HISTORY OF BUSINESS EDUCATION AT MOREHEAD STATE UNIVERSITY

FEBRUARY, 1938, THROUGH AUGUST, 1970

A Thesis
Presented to
the Business Education Graduate Committee

In Partial Fulfillment
of the Requirements for the Degree
Master of Business Education

by
Karen Kennedy
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HISTORY OF BUSINESS EDUCATION AT MOREHEAD STATE UNIVERSITY
FEBRUARY, 1938, THROUGH AUGUST, 1970

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Morehead State University, 1970

Director of Thesis: George Montgomery

The problem of this study was to trace the development of business education at Morehead State University from February, 1938, through August, 1970. Special consideration was given to the following factors: (1) growth of the Department, (2) development of the curriculum, (3) status of the faculty, and (4) number of departmental graduates.

Historical data for this study was obtained from available sources at Morehead State University. These included: (1) Morehead State University bulletins for the school years 1938 through 1969, (2) Morehead State University class schedules for each school term from 1938 through 1969, (3) minutes from the Undergraduate Curriculum and Instruction Committee at Morehead State University, (4) minutes from the Graduate Council at Morehead State University, (5) The Trail Blazer, student newspaper, and (6) data filed in the Office of the Registrar.

The historical method of research was utilized to develop this study. The three processes used in the study were: (1) collecting
data, (2) analyzing data, and (3) presenting facts, interpretations, and conclusions in readable form.

From its inception in 1938, the Business Education Department at Morehead State University has been constantly expanding. In the thirty-two years of the Department's existence, the curriculum has broadened and expanded constantly in order to meet the increasing needs for business education. As the curriculum has grown, so have the number of faculty members, the physical plant of the Department, and the number of students graduating with business education degrees.

That the demand for business education at Morehead State University has increased immensely since 1938 is ample proof that the Business Education Department has a legitimate function in the educational process of this institution. That the Department has grown with this demand is ample proof of the viability and progressive attitude of the Department of Business Education.

Accepted by:

[Signatures]

George Montgomery, Chairman
Sue Young Luckey
Marcella J. Kear
Accepted by the faculty of the School of Applied Sciences and Technology, Morehead State University, in partial fulfillment of the requirements for the Master of Business Education degree.

Master's Committee: George Montgomery, Chairman

Dew Young Luckey

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(date)
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Chapter 1

THE PROBLEM

Introduction

The value of history to modern man is so great as to be immeasurable. Without the knowledge gained by historical research, man would be forever doomed to recommitting past errors; without the knowledge of history, man would have no yardstick by which to measure his present achievements; without the knowledge of history, man would have no way of predicting the future. History is both the story of man's accomplishments and his crystal ball.

The use of historical research by an educational institution is most important. The compilation and systematization of facts and records concerning the institution are, in essence, the recording of that institution's growth, development, and organization. An institution's history, once developed, not only tells the story of the past, but aids in charting the future.

With these ideas in mind, the researcher has chosen to prepare an historical study of the Business Education Department of Morehead State University.

Statement of the Problem

The problem of this study was to trace the development of business education at Morehead State University from February, 1938,
through August, 1970. Special consideration was given to the following factors: (1) growth of the Department, (2) development of the curriculum, (3) status of the faculty, and (4) number of departmental graduates.

**Purpose of the Study**

The purpose of this study was to develop an historical account of the growth and development of the Business Education Department of Morehead State University, Morehead, Kentucky.

No previous study of the development of the Business Education Department at Morehead State University has been recorded.

**Need for the Study**

This study has endeavored to provide a view of the growth and development of an educational program. As an historical study, this effort furnishes an account of past occurrences and hopefully provides insight into future developments. Proper evaluation of history is the key to preparation for the future.

Will the errors of the past be repeated? How have we arrived at our present situation? Will the future hold frustration and failure, or advancement and success? These questions can be seriously pondered only after an appraisal of the past has been conducted and understood.

**Delimitations**

The findings in this study are limited to information obtainable from available sources at Morehead State University.
Definition of Terms

Business education is that area of the educational process concerned with (1) the development of skills, attitudes, and understandings basic for competency in business occupations, (2) the dissemination of business information vital for non-vocational purposes, and (3) the preparation of teachers of business subjects.

Commercial education is an obsolete term for business education.

Morehead State Teachers College was the official name of the teachers college for the period 1930 through 1947.

Morehead State College was the official name of the state college for the period 1948 to 1966.

Morehead State University was the official name of the University after July 1, 1966.

Method of Procedure

The historical method of research was utilized to develop this study. The three processes used in the study were: (1) collecting data, (2) analyzing data, and (3) presenting facts, interpretations, and conclusions in readable form.

As background for this study, the researcher studied a variety of educational and historical research textbooks. Six studies relating to the historical development of other collegiate business education departments were obtained through the Inter-Library Loan Service of the Johnson-Camden Library at Morehead, Kentucky. Each of these historical studies acquainted the researcher with the research methods used and the results of this type of historical research.
The following steps were used in obtaining the historical information for this thesis:

1. Information relating to (a) course offerings and descriptions, (b) departmental objectives, and (c) other pertinent data pertaining to the Business Education Department was found by perusing Morehead State University bulletins for the school years 1938 through 1969.

2. The class schedules for each school term from 1938 through 1969 were studied to determine course offerings and specific class instructors.

3. Other pertinent historical data were obtained from the following sources: (a) enrollment data filed in the Office of the Dean of the School of Applied Sciences and Technology, (b) minutes from the Undergraduate Curriculum and Instruction Committee at Morehead State University, (c) minutes from the Graduate Council at Morehead State University, (d) The Trail Blazer, student newspaper, (e) data filed in the Office of the Registrar, and (f) personal interviews.
The first mention of organized business education in Colonial America was a reference made to a Plymouth schoolmaster, James Morton, who was hired by the Colony in 1635 to teach students "to read, write and cast accounts." However, it should be pointed out that the chief means of obtaining an education in the practical methods of business during the first two centuries was through the apprenticeship system.

The apprenticeship system of business instruction required the student to enter stores and offices where he learned, as an apprentice, the current bookkeeping and business methods. There was little opportunity for improvement of methods and progress was naturally slow. As the complexity of business increased, the apprenticeship system eventually proved insufficient for the training of commercial students.

As the apprenticeship system proved inadequate as a form of business training, other types of formalized instruction in commercial


3Haynes, op. cit., p. 8.
subjects necessarily appeared during the colonial period. The English grammar schools, which appeared to train young men to enter the vocations, usually included some bookkeeping training. Also appearing were the Evening Schools. These schools also began as a result of the inadequacies of the apprenticeship method. Handwriting, bookkeeping, and general clerical methods composed much of the curriculum of the Evening School.4

Playing a large role in business education in the early years of the United States were the academies. Academies began in response to the educational needs of young men who did not wish to attend college, yet desired a practical education which would enable them to secure employment. The first academy appeared in 1749, and by 1850 there were 6,085 academies instructing some 263,096 students. The academies specialized in teaching arithmetic, bookkeeping, and other commercial subjects. However, after 1850, with the disappearance of the private grammar schools, academies shifted their emphasis to college preparation.5

**Business College Era**

In the mid-nineteenth century, private business schools were originated to fill the void in commercial education. The emergence of these schools was explained by Douglas:

With the strong demand for practical "commercial" education resulting from the expansion of commerce and industry and with the customary educational lag to be found in the public grammar schools and academies, it was but natural that private initiative should

4Ibid., pp. 9-10.

5Ibid., p. 11.
quickly come to the rescue. This was the beginning of the modern private business college and commercial schools.\(^6\)

The business college era generally refers to the period from 1850 to 1893. The private business schools were the first schools devoted entirely to business education. Instruction was given in book-keeping, arithmetic, and penmanship. After the invention of the typewriter in 1868, both shorthand and typewriting courses were incorporated into the curriculums of these schools.\(^7\)

The private business schools received great impetus directly after the Civil War. Thousands of discharged veterans sought commercial training in order to find employment in the rapidly expanding businesses and industries of our nation. The demand for individuals trained in business skills far outstripped the number of those who were prepared. Also, it became apparent that the complexity of the ever-expanding business activity in the United States required individuals with better training than the old method of apprenticeship provided.\(^8\)

**Secondary Level Business Education**

Business education began to expand rapidly in the public high schools toward the end of the nineteenth century. The great expansion was partly the result of the tremendous demand for office workers during


\(^7\)Ibid., p. 10.

this period. Another influential factor concerning the gaining status given to business education in the secondary schools was the report of the Committee of Nine. The Committee, appointed by the National Education Association, issued a report in 1903 recommending a four-year course of business training.  

According to reports and surveys, only ten business subjects were being offered by public high schools in 1900. But by 1930, thirty-three different business courses were being offered in the secondary high schools in the United States. This trend was considerably influenced by special reports issued by committees of the National Education Association.

**Collegiate Business Education**

The most significant period of growth for business education came with the establishment of collegiate schools of business. These schools emerged at a time when the United States was making the transition from an agricultural to an industrial society.

The growth of these schools was both rapid and constant. The first successful collegiate school of business, the Wharton School of Finance and Commerce of the University of Pennsylvania, was founded in

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10 Walous, op. cit., p. 39.


12 Lee, op. cit., p. 20.
By 1902, 177 colleges and universities in the United States were giving instruction in business or allied subjects. By 1935, there were more than 180 collegiate business schools. Business education, the most rapidly growing field in higher education, had enrollment percentage gains far exceeding total collegiate enrollment.

Business Teacher Education

There were only a few qualified pioneer teachers in the colonies. Most of the teachers had learned their subject matter either from private instruction or from experience on the job.

During the early part of the nineteenth century, there was increased interest in the teaching of bookkeeping, penmanship, and arithmetic. But the teachers of these subjects usually learned their subject matter from a private instructor, a private business school, or from job experience.

