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 Negros. 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 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 the needs peculiar to the Negro, Dr. Underman will talk also with black leaders. He knows 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.

R. Bruce Hunter

The Harvard Business School Administration, which represents the largest number of the Harvard Graduate School of Business Administration, has already tackled community problems through its Urban Affairs Committee, headed by Roger F. Sommese, MBA 1949, and president of the Hotel Corporation of America. Results of the current survey will help to provide guidance to individual alumni executives toward help to the business as they serve as to the methods by which they can help more effectively to support local management education programs for disadvantaged minority minorities.

When announcing the new research project Dean George P. Baker pointed out that recent research and alumni, including several Negro graduates are working with black institutions included in this group is the Unity Bank

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