

# Alumni Association Co-Sponsors Study of Negro Education In Business Administration

The Harvard Business School Association, in cooperation with the College of Business Administration at Northeastern University and the Stop & Shop Foundation, is embarking on a six-month study of Education in Business Administration for Negroes. Principal objectives of the study are (1) to compile an up-to-date report on what the leading business schools across the country are offering in management education for Negroes, and (2) to identify the special business education needs of Negroes, and to recommend to the sponsors courses and programs designed to fit these needs. The \$15,000 project will be financed equally by the three cooperating organizations.

## UNTERMAN IS DIRECTOR

Director of the project is Dr. Israel Unterman, a financial and insurance consultant who went on to earn the degree of Doctor

of Business Administration at the Harvard Business School and who is now associate professor of Urban Business Education at Northeastern University. He has had a long experience on the executive board of the New York Anti-Defamation League, and in addition provided voluntary services as a consultant to several Negro life insurance companies on problems of management. This consulting experience was at both the adult as well as the student level.

Speaking recently about the project, Dr. Unterman said:

"It has been my contention for well over twenty years that the economic plight of the blacks cannot be resolved by the government alone. We live and prosper in a capitalistic society. Our economic wellbeing stems from the activities of private industry. It is this source which provides the cornucopia of material wealth



ISRAEL UNTERMAN

for our nation and its people. It is this source which can, if it honestly wants to do so, change

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the economic (and social) degradation of the blacks. The schools of business are the educational arm of the business world that must help resolve the economic problem of the Negro."

### ALL GROUPS REPRESENTED

While the survey will cover a number of the leading schools of business across the country and may turn up relatively few programs especially adapted to needs peculiar to the Negro, Dr. Unterman will talk also with black leaders who know what kind of training is most needed by young and old alike if they are to handle well even simple management jobs in business. Included in these conferences will be representatives of all elements of black society such as Black Power and the Black Muslim groups.

The Harvard Business School Association, which represents the 31,000 alumni of the Harvard Graduate School of Business Administration, has already tackled community problems through its Urban Affairs Committee, headed by Roger P. Sonnabend, MBA '49, and president of the Hotel Corporation of America. Results of the current survey will help to provide guidance to individual alumni executives and to the businesses they serve as to the methods by which they can help more effectively to support local management education programs for disadvantaged minorities.

When announcing the new research project Dean George P. Baker pointed out that faculty and alumni, including several Negro graduates are working with black institutions. Included in this group is the Unity Bank & Trust Company, New England's first biracial bank; the Foundation for Housing Innovations, Inc., aimed at helping to provide financial resources for innovative projects in the low-income housing field; and the Business Assistance Program, started in 1966 by a group of Harvard Business School students as a consulting service to help black proprietors of small businesses introduce sound and modern business methods into their operations. Between 15 and 20 Harvard faculty members are actively involved in these and similar projects in the Roxbury Area.

### \$100,000 FOR FELLOWSHIPS

"In addition," Dean Baker said, "the Harvard Business School has almost \$100,000 in fellowship funds for needy black students, has increased the number of cases on racial problems which are used in several courses, and has sponsored, among other projects dealing with Negro problems, a series of seminars on 'The Management of Racial Integration', in each of which 25 to 35 business leaders took part. A few blacks have participated in these seminars and more are expected to take part in the three seminars already scheduled in Atlanta, Cleveland, and Detroit as a part of Harvard's Continued Education Program for the coming academic year."

At the same time, the long-range plan for black education

will also suggest both full time and special programs which may be specially developed at graduate schools like Harvard where black managers hopefully will participate in larger numbers than is now the case.

At Northeastern University, Dr. James S. Hekimian, Dean of the College of Business Administration, reported:

"Dr. Unterman's research in this critical area where virtually no generalized work has been done in terms of what the black community wants—as distinguished from what everyone thinks to be the need—may lead us into entirely new directions and patterns, both in individual courses and in total programs of business education. Our Co-operative Plan of education at Northeastern may well prove to be a vital link in forming flexible and realistic approaches toward meeting this urgent need."

Reflecting the mounting concern across the country Sidney R. Rabb, chairman and chief executive of Stop & Shop Inc. said:

"More and more, the business community needs and wants to provide opportunities for Negroes in business management careers. However, to meet these needs we must increase the number of Negroes trained in management principles and techniques.

"We hope that our support of this research can lead to the development of programs that will meet the educational needs of this group and increase the number of Negroes in management positions in business and industry.

Stop & Shop is also engaged in a number of other programs to recruit and train disadvantaged people. The company has

just received from the Federal government an MA-III contract to train disadvantaged persons, and is working with the Urban League, Jobs Clearing House, and Opportunities Industrialization Center (OIC) to help solve unemployment problems.

Educators who have agreed to serve on the Advisory Board for the new research project include Dean James S. Hekimian, Northeastern University; Dean Nathan A. Baily, American University; Dr. Anthony Athos, Harvard; Professor William G. Guth, Columbia University; Frank S. Jones, Massachusetts Institute of Technology; Professor John B. Matthews, Harvard; and Professor Richard S. Rosenbloom, Harvard.

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