The latter part of the nineteenth century saw the expansion of private business schools and the introduction of business subjects into the high schools. Because the expansion was so rapid, teachers of business subjects came to their jobs with varied backgrounds. These teachers consisted of high school graduates with little training in

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13 Nolan, op. cit., p. 33.
14 Lee, op. cit., p. 23.
15 Wanous, op. cit., p. 38.
16 Nolan, op. cit., p. 34.
business, university business school graduates who were well versed in subject matter but had little or no teacher preparation, and normal school graduates who had taken a few business courses after completing their preparation for teaching.18

Business teacher education was not fully recognized until the twentieth century. Between 1900 and 1920, only thirty-seven schools offered business teacher preparation instruction. At this time most of the training of business teachers was done by the private business schools. In 1929, Jessie Graham indicated that approximately 53 percent of the state universities and 45 percent of the teachers colleges provided courses in business teacher education.19

The advance of business education during the years 1890-1930 was summarized aptly by Lloyd Douglas:

During this period new subject matter was included, new courses were developed, differentiated curricula were organized, aims and objectives were studied, and more accurately identified, a rather large body of research information about business education was made a matter of record, special collegiate and graduate programs for the preparation of business teachers were established, and very real progress was made in achieving improved quality in business education.20

Business Education in the Junior College

A relatively new institution important to the field of business education is the junior college. These rapidly expanding institutions have grown from a total enrollment of under 50,000 students in 1920 to

18Ibid.
19Ibid., p. 4.
nearly 1,000,000 by 1960. The junior college was established for the purpose of providing post high school educational centers for students who, because of financial or geographic difficulties, could not otherwise further their education.

Business courses offered in junior colleges are similar to offerings in the high school or collegiate business schools. The most frequently taught subjects are typewriting, shorthand, bookkeeping and accounting, secretarial training, business law, business mathematics, office machines, salesmanship, business communication, introduction to business, marketing, and management and organization.

While most junior colleges today stress academic education, terminal programs in business are beginning to appear more frequently. As the junior college system grows and its continued growth seems assured, programs for preparation for immediate job placement will also expand. In fact one author predicted that semiprofessional and skill-like training in business education will eventually be maintained at the junior college level.

Recent Federal Legislation Concerning Business Education

Business education has received great impetus in the last several years from special federal legislation which has been passed to originate,

22Ibid., p. 441.
23Ibid., p. 449.
24Ibid., p. 452.
expand, and improve business education opportunities. The most important
of this recent legislation includes the Vocational Education Act of
1963 and the Vocational Amendments of 1968. The 1963 Act marked the
first time business and office occupations had been included in a
legislative bill.\textsuperscript{25} The Vocational Amendments of 1968 served to elim-
inate "rural poverty, school dropouts, pockets of unemployability, and
manpower shortages."\textsuperscript{26}

\textsuperscript{25}Wanous, op. cit., p. 43.
\textsuperscript{26}Ibid.
Chapter 3

DEVELOPMENT OF BUSINESS EDUCATION

AT MOREHEAD STATE UNIVERSITY

The Early Years

The formal announcement of a commercial education program was made in The Trail Blazer, student newspaper, on January 15, 1938. The printed notice stated that classes in commercial education would commence second semester, February, 1938. Due to the fact that an instructor had not been employed at this time, anyone desiring further information concerning the new course of study was urged to write directly to the President of Morehead State Teachers College.27

Rienzi W. Jennings became the first head of the new Department of Commerce at the beginning of the second semester, 1938. Professor Jennings received his Bachelor of Science degree from the University of Iowa in 1927, a Master of Arts degree from the University of Kentucky in 1928, and had completed his third year of pre-doctoral studies at the University of Kentucky. Before coming to Morehead, Mr. Jennings was associated with the Commerce Department at New River State College in Montgomery, West Virginia.28

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27 The Trail Blazer [Morehead State Teachers College], January 15, 1938, pp. 1, 8.

28 The Trail Blazer [Morehead State Teachers College], February 5, 1938, p. 1.
When Mr. Jennings assumed his duties at Morehead, the physical plant of the new department consisted of twenty-four new typewriters and desks. The new department was housed in rooms number four and five in the basement of the Administration Building. These rooms had been freshly repainted in anticipation of the coming department and were in excellent condition upon Mr. Jennings' arrival.29

During the second semester of 1938, the enrollment in commercial education courses was much larger than had been expected. The large number of students interested in commercial training forced the Commerce Department to open an additional section of Typewriting.30 Other courses taught during this semester were Shorthand and Principles of Accounting.31

This first registration for commercial subjects at Morehead State Teachers College was apparently very successful. The college community seemed to be proud of the additional department which was bidding to become one of the largest on the campus.32

In June, 1938, the fledgling Commerce Department added its second instructor, Mr. Ross C. Anderson. Mr. Anderson had received his Bachelor of Science degree from Eastern Kentucky State Teachers College in 1933 and his Master of Arts degree from the University of Kentucky in 1938.

29 The Trail Blazer [Morehead State Teachers College], January 15, 1938, p. 1.
30 The Trail Blazer [Morehead State Teachers College], February 5, 1938, p. 1.
31 The Trail Blazer [Morehead State Teachers College], February 24, 1940, p. 2.
32 The Trail Blazer [Morehead State Teachers College], February 5, 1938, p. 1.
Mr. Anderson came to Morehead from Western Carolina State Teachers College in Cullowhee, North Carolina. 33

Two terms were held during the summer of 1938. The first session extended from June 13 to July 15, and the second term began July 18 and terminated August 19. Beginning Typewriting (101), Intermediate Typewriting (102), Intermediate Shorthand (202) including class and laboratory, and Principles of Accounting (301) with lecture and laboratory were taught during the first summer term. Each of the above classes met daily with the exception of the Intermediate Shorthand laboratory which was held only three class periods each week. 34

During the second session of the summer term, 1938, the Commerce Department scheduled the following four courses: Beginning Typewriting (101), Intermediate Typewriting (102), Principles of Accounting (302) including lecture and laboratory, and Business Law (401). Each of these classes met daily. 35

1938-1939

The departmental offerings appeared for the first time in the 1938-1939 issue of the Morehead State Teachers College Slant, college bulletin. The requirements for a major in commerce, a minor in commerce, and a major in commerce with a certificate were presented as follows: 36

33 The Trail Blazer [Morehead State Teachers College], October 9, 1943, p. 1.

34 The Teachers College Slant of M.S.T.C., Morehead, Kentucky, May, 1938, pp. 10-11.


36 The Teachers College Slant of M.S.T.C., Morehead, Kentucky, February, 1938, p. 69.
REQUIREMENTS:

For a Major:

Commerce 301, 302, 321, 401, 402 .................. 17 hours  
Economics 302, 304, 442 .......................... 9 hours 
Electives (Any Commerce courses or any 300 or  
400 courses in Economics) ........................ 6 hours 

Minimum ........................................... 32 hours 

For a Minor:

Commerce 301, 302, or 303 ......................... 7 or 8 hours  
Electives in Commerce* .......................... 9 or 10 hours 

Minimum ........................................... 18 hours 

*Note.--Three hours of this elective may be a junior  
or senior course in Economics 

Requirements for a Major in Commerce with a certificate: 

Commerce 101, 102, 201, 202, 301, 302, 311, 321,  
375, 401, 402, 475 .............................. 34 hours  
Economics 302, 442 .............................. 6 hours  
Economics 304 or Commerce 410 or 411 .................. 3 hours  
Economics 443 or Commerce 421 .................. 3 hours 

Minimum ........................................... 46 hours 

Additional courses which may be taken by majors or  
minors in commerce and counted on the degree as either Commerce  
or Economics are: Labor Problems (302), Marketing (304), Public  
Finance (441), and Money and Banking (442). 

A complete listing of all commercial course offerings with 
purpose and description were shown in the same issue of The Teachers 
College Slant.37 

Commerce 101. Beginning Typewriting. Two hours.  
Purpose: To teach the proper operating techniques in touch  
typing, the care of the machine, and to develop speed and accuracy in  
the use of the machine. 

37Ibid., pp. 69-73.
Topics: The keyboard; operating parts of the machines; tabulation; arrangement of statistical material; typing for personal use; simple business letters.

Commerce 102. Intermediate Typewriting. Two hours.
Purpose: To develop speed and accuracy and to perfect operating techniques on the machine.
Topics: Special forms for business letters; arrangement of reports; legal forms; manuscripts and various tabulations; analysis of errors and development of speed and accuracy.

Commerce 201. Beginning Shorthand. Three hours.
Purpose: To introduce the use of shorthand through the functional method and to give the background needed for the later development of speed and accuracy in the taking of dictation.
Topics: The Gregg system of shorthand; alphabet; brief forms; phrases and abbreviations.

Purpose: To develop the skill of taking dictation and transcribing notes—to build on the principles learned in the first semester and to increase the student's skill to the point where he can take dictation at from 90 to 100 words per minute and transcribe his notes accurately.
Topics: Completion of Gregg Functional Manuals; advanced dictation and transcription.

Commerce 301. Principles of Accounting. Four hours.
Purpose: To develop the need and the importance of accounting and bookkeeping for business with sufficient practice to insure proficiency.
Topics: Meaning and purpose of accounting; the balance sheet; the statement of profit and loss; bookkeeping procedures; adjusting and closing entries; special journals; controlling accounts; valuation accounts; accrued and deferred items; business practice and procedures; partnership accounting.

Commerce 302. Principles of Accounting. Four hours.
Purpose: To further emphasize the need and importance of accounting records in controlling business activities.
Topics: Partnership accounting for manufacturing firms; simple cost accounting; comparative statements; analysis and interpretation of financial statements.

Commerce 303. Secretarial Accounting. Three hours.
Prerequisite: Commerce 301.
Purpose: To study the types of accounting reports and records for the small business and the professions, together with the business practices involved in those cases where the secretary ordinarily keeps the records.
Topics: Business forms; household accounts; accounts of small shops; accounting for the professions; church; school and club accounts and reports.
Commerce 311. Secretarial Procedure and Practice. Three hours.
Prerequisites: Commerce 101, 102, and 202.
Purpose: To integrate the typing and shorthand skills and increase proficiency in each. To develop a knowledge of the duties and personal requirements of the secretary.
Topics: Duties of the secretary; filing; duplicating machines; the dictaphone; handling of mail; procedures and practices in the modern office.

Commerce 312. Secretarial Procedure and Practice. Three hours.
This course is a continuation of Commerce 311.

Commerce 313. Applied Shorthand. Two hours.
Prerequisites: Commerce 101, 102, 201, 202, and 311.
Purpose: To give the advanced secretarial student an opportunity to test out his skills in actual office conditions.
Topics: Special secretarial assignments; the student will do his laboratory work in the various offices on the campus. After conferences with the office heads, the instructor will assign remedial work to the student so that upon the completion of the course he may be qualified to do secretarial work.

Purpose: To acquaint the student with the different types of business organizations—their growth, their importance, advantages and disadvantages, and their effect on society.
Topics: Single proprietorships; partnerships; corporations; the combination movement; pools; trusts; mergers; holding companies; regulation and control of combinations.

Commerce 375. Materials and Methods in Secretarial Subjects. Two hours.
Purpose: To acquaint the student with the techniques and devices based on research and approved practice for the teaching of shorthand, typing and secretarial practice.
Topics: Different methods of presentation; evaluation of texts; determination of standards; supplementary readings and collateral materials available to the teachers; testing.

