recorded as failure, unless they are dropped within the first two weeks of the semester or are dropped because of sickness or other good reasons of which the College is to be the sole judge. *Any course if carried beyond the second week of any semester must be passed successfully before a student may present himself as a candidate for a degree.*

### Withdrawals from College

A student desiring to withdraw from the College before the end of a semester must give notice to the Registrar in writing *prior to the withdrawal*. Students failing to do this will be given the status of "dishonorable dismissal." Written permission for such withdrawal from a parent or guardian must be filed by a student under twenty-one years of age.

Students in good standing who withdraw from the College may re-enter subject to the rules and regulations in effect at the time of re-entry.

### Scholastic Standing

Students not doing satisfactory college work are placed on probation. When a student has not been able to raise the quality of his work to such an extent that he has a reasonable chance of graduation, he is asked to withdraw from the College. A student so requested to leave may re-enter on probation after a reasonable period of absence if the Committee on Admissions grants his request.

### Student's Handbook

An official booklet, "Student's Handbook", is issued by the University for the students of the College of Business Administration. Copies are distributed to all students at the opening of College. The regulations contained therein are consonant with a college of high standards.

ALL STUDENTS IN THE COLLEGE OF BUSINESS ADMINISTRATION ARE HELD RESPONSIBLE FOR ALL RULES AND REGULATIONS CONTAINED IN THE CATALOGUE AND STUDENT'S HANDBOOK.



### Students in Good Standing

In order to remain in good standing a candidate for a degree must meet his tuition obligations promptly; attend classes regularly; and maintain a satisfactory scholastic average and conduct in lecture halls and University buildings.

## GRADES, EXAMINATIONS, PROMOTION

### Grades

The work of students will be graded at the end of each semester in accordance with the following system:

- A, 90—100%
- B, 80— 89%
- C, 70— 79%
- D, 60— 69%, passing but not satisfactory.
- E, 50— 59%, failure but condition may be removed by examination.
- F, Below 50%, complete failure and work must be repeated.

A mark of "A" indicates a very high type of achievement reached only by a small percentage of the members of a given course. "B" students are above average; whereas a mark of "C" indicates the average achievement of students in the same course.

In order to qualify for the Dean's List in any semester a student must make an average of 85% or better.

Semester reports will be issued to all students in good standing within a reasonable time after the close of the semester. If a student is under twenty-one years of age, reports will be issued to his parents or guardian.

### Examinations

Tests are regularly held in all courses each month. Such tests cover the work of the preceding month. Tests that have been missed cannot be made up.

Examinations, covering the work of the entire semester, are held the last two weeks of each semester.

Students receiving 50-59% in any course for a semester must take a special examination to make up the condition. Students who for sufficient cause have missed a semester examination are also required to take a special examination.

In order to be eligible for a special examination, a written request to the Registrar of the College of Business Administration setting forth the reasons why the privilege of a special examination should be granted must be made within six weeks after the date on which the examination was scheduled. *Requests for the privilege of a special examination must be accompanied by a fee of \$3.00 for each special examination in order for the request to be considered.*

Renewal of the privilege after failure to appear at a special examination entails an additional fee of \$2.00 for each special examination which must accompany the request for renewal of the privilege.

In any case special examinations cannot be taken later than the end of the semester following the failure or absence. A student failing to pass a special examination must repeat the course. Only one examination may be taken to remove a condition. Conditioned students are expected to make definite plans for additional study in preparation for special examinations. At such times as may appear desirable, the Dean and Registrar hold conferences with conditioned students relative to their plans for the removal of conditions.

### Promotion

Although its program for a degree is organized on a five-year basis, rather than four-year, the College of Business Administration classifies its students as Freshmen, Sophomores, Juniors, and Seniors. Classification of students depends upon the number of semester hours earned. Place in the several class lists requires a total credit at the beginning of the second semester as follows: for Sophomore standing, thirty semester hours; for Junior standing, sixty; and for Senior standing, ninety-six.

