

MEMORANDUM OF FACULTY MEETING

Tuesday Morning, July 18

The following suggestions were made relative to handling the problem of securing the cooperation of the General Electric Company in carrying out the financial campaign of the School.

I. The first step deemed advisable is a letter from the Dean to Owen Young of the G. E. Co. which should

a. Give a broad view point of the possible relations between the School and the G. E. Co.

b. Lead to the appointment of committees on the part of the Business School and the G. E. Co. to make a more detailed study for a later report.

II. It was suggested that Mr. Lennihan of the Bureau, and a representative of the Dean's office, spend some weeks conferring with G. E. executives to get a better perspective of what might be done.

III. The active advice and help of the entire faculty of the Business School is deemed advisable in carrying out such an investigation.

IV. Three major divisions for cooperation and possible mutual help between the G. E. Co. and the Business School were suggested for investigation.

1. General Education Work.

a. Collection of Business Problems.

Business problems might be gathered from the various departments and subsidiaries of the G. E. Co. for a period of 2 or 3 years. The problems would extend into all the major fields of study covered by the School, such as Marketing, Accounting, Finance, Foreign Trade, Industrial Management, Advertising and Publicity. The problems would, of course, be valuable to the Business School and could also be turned over to the G. E. Co. for use in their own training courses and for use in other institutions.

It was suggested that the collection and use of problems among students was in keeping with the general educational program of the G. E. Co. The use of such problems would also interest young men in the public utility and electrical industry fields.

2. The second major field for the survey would be to determine where in the G. E. organization graduates of the Business School would best fit. How could they best be fitted.

3. The third large division for cooperation would be along lines of research.

a. Interviews with department heads of the G. E. Co. might indicate certain research problems of broad enough scope for the Bureau of Business Research to undertake a detailed study. For example, a market study might be made of the relations of large electric companies with