Purpose: To acquaint the student with the legal principles that govern the conduct of business and to train him in applying them to business situations.
Topics: The development of commercial law; law procedures; the judicial system; torts applicable to business practice; contracts; agency; negotiable instruments; partnerships; corporations; sales; personal and real property.

This course is a continuation of Commerce 401.
Commerce 410. Salesmanship. Three hours.

Purpose: To develop an understanding of the fundamental principles of selling and an appreciation of the techniques and art of selling, together with the ability to evaluate these both as customer and salesman.

Topics: The salesman’s personality; the actual selling process; presentation of the sale; creation of demand; sales campaigns; selecting and training salesmen. In addition, each student prepares and executes at least the sales talk before the class during the term.

Commerce 411. Retail Merchandising. Three hours.

Purpose: To give an understanding of the problems of the retail merchant together with the principles of management which are common to all types of retail stores.

Topics: Selecting a business location; internal layout; departmentalization; merchandise control; store policies; retail selling problems; training and management of personnel.

Commerce 421. Corporation Finance. Three hours.

Purpose: To acquaint the students with the problems of finance, administration and reorganization of business.

Topics: Forms of business organization; corporate organization; corporate management; financing business by means of stock; financing through borrowed capital; management of surplus; working capital requirements; investment of funds; business failures and reorganization.

Commerce 430. Advanced Accounting. Three hours.

Purpose: To give practice in solving accounting problems of a more advanced nature than those encountered in Commerce 302.

Topics: Installment sales accounting; consignments; accounting for branches and agencies; consolidated statements; estate accounting; partnership liquidations; corporation accounting problems.

Commerce 431. Advanced Accounting. Three hours.

This course is a continuation of Commerce 430.

Commerce 475. Materials and Methods in Bookkeeping and Junior Business. Two hours.

Purpose: To acquaint the student with the different methods of presenting and developing these subjects in the high school.

Topics: Different methods of presentation; evaluation of texts; testing; determination of standards; supplementary readings and collateral material available to the teacher.

During the fall semester of 1938, which began September 19 and ended January 27, Assistant Professor Anderson taught two sections of Beginning Typewriting (101) and one section each of Principles of Accounting (301), including both lecture and laboratory, and Business Law (401). Beginning Typewriting carried two semester hours of credit.
and met four class periods each week. Principles of Accounting carried four semester hours of credit with lecture periods meeting two class periods each week and laboratory sessions meeting from 1:00 until 2:50 two afternoons each week. Business Law carried three semester credit hours and met three class periods per week.\footnote{38}

Professor Jennings taught Beginning Shorthand (201) and Secretarial Procedure and Practice (311) which met daily, Business Organization (321) which met three class periods per week, and Salesmanship (410) which also met three class periods each week.\footnote{39}

The Department of Commerce was not officially introduced in The Teachers College Slant until approximately one year after its inception. In the December, 1938, issue of this bulletin, it was stated:

> In view of the fact that more and more high schools are introducing commercial work, Morehead State Teachers College has recently installed a new department on the campus: the Department of Commerce. The purpose of the department is twofold: first, to train able teachers in order to meet the increasing demand for qualified instructors in business subjects; second, to give training in vocational business subjects so that the student on graduation will be able to compete successfully in the business world.\footnote{40}

Also indicated in these introductory paragraphs was the importance of the following vocational subjects: Typewriting, Shorthand, and Secretarial Procedure and Practice. The article

\footnote{38}{The Teachers College Slant of M.S.T.C., Morehead, Kentucky, August, 1938, p. 5.}
\footnote{39}{Ibid.}
\footnote{40}{The Teachers College Slant of M.S.T.C., Schedule of Recitations, Morehead, Kentucky, December, 1938, p. 5.}
also stated that general business subjects—Business Law, Business Organization, and Corporation Finance—were designed purposely to give the student a complete understanding of the field of business.  

During the ten-month span from February to December, 1938, the number of students enrolled in commerce courses had more than doubled. The Department was occupying two additional rooms in the basement of the Administration Building. The Department planned to add new equipment and new courses each semester. The equipment of the Department at this time included twenty-eight typewriters of four different makes, filing equipment, duplicating equipment, calculating and adding machines, and a reference library available for students enrolled in Secretarial Procedure and Practice.

The offerings of the Commerce Department for the second semester included three sections of Intermediate Typewriting (102) and one section of Principles of Accounting (302); the latter included a laboratory. Two new courses taught by Professor Jennings were Methods and Materials in Secretarial Subjects (375) and Secretarial Procedure and Practice (312). A third new addition to the offerings of the Commerce Department was Business Law (402) taught by Professor Anderson.

The Commerce Department of Morehead State Teachers College was not quite a year old when on Wednesday, January 4, 1939, a meeting of all commerce majors was held to organize the commercial club, Kappa Mu.

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41 Ibid.
42 Ibid., p. 6.
43 The Teachers College Slant of M.S.T.C., Schedule of Recitations, December 9, 1938, p. 12.
At this meeting, officers were elected and a constitutional committee was appointed. Kappa Nu was organized for the purpose of maintaining a friendly atmosphere and creating a greater interest in commercial work. The chief aim of the organization was to promote the social as well as the educational side to commercial work. 44

In addition to offering a full course of instruction for all students who were interested, the two departmental pioneers, Mr. Jennings and Mr. Anderson, found time to have several articles published. "In-Service Training of Teachers Engaged in the Training of Business Teachers," which was the topic of Mr. Anderson's speech in Atlanta at the Southern Business Education Association Conference, was published in the February issue of the Kentucky School Journal and in the March issue of Modern Business Education, the publication of Southern Business Education Association. In this article, Mr. Anderson said:

Too many graduates of high school business departments are neither prepared to meet the standards of efficiency required in business positions, nor the standards of respect to training in business expected of a good citizen, regardless of his vocation or status in life. . . . Teachers of business subjects and teachers engaged in training business teachers should have a vocational understanding of business, actual business experience, and should also possess more than a textbook knowledge of the subject matter they teach. 45

The May issue of Modern Business Education contained two articles written by Morehead commerce professors. One of the articles written by Mr. Anderson was a column of reviews which he entitled "Among the Magazines." In this article, he summarized publications which he found

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44The Trail Blazer [Morehead State Teachers College], January 7, 1939, p. 1.

45The Trail Blazer [Morehead State Teachers College], February 4, 1939, p. 3.
to be of interest to business teachers. The second article was "Courses for the One Teacher Department," written by Professor Jennings. In this publication he indicated that the objective of business education should be vocational as well as non-vocational.46

During the first session of the summer term, June 12 through July 14, 1939, Mr. Anderson taught both Beginning and Intermediate Typewriting and Professor Jennings taught Business Organization (321).47 Mr. Jennings also instructed a Beginning Typewriting course for students of Breckinridge Training School. Upon the completion of the course, these high school students were given one-half hour credit.48

Miss Stella Willins, Women’s Professional Typewriting Champion, highlighted the first session of the 1939 summer term for the Commerce Department by demonstrating her typewriting ability in the college auditorium. Miss Willins complemented her display of keyboard skill with a speech on the development of typewriting speed and accuracy. Miss Willins had acquired her title by typing 132 words per minute over a one-hour period.49

The second summer session of 1939 spanned from July 17 to August 18. Professors Jennings and Anderson taught one section of Beginning and Intermediate Typewriting, respectively. During this

46 The Trail Blazer [Morehead State Teachers College], June 24, 1939, p. 4.
47 The Teachers College Slant of M.S.T.C., Schedule of Recitations, May, 1939, p. 11.
48 Ibid., p. 19.
49 The Trail Blazer [Morehead State Teachers College], June 24, 1939, p. 3.
term, the Department of Commerce initiated the course Materials and Methods in Bookkeeping and Junior Business (475) which was taught by Mr. Anderson.50

1940-1941

The hard-working team, Mr. Jennings and Mr. Anderson, offered nine classes during the fall semester of 1939. Mr. Anderson taught two sections of Beginning Typewriting (101) and one section each of Beginning Shorthand (201) and Principles of Accounting (301); Mr. Jennings taught Secretarial Procedure and Practice (311), Applied Shorthand (313), Business Organization (321), Materials and Methods in Secretarial Subjects (375), and Business Law (401).51

Appearing for the first time was the two-credit hour course, Applied Shorthand (313), taught by Mr. Jennings. Secretarial students who enrolled in this class actually worked in various campus offices. These students were given the opportunity to integrate knowledge and skills, to gain needed experience, and to participate in office work situations. A unique feature of this course was a conference session held by Mr. Jennings with each participating office supervisor. After conferring with the various office supervisors, Mr. Jennings would meet with the Applied Shorthand students each Wednesday morning for

50The Teachers College Slant of M.S.T.C., Schedule of Recitations, May, 1939, p. 15.

51Bulletin of M.S.T.C., Schedule of Recitations, August, 1939, p. 11.
the purpose of assigning remedial work based on the evaluation of their
supervisor.  

Two years had elapsed from the time the first commerce course was
offered at Morehead State Teachers College in February of 1938. During
these two years the departmental offerings and equipment had expanded
from twenty-four typewriters, two rooms, and three different courses to
thirty typewriters, four rooms, and twenty course offerings.

In the summer term of 1940, which spanned from July 10 until
August 2, Personal Finance (161) was taught by Mr. Anderson for the
first time. Also that summer, the Commerce Department purchased a
complete dictation unit which consisted of a dictating machine, a
transcribing machine, and a shaving machine.

Mr. Jennings served in several capacities during the 1939-1940
school year. He advanced from the position of secretary of the Kentucky
Business Education Association to assume the responsibilities of vice-

president of the Association. Mr. Jennings also represented Morehead

52 The Teachers College Slant of M.S.T.C., Morehead, Kentucky,
February, 1938, p. 71.

53 The Trail Blazer, Morehead State Teachers College, February 24,
1940, p. 2.

54 Bulletin of M.S.T.C., Schedule of Recitations, May, 1940,

55 The Trail Blazer, Morehead State Teachers College, August 1,
1940, p. 1.

56 The Trail Blazer, Morehead State Teachers College, October 28,
1939, p. 1.

57 The Trail Blazer, Morehead State Teachers College, March 9,
1940, p. 1.
State Teachers College at the Thirteenth Annual Conference of the National Teacher-Training Institutions held in St. Louis, Missouri. Membership in this organization was limited to accredited colleges who met certain requirements regarding standards, equipment, and professional preparation of instructors.  

In this year of 1940, Morehead State Teachers College conferred degrees on its first commerce graduates. Five of the seven graduates secured positions teaching commercial subjects in high schools located in Eastern Kentucky.  