## BUILDINGS AND EQUIPMENT

### Boston—Center of Superior Educational Advantages

Students will find in historic Boston unrivaled opportunities for culture or recreation. The Boston Public Library System is justly famous. The State Library and the State Archives are next door to the University. The Museum of Fine Arts and the Museum of Natural History are easily accessible. Boston Common, the Public Gardens and the Charles River Esplanade all have special appeal in summer days. To the student of history Greater Boston is world-famous for its shrines of American Liberty—Faneuil Hall, the Old State House, the Old North Church, King's Chapel, the home of Paul Revere, and the various burying grounds where our historic dead are sleeping. No city in America could be more inspiring to students and certainly none more conducive to scholarship. Beacon Hill and the State House form the very heart of historic Boston.

### Location

The University owns and is housed in two buildings: the University Building and the Suffolk University Press Building.

These buildings are located on Beacon Hill; the University Building at 20 Derne Street and the other buildings on Hancock Street. All buildings of the University are opposite the rear wing of the State House.

All classes and laboratory work of the College of Business Administration are held in the University Building.

### Transportation

The main railroad centers in Boston, the North and South Stations, are within a few minutes walk from the University. The same holds true for the Park Street subway station and the Park Square and Bowdoin Square bus lines. The State House is a landmark even for strangers in Boston and the rear wing of the Capitol as indicated above, is next-door neighbor to the University buildings. Few, if any, locations could offer greater accessibility to transportation facilities.

### I. University Building

The main University Building is a modern fireproof structure located at the corner of Derne and Temple Streets. The cornerstone of the first unit of the building was laid in 1920 by Calvin Coolidge, then Governor of Massachusetts and nominee for Vice-President of the United States. The last unit was added in 1937 and the completed building was formally dedicated in February 1938.

The University Building occupies the entire block bounded by Temple Street, Derne Street and Ridgway Lane running back 150 feet to an alley;



hence it has light and air on all sides. Eleven dwelling houses were razed to make way for this massive structure. The building has a total floor area of more than 82,000 square feet—six stories in the rear (because of the downward slope of the hill) and five stories on Derne Street.

Splendid accommodations for educational work are provided in this building. Located in it are the Executive Offices, the University Library, twenty-three lecture halls, laboratories for Biology, Chemistry, and Physics, the University Auditorium, Faculty Room, Trustees Room, bookstore, rest rooms for women, and lounging rooms for men. A directory indicating the location of each of these facilities will be found in the *Student's Handbook*. Certain of the more important facilities are described below.

**The University Library.** The University Library occupies the major portion of the third floor of the University Building. A Reading Room, 68 by 85 feet, has seating accommodations for over two hundred readers. The mezzanine or balcony of the Reading Room makes the total stack capacity of the library 45,000 volumes. A research room, an office for the University Librarian, and a library workroom are provided adjacent to the Reading Room. The most modern ventilating conveniences, especially designed to provide an abundance of fresh air, free from dust, have been installed.

The University Library serves, not only the College of Business Administration, but also the College of Journalism, the College of Liberal Arts, the Law School, and the graduate schools. Reference books, encyclopedias, classical and historical volumes, source material for research, and every aid to scholarship are provided.

**Biological Laboratories.** Adjoining the Science Lecture Hall, which has a seating capacity of 100, will be found a large room, 40 by 34 feet, provided with laboratory tables and stools to accommodate seventy-two students working at one time. A commodious cabinet provided with glass doors provides storage and display space for laboratory equipment and specimens. Water, gas, and electricity is provided for laboratory use.

The Biological Laboratories contain 20 sets of 100 microscope slides covering topics in both Botany and Zoology; 21 compound microscopes each with two objectives and eyepieces, of Spencer, Bausch and Lomb, as well as Zeiss manufacture; 20 microscope lamps; a Zeiss Micro Projector; lantern slide projector with delinescope attachment; a collection of 100 lantern slides illustrating various phases of Botany and Zoology; a collection of films covering eighteen different topics; and other laboratory apparatus.

**Chemical Laboratories.** The University is fortunate in having available a room 38 by 57 feet for the development of its chemical laboratories. When completely equipped, the chemical laboratories will be adequate for both introductory and advanced work and will accommodate seventy-two students working at one time. Already a portion of the equipment has been installed; the balance will be installed as needed.