"Commercial Department is Preparing Students for Business World, Has Fifteen Percent Increase in Enrollment" was the title of a news article which appeared in The Trail Blazer at the beginning of the fall semester of 1940. The article contained the following comments by Mr. Jennings:  

Commercial work is of vital importance to college students. Commercial training provides a two-way combination which is invaluable in securing positions after graduation. Students are prepared to take their places in the complex business world of today.  

Commenting on the commercial work at Morehead State Teachers College, Mr. Anderson declared: "One of the most important
characteristics of commercial work is its value to the student for his own immediate and personal use.\textsuperscript{62}

At this time, first semester of 1940, there were 145 students enrolled in commercial classes at Morehead State Teachers College. This 15 percent increase in one year indicated the extremely rapid growth of the Department of Commerce.\textsuperscript{63}

Four courses presented for the first time in the 1940-1941 issue of \textit{The Teachers College Slant} were:\textsuperscript{64}

\textbf{Commerce 101. Business Arithmetic. Two hours.}

One hour of recitation and two hours of problem solving per week. Credit in this course will not be accepted on the mathematics requirement for a degree.

\textbf{Purpose:} To give commerce students a knowledge of the fundamental arithmetic ideas connected with business.

\textbf{Topics:} Percentage; discounts; charts and graphs; payments; collection; accounts; inventories; wages and payrolls; freight and express; postage; insurance and taxes.

\textbf{Commerce 161. Personal Finance. Two hours.}

\textbf{Purpose:} To give a background for the intelligent management of personal income; to teach the use of the budget; accounting for personal revenue and expense; and the use of banking services.

\textbf{Topics:} Budgets; personal accounts and record keeping; bank accounts; establishing reserves; borrowing money; types of investments.

\textbf{Commerce 162. Consumer Education. Three hours.}

\textbf{Purpose:} To give the student a general understanding of the economic problems of the consumer so that he may be more intelligent in the use of his income.

\textbf{Topics:} Management of wealth and income; insurance; renting vs. owning your home; installment purchasing; buying and selling relations; advertising; agencies for the protection of the consumer; practical studies in buying.

\textsuperscript{62}\textit{Ibid.}

\textsuperscript{63}\textit{Ibid.}

\textsuperscript{64}\textit{Bulletin of M.S.T.C., Morehead, Kentucky, June, 1940, pp. 70, 73.}
Commerce 449. Seminar in Commerce. One hour. Required course for all Commerce Majors in their senior year. This course is designed to give the students an opportunity to become familiar with the literature in the field of business education; to study special problems in connection with the commerce curriculum and the objectives of business education courses in the Junior and Senior High School.

Effective fall semester, 1940, the Department of Commerce developed a curriculum in which a student pursuing the provisional high school certificate could obtain an Area in Commerce. By participating in this program, a student was able to concentrate his studies mainly within the business curriculum. No major or minor requirement applied to those students who completed the area requirement.65

The second semester of 1940 found the Commerce Department with three new classes. Business Arithmetic (101) was taught by Dr. James Gilbert Black, a member of the Mathematics and Physics Department. The two additional courses which Mr. Jennings instructed were Consumer Education (162) and Seminar in Commerce (449).66

The next important development in the history of the Commerce Department occurred during the second semester of 1942 when the following courses were initiated: Advanced Typewriting (213), Secretarial Office Machines (335), Clerical Office Machines (336), and Secretarial Accounting (383).67

During this semester, the Commerce Department acquired its third faculty member, Raymond Johnson. He received his Bachelor of Science

65Ibid., p. 69.

66Bulletin of M.S.T.C., Schedule of Recitations, December, 1940, p. 11.

67Bulletin of M.S.T.C., Schedule of Recitations, December, 1941, p. 12.
degree from Tennessee Institute of Technology, Cookeville, Tennessee. Mr. Johnson was to be awarded his Master of Arts degree from the University of Kentucky in June, 1942. Before coming to Morehead, Mr. Johnson taught at the University of Kentucky while fulfilling his duties as a graduate assistant under the direction of Professor A. J. Lawrence, Chairman of the Department of Business Education. 68

Mr. Johnson taught only two terms at Morehead State Teachers College.

The second summer term of 1942 saw the very busy Commerce Department offering seven different classes. A new class in Business English (221) was taught by Dr. Fred A. Dudley, Chairman of the English Department. 69

1942-1943

Beginning with the fall semester of 1942, Morehead State Teachers College instituted a one-year secretarial course and a combined two-year secretarial and general business course. The justification for these two new programs of study was explained in the Bulletin of Morehead State Teachers College in the following manner:

While it is not the purpose of the college to offer a business course which compares with short courses offered in schools other than four-year colleges, a number of students are enrolled who have as their purpose the study of certain subjects until such skill and knowledge are gained that they can qualify for an office position. 70

68 The Trail Blazer [Morehead State Teachers College], February 14, 1942, p. 1.
69 Bulletin of M.S.T.C., Schedule of Recitations, April, 1942, p. 11.
In the one- and two-year programs, special emphasis was given to Typewriting, Shorthand, Filing, Business English, Business Arithmetic, Accounting, Office Machines, and Secretarial Procedure and Practice. Special curriculum consideration was given to students who were interested in preparing for general clerical, accounting, or sales work. These students could substitute courses in Accounting, Business Law, Salesmanship, Retail Merchandising, Business Organization, Investments, Money and Banking, Public Finance, and Marketing, for secretarial courses.71

In the same bulletin, the following new courses were described for the first time:72

Commerce 213. Advanced Typewriting. Three hours.
Purpose: To develop vocational skill in the typing of business papers; letters and reports.
Topics: Review of business letters; arrangement of reports; manuscripts and literary matter; tabulations; invoices; bills and statements; legal documents; envelopes; form letters; stencils and master sheets for duplication; development of speed and accuracy to vocational standards.

Commerce 221. Business English. Three hours.
Prerequisites: English 101, 102, and Commerce 211.
Purpose: To emphasize the importance of correct, courteous, and persuasive English in all business dealings, and help the student to develop skill in effective business correspondence.
Topics: Importance of good English in general, and of intelligence in business correspondence; various types of business letters and how to write them; and the elements, characteristics, and types of reports.

Commerce 233. Advanced Shorthand. Five hours.
Purpose: To further develop speed in taking dictation and to develop transcription skill needed in transcribing shorthand notes.
Topics: Review of shorthand principles, phrasing, abbreviations and special forms; high frequency word drill; vocabulary building; daily

71 Ibid.
72 Ibid., pp. 63-67.
speed practice designed to increase writing speed to better than 100 words per minute; development of transcription skills needed for production of mailable transcripts.

Commerce 335. Secretarial Office Machines. Three hours.
Purpose: To give an understanding of the use and to develop vocational skills in the operation of office machines.
Topics: Dictaphone machines, dictating, transcribing, and shaving units; mimeograph and Ditto or hectograph duplicating machines and filing.

Commerce 336. Clerical Office Machines. Three hours.
Purpose: To give an understanding of the use and to develop vocational skills in the operation of office machines.
Topics: The 10-key adding and listing machine; the full keyboard adding and listing machine; the key driven calculator and the crank driven calculator.

Prerequisite: Commerce 335 or 336.
Purpose: To provide the requisite practice necessary for employment as a machine operator. Provision is made in this course for the development of a high degree of skill on one particular machine as the student secures at least 50 clock hours instruction and practice on the machine selected.
Topics: 337A The Dictaphone
       337B Duplicating Machines
       337C Crank Driven Calculators
       337D Key Driven Calculators

Purpose: To develop further an understanding of the principles of accounting as applied to the corporate form of business organization.
Topics: Accounting for manufacturing firms; cost accounting procedures; departmental and branch accounting; consolidated statements, budgets; and analysis of financial statements.

The fall term of 1942 found the Commerce Department with a new faculty member, Miss Ruby Lee Cochran of Etawah, Tennessee. Miss Cochran was the first female instructor of Commerce at Morehead State Teachers College. She had received her Bachelor of Arts degree from Milligan College in Tennessee and Master of Arts degree from the University of Tennessee. During her first term at Morehead, Miss
Cochran taught two sections each of Beginning Typewriting (211) and Intermediate Shorthand (232). 73

The fall of 1942 brought several changes to the Commerce Department, and the entire college, that were directly related to the involvement of the United States in World War II. It was at the beginning of this fall term when Morehead State Teachers College changed from the semester system to the quarter system. The purpose of this scheduling change was to enable the college to train personnel for civilian- and military-related work more rapidly.

During the winter quarter of 1942, the Commerce Department offered a pre-induction course, Army Office Training (390). The purpose of the course was to give young men who would be inducted into the armed service a thorough knowledge of Army correspondence and an understanding of Army organization and discipline. This course was designed primarily for those who would enter the service as clerical workers. 74

In addition to Army Office Training (390), the Commerce Department gave special training in typewriting classes in the use of special forms in military correspondence. This instruction prepared students for positions relative to the war effort. 75

Miss Rubye Lee Cochran entered the women's auxiliary branch of the Marine Corps May 7, 1943. 76 She was replaced by a Morehead State

73 The Trail Blazer Morehead State Teachers College, October 10, 1942, p. 1.
74 The Trail Blazer Morehead State Teachers College, January 6, 1943, p. 1.
75 Ibid.
Teachers College alumnus, Mrs. Leora Nutt. As a visiting professor, Miss Alice Wyles taught commercial subjects during the first summer session only. She was a regular member of the faculty at Mississippi State College for Women at Columbus, Mississippi.

For the summer terms of 1943, the Commerce Department developed an intensive commerce program designed primarily for students desiring practical office work. A student could complete the equivalent of a semester's college work in two summer terms. Classes met for one hour each morning and resumed each afternoon for an extra hour of supervised laboratory work. This intensive summer program prepared students for Civil Service positions. During the last week of the summer term, Civil Service Commission examiners administered tests to students who were interested in securing governmental positions.

Professor Rienzi Jennings was inducted into the Army at the beginning of the fall quarter, 1943. When Mr. Jennings left, Mr. Ross Anderson assumed the position of acting chairman of the Department. Miss Ruth Rucker was hired to fill the vacancy created by the departure of Mr. Jennings. Miss Rucker, a native of Sturgeon, Missouri, received her Bachelor of Science degree from the University of Missouri in 1929. In 1930, she received her Master of Arts degree from the University of Missouri. She had completed additional graduate work in business.

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77The Trail Blazer [Morehead State Teachers College], May 15, 1943, p. 1.
78The Trail Blazer [Morehead State Teachers College], June 19, 1943, p. 1.
79The Trail Blazer [Morehead State Teachers College], May 1, 1943, p. 1.
administration. Before coming to Morehead, Miss Ruth Rucker was on the staff of Martha Washington College at Fredericksburg, Virginia.\textsuperscript{80} Also joining the Commerce faculty was Miss Carolyn Cable, who received her Bachelor of Science degree from Winthrop College in 1942. She earned her Master of Arts degree from the University of Kentucky in 1943.\textsuperscript{81}

Not only the Commerce faculty, but the physical plant of the Department, was expanded during this year. The Commerce Department purchased an addressing machine, a Dictaphone dictating unit, and a Multigraph duplicating machine. This equipment was used extensively in the Office Machines classes which were taught during the first session of the 1943 summer term.\textsuperscript{82} Another modern invention which the Department added to its equipment was a Burroughs Bookkeeping Machine. Instruction in the fundamentals of this bookkeeping machine was integrated into the Clerical Office Machines (336) class.\textsuperscript{83}

In addition to instructional aides, the Department received twenty-eight new, modern business desks. These desks were fashioned in such a way that the typewriters could be lowered beneath the desk, thus making them ideal for all classes.\textsuperscript{84}

\textsuperscript{80} The Trail Blazer \textit{Morehead State Teachers College}, October 9, 1943, p. 1.

\textsuperscript{81} Bulletin of M.S.T.C., Morehead, Kentucky, December, 1944, p. 10.

\textsuperscript{82} The Trail Blazer \textit{Morehead State Teachers College}, April 22, 1944, p. 1.

\textsuperscript{83} The Trail Blazer \textit{Morehead State Teachers College}, July 8, 1944, p. 1.

\textsuperscript{84} Ibid.
The only new course presented in the 1944-1945 and 1945-1946 Bulletin of Morehead State Teachers College was:

Commerce 478. Materials and Methods in Distributive Education. Four hours.
Prerequisites: Commerce 450 and 451.
Purpose: To acquaint the prospective business teachers with the nature of distributive education and the need for it.
Topics: The George-Deen Act; objectives, organization, supervision, and administration of distributive education programs; distributive occupations; courses of study and curricula in distributive education; requirements of distributive education personnel; source materials and teaching procedures and practice in distributive education; distributive education and its relation to business education.

Miss Bernice Salutsky was hired on March 1, 1944, to fill the position vacated by Miss Carolyn Gable. Miss Salutsky received both her Bachelor of Science degree and her Master of Arts degree from the University of Kentucky. At Morehead State Teachers College, she taught courses in Typewriting, Shorthand, and Office Machines.

Professor Jennings, who was inducted into the Army in the fall of 1943, returned for the fall quarter of 1945. At this time, he resumed his duties as chairman of the Department. He was chairman until the fall of 1946 when he was granted a leave of absence to complete additional graduate work at the University of Kentucky.

Assistant Professor William A. Alford joined the Commerce Department in the fall quarter of 1946. He received his Bachelor of

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85Bulletin of M.S.T.C., Morehead, Kentucky, December, 1944, p. 75.
86The Trail Blazer Morehead State Teachers College, March 10, 1943, p. 1.
Science degree from Kansas State Teachers College in 1932 and his Master of Science degree from the University of Denver in 1940. Mr. Alford was chairman of the Department of Business at Arkansas Agriculture and Mechanical College before he took the teaching position at Morehead.88

The Transitional Period

In 1946, the Commerce Department adopted the official title, Department of Commerce and Business Administration. Also in 1946, for the first time, the Department offered a Bachelor of Science degree in Business Administration. This program of study was explained in the 1946 Bulletin as follows:

This curriculum is planned to meet the needs of the student who wishes to secure training for business. It is designed to provide analysis of the basic principles of business in order that the student will be prepared for more than a mere clerical position upon completion of his college training. Its purpose is to prepare students for junior executive positions; to train them to assume the responsibilities of business ownership and management; and to act in the capacity of business specialists.89

The new course offerings included:90

Commerce 361. Introduction to Business Administration. Four hours.
Purpose: To introduce the student to the field of business and to acquaint him with the problems of organization, production, marketing, finance and management.
Topics: Accounting records and their use; use of statistics in business; organization; production methods; problems and costs; risks and their control; labor relations and labor problems; marketing methods and problems; financing problems; business taxes and industrials and economic planning.

88The Trail Blazer [Morehead State Teachers College], October 26, 1946, p. 1.
89Bulletin of M.S.T.C., Morehead, Kentucky, April, 1946, p. 69.
90Ibid., pp. 75-80.
Commerce 464. Office Management. Four hours.
Purpose: To acquaint the student with modern methods used in office organization and management.
Topics: Function of the office; office systems; correspondence; office communications; mailing department; supervising office activities; supplies and their control; machines and appliances; office planning and layout; office personnel; office manuals; office reports; and budgetary control.

Commerce 480. Cost Accounting. Three hours.
Purpose: To show the value of procedures used in accounting for business costs and the importance of detailed financial statements.
Topics: Need and value of cost accounting; classifications; process and specific order; perpetual inventories; accounting for materials; material storage; consumption and valuation; labor costs; manufacturing expense; distribution of manufacturing expense; cost of sales; closing entries; analytical and comparative statements; charts; estimating cost systems; standard costs; auditing; legal phases of cost accounting.

Purpose: To give the student an understanding of the principles of Federal and state income tax and social security laws and methods of preparing and filing returns.
Topics: Tax legislation—Federal and state; returns for individuals; estates; partnerships and corporations; cash and accrual methods of reporting; exempt income; allowable deductions; capital gains and losses; estate and gift taxes; special security taxes; accounting and administrative procedure on corporation returns.

The following table presents the number of commercial graduates at Morehead State Teachers College during the 1940-1946 period:

Table 1*

<table>
<thead>
<tr>
<th>Area of Study</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commerce Area</td>
<td>18</td>
<td>26.8</td>
</tr>
<tr>
<td>Commerce Major</td>
<td>33</td>
<td>48.2</td>
</tr>
<tr>
<td>Commerce Minor</td>
<td>17</td>
<td>25.0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>68</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

*Office of the Registrar.*
The Department of Commerce and Business Administration acquired a new faculty member in the fall of 1947. She was Mrs. Vera Smith Spears, a former Assistant Professor of Business at Arkansas State College. Mrs. Spears received both her Bachelor of Arts degree and Master of Arts degree from George Peabody College for Teachers in 1931 and 1935, respectively. Mrs. Spears instructed classes in Beginning Typewriting (211), Intermediate Typewriting (212), Secretarial Procedure and Practice (331), and Secretarial Office Machines (335) during her first quarter at Morehead State Teachers College.¹

In the summer of 1948, Miss Dora McCowan joined the Commerce faculty. Her arrival filled the void created when Mr. Anderson left to attend graduate school at the University of Kentucky. Miss McCowan had taught in the Department of Commerce at Berea College in Berea, Kentucky, during the previous school year. She received her Bachelor of Arts degree from Hope College, Holland, Michigan, and her Master of Arts degree from the University of Kentucky. She was hired only for the summer months, for she had contracted to teach at Alabama Polytechnic School at Auburn for the coming fall term. She taught Business Arithmetic (101) and Principles of Accounting (381) during her brief tenure at Morehead State Teachers College.²

¹The Trail Blazer, [Morehead State Teachers College], October 22, 1947, p. 1.
The following objectives were listed by the Department of Commerce and Business Administration in the 1948 Bulletin of Morehead State College: 93

1. To prepare teachers of business subjects for the secondary schools of Kentucky,
2. To provide a vocational program as terminal education for students planning to enter business,
3. To supplement and broaden the general education programs of all students by providing courses which give useful business skills, information and understanding of business principles needed by all who assume the economic responsibilities of citizenship and family life.

Beginning with the fall semester, 1948, a student could obtain either a major or a minor in Secretarial Science, General Business, or Accounting. 94

Courses deleted from the 1948 issue of the Bulletin were Advanced Shorthand (233), Principles of Accounting (393), and Corporation Finance (463). Both Beginning Shorthand (231) and Intermediate Shorthand (232) increased from three to four hours credit. Added to the Department's offerings were Vari-Typer (237F) and Electric Typewriter (237G). In each of these one-credit-hour courses, a student could secure at least fifty clock hours of instruction and practice on an individual machine. 95

The following course was added to the Department of Commerce and Business Administration's curriculum in 1948: 96

93 Bulletin of M.S.T.C., Morehead, Kentucky, April, 1948, p. 78.
94 Ibid., pp. 79-80.
95 Ibid., pp. 83-85.
96 Ibid., pp. 85-86.
Commerce 238. Filing. Two hours.
Purpose: To give an understanding of the importance of filing in the business office; to teach basic filing rules and to provide sufficient practice in filing to meet employment standards for file clerks.
Topics: Indexing and filing rules; indexing and filing procedure; alphabetic correspondence filing; numeric filing systems; Triple Check Automatic files; geographic correspondence filing; charge methods and cross references; follow up files; filing supplies and equipment.

For the fall semester of 1948, the Department offered twenty classes. Two additional faculty members were added. One new instructor, Miss Alice Cox, received both her Bachelor of Science degree in 1937 and her Master of Arts degree in 1948, from the University of Kentucky. The second addition to the faculty was Mr. Charles Apel. Mr. Apel assumed the positions of assistant business manager and associate professor. Mr. Apel received his Bachelor of Science degree from the University of North Dakota in 1926. He held previous positions at Nebraska State Teachers College, North Carolina College, and Paul Smith's College in New York.

By 1950, the Department had expanded its equipment to include over fifty typewriters, both manual and electric. During this year the Department also acquired a Sound Scriber, which at that time was the most modern voice-recording machine available.

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97 Office of the Registrar.
98 The Trail Blazer [Morehead State College], September 22, 1948, p. 4.
100 The Trail Blazer [Morehead State College], February 27, 1950, p. 4.
The following table presents the number of commercial graduates at Morehead State College for selected years during 1947-1950:

Table 2a

Commercial Graduates at Morehead State College
For Selected Years During 1947-1950

<table>
<thead>
<tr>
<th>Area of Study</th>
<th>1947</th>
<th>1948</th>
<th>1949</th>
<th>1950</th>
<th>1951</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1947</td>
<td>1948</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commerce Area</td>
<td>3</td>
<td>9</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commerce First Major</td>
<td>4</td>
<td>5</td>
<td>12</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commerce Second Major</td>
<td></td>
<td>7</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commerce Minor</td>
<td>1</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>8</td>
<td></td>
<td>24</td>
<td>14</td>
<td></td>
</tr>
</tbody>
</table>

*Office of the Registrar.*

The 1951-1952 school year opened with the following new courses offered by the Commerce and Business Administration Department:101

Commerce 160. Introduction to Business. Three hours.
(Formerly Commerce 361. Introduction to Business Administration.)