**Physical Laboratories.** Before the start of the University Year 1938-39, plans call for the equipping of a modern physical laboratory. Apparatus for lecture-room demonstrations as well as for student use in the laboratory will be supplied.

**University Auditorium.** The University is especially fortunate in having available for its use an auditorium on the Temple Street side of the building with a seating capacity of one thousand. Through the generosity of a Suffolk alumnus, Joseph P. Collins, of the Collins Piano Company, a piano has been provided. A completely equipped stage affords excellent facilities for student dramatics. The auditorium is also used for mass meetings, commencements, concerts, and similar functions.

**Bookstore.** The Bookstore is located on the second floor of the University Building. It has every facility for the rapid handling of textbooks and other college supplies, thus avoiding delays and congestion.

**Recreational Facilities.** The University Building has a flat roof with an area of more than thirteen thousand square feet. Plans call for the development of this area into a sky-high campus. Thus, high in the air on Beacon Hill, the students of all Departments of Suffolk University may find healthful relaxation on their own premises.

## II. Suffolk University Press

The building at the corner of Hancock and Myrtle Streets, formerly used by the College of Liberal Arts, will become the headquarters of the Suffolk University Press in the near future. An up-to-date rotary printing press large enough to print *The Suffolk Journal* will be installed. The editorial and newsrooms and the "City Desk" of *The Suffolk Journal* will be on the second floor.

## STUDENT ACTIVITIES

Suffolk University believes that student activities offer splendid opportunities for the development of individual initiative, co-operative effort, and leadership. The University encourages every student to participate in such activities as may appeal to him and appoints a member of the faculty to serve as advisor for each student activity. In order to discourage *excessive* participation in such activities which would be incompatible with a high standard of scholarship, the University has certain regulations regarding participation which are printed in the *Student's Handbook*. The following Student Activities are open to students of the College of Business Administration.

### The Suffolk Journal

*The Suffolk Journal*, a monthly newspaper, is the official publication of the University. While it serves as a laboratory course for the students in Suffolk University College of Journalism, students enrolled in the College



of Business Administration and other Departments of the University may participate in furnishing news and other material. This paper is published under faculty supervision, but news columns, features, editorials, advertising, makeup and mechanical work is of student origin. Election to the staff is a reward for prior services to the Journal and not by popular vote of the student body.

### **Intercollegiate Debating**

Debate teams, selected by competitive try-outs, meet teams from different universities and colleges during the Winter months. The University engages for its whole student body a Director of Debating who coaches the teams and supervises the intercollegiate activities in public debating. Through the co-operation of broadcasting stations, intercollegiate debates may be put on the air.

### **Dramatics**

Suffolk Players is an association of undergraduates organized for the purpose of fostering dramatics in the University. One or more dramatic productions are presented annually by the organization in the University Auditorium. Play-writing contests are held from time to time.

### **The Thomas J. Boynton Debating Society**

This society was organized in February 1937 under the leadership of Professor Francis J. O'Connor of the Department of English of the College of Liberal Arts. Membership in the society is open to students in the College of Business Administration, College of Journalism, and College of Liberal Arts. Inter-Departmental debates and interclass debates are features of the work of this society. The society usually engages in a debate with a team representing the Suffolk University Law School Debating Club.

### **The Wilmot R. Evans Oratorical Prize**

Established by members of the faculty of Suffolk University College of Liberal Arts, this will be an annual contest open to students of the College of Business Administration, as well as the College of Journalism and the College of Liberal Arts, for excellence in original oration upon an assigned topic common to all contestants. Elimination trials will be held on or before March 15th, the prize contest to come on April 15th with eight competitive orations. A first prize of \$25 and a second prize of \$15 will be awarded to the winners.

### **Musical Clubs**

University Glee Club and University Orchestra will be composed of vocalists and instrumentalists who are selected competitively.

### **Athletics**

The University encourages forms of intercollegiate and inter-departmental athletics that are suited to its organization and educational program. Sports such as swimming, golf, tennis, and volley ball will be organized as demand and facilities seem to make advisable.