Purpose: To introduce the student to the field of business and to acquaint him with the advantages and disadvantages of different kinds of occupations in the business world, the necessary educational background to succeed, and the possibilities of advancement.

Topics: Your business career; economic aspects of business; forms of business organization; business management; managerial controls (accounting, statistics, secretaryship); personnel management; labor-management relations; banking and finance; business risks and insurance; government regulations; production; marketing; distribution; transportation; retailing; advertising; and selling.

Commerce 481. Intermediate Accounting. Four hours.
(Formerly Advanced Accounting)

Prerequisite: Commerce 382.

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101 Bulletin of M.S.C., Morehead, Kentucky, April, 1951, p. 92.
Purpose: To provide practice in solving accounting problems of more difficult nature than those encountered in Commerce 382.

Topics: The accounting process; statements from incomplete data; cash and receivables; inventories; investment; fixed assets; intangible assets and deferred charges; liabilities; capital stock; surplus; installment sales; errors and their correction; statement of application of funds; analysis of financial statements.

In the summer of 1951, Dr. Rienzi Jennings, who had received his Doctor of Philosophy degree from the University of Kentucky in August, 1949, accepted the position as Chairman of the Business Education Department of Memphis State College in Memphis, Tennessee. Dr. Jennings, who had founded the Department of Commerce at Morehead State Teachers College in February, 1938, left Morehead in the fall of 1951. His departure marked the end of an era in the history of business education at Morehead State College.

Added to the faculty in the fall of 1951 was Mr. Ross E. Lowe, Assistant Professor of Commerce and Business Administration. Mr. Lowe received his Bachelor of Science degree and his Master of Arts degree from George Peabody College for Teachers in Nashville, Tennessee.

Highlighting the fall, 1951, was the arrival of a new student, Mr. Jaime Galceran, a native of Havana, Cuba. Mr. Galceran had won a one-year scholarship by typing an average of eighty-seven words a minute over a period of one hour. This speed contest was sponsored by the Underwood, L. C. Smith, Royal, and Remington companies and took place in Havana in June of 1949. Mr. Galceran chose to attend Morehead

102 The Trail Blazer [Morehead State College], December 19, 1949, p. 1.
103 The Trail Blazer [Morehead State College], September 25, 1951, p. 1.
104 Ibid.
State College after reading an article about the Department of Commerce and Business Administration in The Balance Sheet, a South-Western Publishing Company house organ. 105

1953-1959

In the fall of 1953, the Commerce and Business Administration Department announced its first graduate course, Foundations of Business Education (500). The following description was given in the 1953 Bulletin of Morehead State College: 105

Commerce 500. Foundations of Business Education. Three hours. Prerequisite: Graduate standing.

History, aims, and principles of business education; contribution of business education to general education; support of business education; curricula and courses of study; guidance in business education; teacher qualifications; supervision; public relations; and what business expects of business education.

The three-credit hour course, Dictation and Transcription (331) was introduced in 1953. At this time the course, Secretarial Procedure and Practice (331), was deleted from the curriculum. Other courses deleted from the curriculum were Bookkeeping Machine (237E), Vari-Typer (237F), and Electric Typewriter (237G). 107

Business teachers from the Eastern Kentucky area met at Morehead State College, October 21, 1955. At this one-day workshop, plans were made to revise the Handbook for Business Education, a Kentucky State Department of Education publication. Dr. Vernon Musselman, a member of the business education faculty at the

105 The Trail Blazer [Morehead State College], October, 1951, p. 3.

106 Bulletin of M.S.C., Morehead, Kentucky, April, 1953, p. 80.

107 Ibid., p. 77.
University of Kentucky served as one of the workshop supervisors. The meeting was sponsored by the Kentucky Business Education Association with the cooperation of the Kentucky State Department of Education. 108

Mrs. Katie Lou Byrd's first semester at Morehead State College was in the fall of 1956. She taught seven classes which included: Introduction to Business (160), Beginning Typewriting (211), Beginning Shorthand (231), and two sections each of Intermediate Typewriting (212) and Secretarial Office Machines (235). 109 Mrs. Byrd received her Bachelor of Science degree from Mississippi Southern College in 1937 and a Master of Business Education degree from the University of Mississippi in 1944. 110

During the summer term of 1957, Mrs. Byrd taught Personal Typewriting (210). 111 The course was designed for non-business students with no previous typewriting instruction. Topics included in the course were: the keyboard; parts of the machine; personal letters; simple business letters; themes; reports; composition at the typewriter; stencils; application letters; centering; and addressing envelopes. 112

111 Bulletin of M.S.C., Schedule of Classes, Morehead, Kentucky, April, 1957, p. 17.
112 Bulletin of M.S.C., Morehead, Kentucky, April, 1957, p. 81.
The second graduate-level course was listed in the 1957-1959 Bulletin of Morehead State College. The course description follows:\textsuperscript{113}

\textbf{Commerce 501. Problems in Business Education. Three hours.}\nProblems of the students enrolled in the course will be given primary consideration.
Suggested topics: testing; guidance; job studies; placement and follow-up; layout and facilities; supervision; visual aids; utilization of community resources; and curriculum trends.

In the fall of 1958, the Commerce and Business Administration Department added Mr. Alex Conyers to its faculty. Mr. Conyers received his Bachelor of Science degree and Master of Business Administration degree from the University of Kentucky.\textsuperscript{114} During his first semester at Morehead, Mr. Conyers taught one section each of Principles of Accounting (381), Income Tax Procedure (383), and Intermediate Accounting (360).\textsuperscript{115}

In the summer of 1958, the following course was taught for the first time by Mr. Alex Conyers: \textsuperscript{116}

\textbf{Commerce 465G. Principles of Management. Three hours.}\nPrerequisites: Economics 201 and Commerce 382.
Basic concepts in management to include organizing, planning, controlling, and coordinating; scientific management; managerial; budgetary, quality, production, and inventory control; wage plans and job evaluation; industrial relations; plant location and plant layout; time and motion study, and material handling.

\textsuperscript{113}Ibid., p. 86.
\textsuperscript{114}The Trail Blazer [Morehead State College], September 30, 1958, p. 1.
\textsuperscript{116}Bulletin of M.S.C., Morehead, Kentucky, April, 1959, p. 85.
The following table presents the number of commercial graduates at Morehead State College for selected years during 1955-1958:

Table 3*

Commercial Graduates at Morehead State College
For Selected Years During 1955-1958

<table>
<thead>
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<th>Area of Study</th>
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<th>1958</th>
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<tr>
<td>Accounting Major</td>
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<tr>
<td><strong>Total</strong></td>
<td>35</td>
<td>39</td>
<td>43</td>
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</tbody>
</table>

*Office of the Registrar.

In the fall of 1959, the faculty of the Commerce and Business Administration Department further increased in number. The full-time new addition was Miss Mary Martin. Miss Martin received her Bachelor of Science degree from Morehead State College in 1958 and a Master of Arts degree from the University of Kentucky in August, 1959.117

Added to the Department's faculty as a part-time instructor was Mrs. Alex Conyers. Mrs. Conyers received her Bachelor of Arts degree from Kentucky Wesleyan College. She received her Master of Arts degree

117The Trail Blazer [Morehead State College], September 29, 1959, pp. 1, 6.
from the University of Kentucky. Mrs. Conyers taught one section each of Intermediate Typewriting (212) and Filing (238) during the fall semester of 1959.

The new course offerings found in the 1959 Bulletin of Morehead State College included:

Commerce 483G. Auditing. Three hours.  
Prerequisite: Commerce 482.  
Application of accounting principles in analyzing the client's records; auditor's working papers; detail audit; interval audit; special audits; tests used in auditing; and the audit report.

Commerce 502. Cases in Management. Three hours.  
Prerequisites: Commerce 382 and 465.  
Case studies which involve the solving of problems in—human relations, organization, policy formation, and decision making.

Deleted from the 1959 issue of the Bulletin of Morehead State College was Office Machines (237).

The Growth Years

On September 1, 1960, the College underwent a reorganization. This reorganization was prompted by findings of a self-study which was conducted by faculty and administrators in preparation for a reaccreditation by Southern Association of Colleges and Schools and National Council for Accreditation of Teacher Education. As a result, seven new academic divisions were formed. One of these divisions was called

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118 Ibid.
120 Bulletin of M.S.C., Morehead, Kentucky, April, 1959, p. 86.
121 Ibid.
the Division of Applied Arts. The Division included the following four departments: Department of Agriculture, Department of Commerce, Department of Home Economics, and Department of Industrial Arts.122

Dr. C. Nelson Grote was named Chairman of the Division of Applied Arts and assumed his responsibilities the fall term of 1960. Dr. Grote received a Bachelor of Science degree from Eastern Illinois University in Charleston, Illinois. He received his Master of Education degree from the University of Missouri in Columbia, Missouri. Dr. Grote received his Doctor of Education degree from the University of Illinois where he was a research assistant, prior to coming to Morehead.123

1961-1962

The objectives of the Commerce and Business Administration Department listed in the 1961-1963 Morehead State College Bulletin were:124

1. To prepare teachers of business subjects for secondary schools,
2. To provide an area of concentration in business administration, as a part of a four-year college program, for those students who plan to follow careers in business or related types of activities after graduation,
3. To supplement and broaden the general education programs of students by providing areas of study which cover basic principles of business useful in everyday living,
4. To provide one-year and two-year vocational courses for students interested in office occupations,
5. To provide instruction on the graduate level for students who have majors and/or minors in commerce or business administration.

123 The Trail Blazer [Morehead State College], September 27, 1960, p. 5.
The only additional course offered in the 1961-1963 Bulletin was: 125

Commerce 360. Corporate Finance. Three hours.
Prerequisites: Economics 201 and Commerce 381.
Forms of business organizations; regulation of business corporate securities; promotion and financing; working capital; administration of income; expansion and combination; readjustment, reorganization; receivership and dissolution.

During the spring semester of 1961, Mr. Ross C. Anderson, Chairman of the Department of Commerce and Business Administration, died. An instructor was employed to teach the classes Mr. Anderson was teaching at the time of his death.

Shortly after the untimely death of Mr. Ross C. Anderson, it was decided that a more appropriate name for the growing Department of Commerce would be the Program of Business, because it was beginning to expand beyond a teacher-education program. 126

Dr. Hollie W. Sharpe was named Chairman of the Business Program at Morehead State College at the beginning of the 1961-1962 school year. Dr. Sharpe received both his Bachelor of Science degree and his Master of Arts degree from George Peabody College in Nashville, Tennessee. He received his Doctor of Education degree from the University of Tennessee in Knoxville. Dr. Sharpe's previous experience included teaching positions at Northeast Louisiana State College, Monroe, Louisiana, and Middle Tennessee State College, Murfreesboro, Tennessee. Dr. Sharpe is a former president of the Tennessee Business Education Association and held membership in Delta Pi Epsilon, Pi Omega Pi,

125 Ibid., p. 94.
Also added to the faculty of the Business Department in the fall of 1961 was Miss Bobbye Joan Wilson. Miss Wilson received her Bachelor of Science degree from Georgia State College for Women in Milledgeville, Georgia. She received her Master of Science degree from the University of Tennessee in Knoxville. During her first semester at Morehead State College, Miss Wilson instructed one section of Introduction to Business (160) and two sections each of Intermediate Typewriting (212) and Secretarial Office Machines (235).

In February of 1962, the Business Department departed from the Administration Building to occupy a portion of the newly constructed Bert T. Combs Classroom Building. The faculty and classrooms of the Department were housed on the third floor of the Combs Building where they remain today.

The Department gained two additional members for the fall semester of 1962. Mr. Hobart Adams, assistant professor of business, received a Bachelor of Science degree from Kent State University in Kent, Ohio. He received a Master of Business Administration degree from Indiana University in Bloomington. Prior to his position at

Morehead, Mr. Adams was assistant professor of business at Otterbein College in Westerville, Ohio.\(^\text{130}\)

The other addition to the faculty was Mr. Charles Ray. Mr. Ray received his Bachelor of Arts degree from Bowling Green College of Commerce. He was awarded a Master of Science degree from Indiana University. Before coming to Morehead, Mr. Ray was associated with the Business Education Department at Wake Forest College in Winston-Salem, North Carolina.\(^\text{131}\)

1963-1965

Two additional terminal programs were prepared for the first semester of 1963. Both one- and two-year clerical programs were originated in addition to the previously existing one- and two-year secretarial programs.\(^\text{132}\)

Seven new courses were added to the business curriculum for the 1963 school year. The course descriptions listed in the 1963-1964 

**Bulletin of Morehead State College** were stated as follows:\(^\text{133}\)

**Commerce 237. Secretarial Skills.** Three hours.
  **Prerequisites:** Commerce 211 and 212.
  Adjustment to and proficiency in use of electric typewriters; operation of and comparative data on duplicating processes; transcribing and dictating equipment; office etiquette and grooming; and personal application letters and employment interviews. Records management emphasis on alphabetic, subject, numeric, and geographic filing with orientation to several special types of the most-used, commercially-prepared, filing systems.

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\(^\text{130}\) The Trail Blazer \(\text{[Morehead State College]}\), October 9, 1962, p. 1.

\(^\text{131}\) Ibid.


\(^\text{133}\) Ibid., pp. 103-108.
Commerce 333. Advanced Dictation and Transcription. Three hours.
Prerequisite: Commerce 331.
Dictation and transcription of five-minute speed tests and mailable letters of increased difficulty. Office-style dictation and transcription of business correspondence taken in the offices of college personnel.

Commerce 384. Intermediate Accounting I. Three hours.
(Formerly Commerce 481G)
Review of the accounting process; financial statements; analysis of working capital accounts; accounting procedure for plant and equipment; acquisition, use, and retirement; investments; intangible assets; long-term debt; and accounting for stockholders' equipment. Emphasis throughout is on accounting for the corporation.

Commerce 385. Intermediate Accounting II. Three hours.
Prerequisite: Commerce 384.
A continuation of 384. Statement analysis and interpretation; application of funds; consolidated statements. Special partnership, accounting problems in the areas of formation, operation, dissolution, and liquidation will be considered. Joint venture accounting; preparation of statements from incomplete data.

Commerce 476G. Special Problems. One to three hours.
Prerequisites: Senior student or graduate student standing and consent of instructor.
Provides the opportunity and challenge of a self-directed independent study on a special problem. Students must present a suggested problem as well as a justification for the study in writing. Each request will be considered on its own merit in relation to the special needs of the student.

Prerequisites: Graduate standing and permission of the instructor.
To provide a basic knowledge of those personnel management principles and practices that have proved to be sound in the light of current research. Included in the course will be such topics as job requirements, selection techniques and procedures, testing programs, facilitation of employee adjustment, wage and salary administration, legal aspects of labor relations and financial incentives.

Commerce 580. Managerial Accounting. Three hours.
Prerequisites: A course in accounting or permission of instructor.
Basic financial accounting, financial statement, analysis; control concepts, budgeting, planning capital acquisitions, opportunity costs, and recent evolution in accountancy will serve as typical units of study. This course is designed for the student who plans to use accounting as a tool rather than as a practitioner.
Secretarial Office Machines (235), Filing (238), and Applied Shorthand (333) were deleted from the 1963 business curriculum.\textsuperscript{134}

Mrs. Sue Luckey, née Young, joined the faculty of the Commerce and Business Administration Department in the fall semester of 1963.\textsuperscript{135} Mrs. Luckey received her Bachelor of Science degree from East Tennessee State University in Johnson City, Tennessee. She received her Master of Arts degree from Appalachian State University in Boone, North Carolina.

In 1964, the business faculty was increased with the additions of an assistant professor of business, Eugene Martin, and an instructor of business, Clay Van Sink.\textsuperscript{136} Mr. Martin received both the Bachelor of Arts degree and the Master of Arts degree from Morehead State College. Mr. Sink received his Bachelor of Science degree from Pfeiffer College in North Carolina. He was awarded his Master of Science degree from the University of Tennessee.\textsuperscript{137}

In the April 1, 1965, issue of The Courier-Journal, it was announced that additional terminal programs of study had been prepared by the Department and were to be available for the coming fall semester. Both one- and two-year terminal programs had been designed to provide training for clerical, secretarial, and office management positions.

\textsuperscript{134}Ibid.

\textsuperscript{135}The Trail Blazer [Morehead State College], September 10, 1963, p. 1.

\textsuperscript{136}The Trail Blazer [Morehead State College], September 15, 1964, p. 4.

\textsuperscript{137}Bulletin of M.S.C., Morehead, Kentucky, April, 1965, pp. 20, 24.
Morehead State College President, Adron Doran, told the Regents that these terminal programs were essential "to meet the needs of students who desire programs of study that prepare them for employment in various positions following a short and intensive period of instruction." 138

A change in leadership of the Business Program occurred in the summer of 1965 when Dr. Hollie W. Sharpe, Chairman of the Department, left Morehead. At this time Dr. William D. Keller became Chairman of the Business Program. Dr. Keller received both his Bachelor of Arts degree and Master of Arts degree from George Peabody College. He received his Doctor of Education degree from Colorado State College in Greeley, Colorado. 139

Four terminal programs of study were presented by the Business Department in the 1965-1967 Bulletin of Morehead State College. The one-year clerical program was designed to provide the minimum training necessary for employment in business. The one-year secretarial program provided basic preparation for initial secretarial employment. 140 Certificates of completion were awarded to students who successfully completed these programs.

The Associate of Applied Arts degree was awarded to students who met the requirements for either the two-year program in secretarial science or the two-year program in office management.

The two-year secretarial science program prepared students for general secretarial work. The two-year concentrated program in office management was designed to provide basic preparation essential for various business positions.  

There was only one new course announced in the 1965 Bulletin:  

Business 300, Introduction to Data Processing. Three hours.  
Prerequisite: Business students or consent of instructor.  
Fundamentals of data processing, punched card applications, basic concepts of electronic computers, data-processing organization, and management responsibility toward information technology. Two lecture-discussion periods and one two-hour laboratory period.

Table 4 presents the number of business graduates at Morehead State College for the years, 1960-1965.

The University Era

On July 1, 1966, following the passage of the legislative bill that transformed Morehead State College into a regional university, the decision was made to create a Division of Business with two departments. The Department of Business Administration was to be headed by Dr. Adams and the Department of Business Education was to be headed by Dr. Keller. The Division of Applied Arts became the School of Applied Sciences and Technology. Dean C. Nelson Grote served as the Director of the Division of Business in addition to serving as the Dean of the School of Applied Sciences and Technology. The Division of Business was established "as a transitional administrative organization that would permit the Department of Business

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141 Ibid., pp. 92-93.
142 Ibid., p. 130.
Table 4*

Business Graduates at Morehead State College
1960-1965

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<td>48</td>
<td>67</td>
<td>89</td>
<td>100</td>
<td>121</td>
<td></td>
</tr>
</tbody>
</table>

*Office of the Registrar.
Administration and the Department of Business Education to spin off as a separate School of Business at some future date.  

The Department of Business Administration concentrated on preparing the student for a career in business and providing a basis for further study of business at the graduate level. The Department of Business Education was responsible for the preparation of teachers of business, professional secretaries, office managers, and administration of one- and two-year programs which prepared students for careers in the secretarial and clerical areas.

On April 4, 1967, the Committee on Undergraduate Curriculum and Instruction adopted the recommendation for Machine Shorthand Workshop (491G). The course description follows:

**Business 491G. Machine Shorthand Workshop. Two hours.**

**Prerequisite:** Competency in teaching a symbol shorthand system.

**Description:** Machine shorthand workshop is an accelerated course designed to provide teachers of other shorthand systems with the basic skills and techniques necessary for teaching machine shorthand theory and keyboard mastery, as well as methodology helpful in teaching machine shorthand.

A new graduate business course, Improvement of Instruction in Typewriting (521) was recommended to the Graduate Council during the meeting held July 27, 1967. The course description follows:

**Business 521. Improvement of Instruction in Typewriting. Two hours.**

**Prerequisite:** Graduate standing and a teaching knowledge of typewriting.

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143 Dean C. Nelson, personal interview, November 24, 1970.

144 Bulletin of M.S.U., Morehead, Kentucky, April, 1968, p. 133.

145 Minutes of the Committee on Undergraduate Curriculum and Instruction, April 4, 1957.

A study of recent developments in classroom methods of teaching typewriting; the psychology of learning applied to typewriting instruction; evaluation of recent trends in skill building, production standards, and techniques of evaluating students in the teaching of typewriting; examination and application of the findings of recent research pertaining to improvement of instruction in typewriting.

The Committee on Undergraduate Curriculum and Instruction met November 21, 1967, and recommended the following business education course: 147

Business 490G. Economic Education for Business Teachers. Two hours.
Prerequisite: Senior or graduate standing.
Description: A course for experienced business teachers and future business teachers. Provides an overall understanding of basic concepts to students of business courses.