## STUDENTS, 1937-1938

Brigham, Elmer Clarence .....	Cambridge
DeLuca, Jerome .....	Wollaston
Fahey, Vincent Charles .....	Natick
Harkins, Robert Leo .....	Winchester
Martin, Lester Eugene .....	Brighton
Roussat, Andree Suzanne .....	Cambridge
Sharpe, Ernest Charles .....	Newton
Upton, Anna .....	Salem

## GIFTS AND BEQUESTS

Gifts and bequests of money, securities or real estate are gratefully received by Suffolk University.

To serve the University in this way it is not necessary to make a large gift or bequest. There are doubtless many who, without injury to family or other interests, could give or bequeath \$500, \$1,000, or \$5,000; and some who might bequeath a much larger sum.

In order to extend its educational service, Suffolk University will welcome gifts and bequests:

(a) For Endowment

- (1) of professorships in any department
- (2) of Library in any department
- (3) of scholarships in any department
- (4) unrestricted

(b) For Equipment and Buildings

- (1) reference books in any department
- (2) additional equipment for science laboratories
- (3) additional buildings

Unless other use is specified, it is the general policy of the University to designate funds so given as a part of the permanent unrestricted endowment. In this case, the principal is never expended, but is loaned on adequate security.

The President of the University or the General Chairman of the Improvement and Endowment Campaign will gladly confer with any prospective donor as to the needs of the various departments.

## FORM OF BEQUEST

I give and bequeath to Suffolk University, a corporation organized by the Legislature of Massachusetts for the education of deserving youth by Chapter 237, Acts of 1937, to be applied to the educational uses and purposes of the said University and under its direction the following sums:

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# SUFFOLK UNIVERSITY

## SUFFOLK LAW SCHOOL

Thirty-third year begins September 19, 1938.

Open to men and women.

Four-year course leading to the degree of LL.B.

Entrance Requirements—Sixty semester hours of work in an approved college.

Classes—Students may attend classes at 10:00 A.M., 5:30 P.M., 7:30 P.M., Monday, Tuesday, and Friday.

Tuition—\$160 a year, payable quarterly.

## COLLEGE OF LIBERAL ARTS

Fifth year begins September 26, 1938.

Open to men and women.

Four-year and five-year courses leading to the degrees of A.B., S.B., and B.S. in Education.

Courses leading to the degrees of A.M. and Ed.M. open to graduates of approved colleges.

Entrance Requirements—Graduation from an accredited high school or the completion of fifteen acceptable secondary school units.

Day and Evening Divisions—Monday, Tuesday, Thursday, and Friday, 9:15 to 12:00 M., or 6:00 to 9:00 P.M.

Saturday and Late Afternoon Courses.

Summer Session.

Tuition—\$160 a year, payable quarterly.

## COLLEGE OF JOURNALISM

Third year begins September 26, 1938.

Open to men and women.

Five-year course leading to the degree of B.S. in Journalism.

Entrance Requirements—Graduation from an accredited high school or the completion of fifteen acceptable secondary school units.

Evening Classes—Monday, Tuesday, Thursday, and Friday—6:00 to 9:00 P.M.

Tuition—\$160 a year, payable quarterly.

## COLLEGE OF BUSINESS ADMINISTRATION

Second year begins September 26, 1938.

Open to men and women.

Five-year course leading to the degree of B.S. in Business Administration.

Entrance Requirements—Graduation from an accredited high school or the completion of fifteen acceptable secondary school units.

Evening Classes—Monday, Tuesday, Thursday, and Friday—6:00 to 9:00 P.M.

Tuition—\$160 a year, payable quarterly.

## GRADUATE SCHOOL OF LAW

Fourth year begins September 26, 1938.

Open to men and women.

One-year course leading to the degree of LL.M.

Entrance Requirements—Graduation from Suffolk University Law School or another recognized law school with the degree of LL.B.

Classes—Monday, Tuesday, and Friday—6:00 to 9:00 P.M.

Tuition—\$160 for One-year course; \$175 for Two-year course.

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*For further information regarding any of the above schools and colleges  
address Suffolk University*

*20 Derne Street, Boston, Mass.*

*Tel. Cap. 0555*

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