Another business education course which was also proposed at the November 21 meeting was: 148

Business 486G. Principles and Philosophy of Distributive and Vocational Business Education. Three hours.
Prerequisite: Senior or graduate standing.
Description: A course designed for experienced business teachers and future business teachers. An analysis of principles and philosophy of distributive education and vocational business education; interpretation of legislation concerning school accreditation for participation in distributive and vocational business education programs; organization and administration of distributive and vocational business education programs from the Federal to the local levels.

The Committee on Undergraduate Curriculum and Instruction which met February 15, 1968, recommended that Business 211, Personal Typewriting, be deleted from the curriculum. The course contained the same material as Business 211, Beginning Typewriting. There had been no demand from the students for the course which had not been offered since 1962. Also at this meeting, it was recommended that the course number of Office Management (464G) be changed to (363).

147Minutes of the Committee on Undergraduate Curriculum and Instruction, November 21, 1967.
148Ibid.
The course Office Management was vital to the associate degree program in office management, but sophomore students did not normally enroll in 400 level courses. It was therefore approved that the course number be changed.\textsuperscript{149}

The Committee also heard and approved a recommendation concerning the division of the course, Teaching Secretarial Subjects (375) into two separate courses. The proposed courses included:\textsuperscript{150}

Business 375A. Methods of Teaching Typewriting. One hour.
Prerequisite: Business 212.
Different methods of presentation of typewriting; evaluation of textbooks; testing; determination of standards; supplementary reading and collateral materials available to the teacher. Each student is to prepare lesson plans and teach at least one demonstration lesson.

Business 375B. Methods of Teaching Shorthand. One hour.
Prerequisite: Business 232.
Different methods of presentation of shorthand; evaluation of textbooks; testing; determination of standards; supplementary reading and collateral materials available to the teacher. Each student is to prepare lesson plans and teach at least one demonstration lesson.

Many general business majors had no previous shorthand instruction and did not need instruction in shorthand methodology. The divided courses would release students from this unneeded instruction.

At the May 21, 1970, meeting of the Committee on Undergraduate Curriculum and Instruction the motion was carried that Business Arithmetic (101) and Clerical Office Machines (236) be deleted. A new course, Business Calculations (136), for four hours of credit was established. This new course incorporated Business 101 and Business

\textsuperscript{149}Minutes of the Committee on Undergraduate Curriculum and Instruction, February 15, 1968.

\textsuperscript{150}Ibid.
At the same meeting, Advanced Dictation and Transcription (333) was deleted from the curriculum and Dictation and Transcription (331) was increased to four semester hours.  

During the years 1965 through 1969 several faculty members were added to the Department of Business Education. These members and their tenure are listed below:

1. Mrs. Dorothy Black, 1965 to present,
2. Mrs. Lucy Spiceland, 1965 to June, 1968,
3. Mrs. Helen Northcutt, 1966 to present,
4. Dr. Robert J. Motley, 1966 to August, 1967,
5. Miss Anna Burford, 1967 to present,
6. Mr. Ernest Hinson, 1967 to present,
7. Dr. Ardyce Lightner, 1967 to June, 1969,
8. Mr. Billy Thompson, 1967 to June, 1968,
9. Miss Ruth Jones, 1968 to June, 1970,
10. Mrs. Mildred Quinn, 1968 to present,
11. Miss Marcella J. Kocar, 1969 to present,
12. Mr. William Waddle, 1969 to present,

In the fall of 1969, Dr. George F. Montgomery became the new chairman of the Business Education Department at Morehead State University. A native of North Dakota, Dr. Montgomery received his Bachelor of Science degree from Valley City State College, Valley City, North Dakota, and his Master of Business Education degree from the

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151 Minutes of the Committee on Undergraduate Curriculum and Instruction, May 21, 1970.
Table 5 presents the number of business education graduates during 1966-1969.

Establishment of the Masters Program

The Graduate Council met March 21, 1968, and authorized the graduate program leading to the degree, Master of Business Education.152

A new course, Research Problems (570), was approved at the April 25, 1968, meeting of the Graduate Council. The course carried one to three hours credit and was designed for Master of Business Education degree candidates who chose not to write a thesis.153

As the Master of Business Education program was introduced and developed, several additional graduate-level courses were introduced to supplement the existing graduate offerings. These courses were:154

Business 503. Business Curriculum. Three hours. An analysis of the principles, concepts, methods, and procedures of constructing, evaluating, changing, and updating the business curriculum in secondary schools, colleges, and other special institutions to meet the needs of business students.

Business 522. Improvement of Instruction in Shorthand. Two hours. Prerequisite: Graduate standing—a teaching knowledge of shorthand.

152 Minutes of the Graduate Council Meeting, March 21, 1968.
153 Minutes of the Graduate Council Meeting, April 25, 1968.
### Table 5*

**Business Education Graduates at Morehead State University 1966-1969**

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*Office of the Registrar.*
A study of improved methods and techniques of shorthand at the secondary and college levels; evaluation and revision of standards of achievement; updating teaching procedures basic to the development of vocational proficiency; evaluation and interpretation of recent research in the field of shorthand.

Business 523. Improvement of Instruction in Bookkeeping and Accounting. Two hours.

A study of improved methods, techniques, and teaching materials for the secondary school and college bookkeeping and accounting courses. A review of recent research pertaining to the teacher of bookkeeping and accounting.

Business 576. Independent Research. One to three hours.

Prerequisite: Permission of the instructor.

Provides the opportunity and challenge of a self-directed, independent study on a proposal initiated by the student. The student must present a suggested problem as well as a justification for the study in writing. Each request is considered by the instructor on its own merit in relation to the special needs of the student involved. The result will be a documented paper to be placed in the library.


This course is available for upper-division and graduate students to acquaint them with the basic concepts of computer technology and its application in the fields of vocational education, tutorial methods, educational research and administration.

The most recently proposed graduate courses are Testing and Evaluation in Business Education (531) and Introduction to Research in Business Education (540). Their descriptions follow:

Business 531. Testing and Evaluation in Business Education. Three hours.

An analysis of outcomes in business education courses; selection of types of tests or techniques most appropriate for the evaluation of each major outcome; selection of proper method for administering tests; planning scoring techniques and the tabulation of test results; considering proper statistical techniques to interpret and to use test results; and determining the final disposition of test results.

Business 540. Introduction to Research in Business Education. Three hours.

A study of research design as applied to the field of business education. Significant research in the field of business education will be investigated.

As of August, 1970, the number of Master of Business Education degrees conferred by Morehead State University totaled thirteen. There are at the present time seventeen additional students engaged in the Master of Business Education program. That the graduate program at Morehead State University will continue to be successful in the future seems assured. Great expectations for the program are held by all who are associated with the Department of Business Education.
Chapter 4

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

This study traced the development of business education at Morehead State University from February, 1938, through August, 1970. In preparing this historical account, special consideration was given to: (1) growth of the Department; (2) development of the curriculum; (3) status of the faculty; and (4) number of departmental graduates. The historical method of research was utilized to depict the evolution of business education at Morehead State University.

The first evidence of commercial education at Morehead was in the winter of 1933. The Commerce Department scheduled Typewriting, Shorthand, and Principles of Accounting classes to be taught by Professor Jennings, Chairman of the Department.

Two classrooms in the basement of the Administration Building composed the physical environment in which the business education program commenced. Enrollment in the commercial classes was much larger than had been expected, and a second professor joined the faculty to assist in the instruction of commercial subjects during the summer term of 1938.

During these early years of commercial education, one could not help being impressed by the dynamic nature of the Department. When the commercial education curriculum was first represented in the college...
bulletin, twenty course offerings were listed. Within ten months after the Department was formulated, the enrollment in the commerce subjects had more than doubled which necessitated the acquiring of two additional classrooms. The Department was quick to offer new subjects and to gain new equipment. By the first semester of 1940, 145 students were enrolled in the commercial classes taught by two commerce professors. This enrollment marked a 15 percent increase in enrollment over a one-year period.

Although the chief purpose of the College was that of training teachers, there was a demand for short, intensive commercial training. Due to this great demand, in 1942, the Commerce Department offered both one- and two-year programs of a paraprofessional nature.

World War II increased the responsibility of business education at Morehead. The Department originated a pre-induction course, Army Office Training, designed to give a thorough knowledge of Army correspondence, organization, and discipline. Instruction in the use of special forms in military correspondence was given in the typewriting classes.

In 1946, the Commerce Department adopted the title, Department of Commerce and Business Administration. In harmony with the new title, the Department offered courses leading to the requirements for a Bachelor of Science degree in Business Administration.

There were five departmental faculty members, thirty-four courses offered, and many additional pieces of equipment including fifty typewriters by 1951. In 1953, the Department announced its first graduate-level course, Foundations of Business Education.
During the latter part of the 1950 decade, the Department of Commerce and Business Administration experienced gradual, but constant growth.

From its early objective in 1938 to prepare teachers for taking charge of business education departments in Kentucky secondary schools, the philosophy of the Department has expanded. The departmental objectives in 1961 included: preparing business teachers for secondary schools, training for business occupations, providing terminal programs, and providing graduate-level instruction.

On July 1, 1966, upon the passage of the legislative bill which transformed Morehead State College into a regional university, the Department of Business Education became the official title of the Department.

The last decade of business education at Morehead State University has witnessed many educational progressions. Under the guiding influence of Dr. Hollie Sharpe, Dr. William Keller, and Dr. George Montgomery, curriculum reconstruction has been constant, enrollment has increased, and a graduate program has been developed and expanded.

Conclusions

From its inception in 1938, the Business Education Department at Morehead State University has been constantly expanding. In the thirty-two years of the Department's existence, the curriculum has broadened and expanded constantly in order to meet the increasing needs for business education. As the curriculum has grown, so have the number of faculty members, the physical plant of the Department, and the number of students graduating with business education degrees.
That the demand for business education at Morehead State University has increased immensely since 1938 is ample proof that the Business Education Department has a legitimate function in the educational process of this institution. That the Department has grown with this demand is ample proof of the viability and progressive attitude of the Department of Business Education.

Recommendations

1. It is recommended that an intensive study be made of the curriculum of the Business Education Department in order to determine whether it is adequately fulfilling the needs of the graduates.

2. It is recommended that information be added to this history of the Business Education Department in an attempt to keep it up to date.

3. Because a history of the Department should include information about its graduates, it is recommended that a follow-up study be conducted of the departmental graduates.

4. It is recommended that an adequate filing system be developed on the departmental level listing the names, types of degrees, and other pertinent information concerning the graduates of the Department of Business Education.
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