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University of Montana and Chamber of Commerce cooperate in boosting business methods

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NEWS

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UM, C OF C COOPERATE IN BOOSTING BUSINESS METHODS

The University of Montana School of Business Administration and the Billings Chamber of Commerce will co-sponsor a Middle Management Seminar in the lobby of the Billings Chamber of Commerce Building beginning Wednesday (March 15).

Jack Gresset, manager of the Billings Chamber of Commerce, reports six seminars will be presented each Wednesday from 7:30 to 9:30 p.m. beginning March 15 and ending April 19. He said the cost for the program will be \$30 per participant.

The Billings Chamber of Commerce Building is located at 301 N 27th in the Magic City.

Hubert R. Breuninger, UM associate professor of accounting and coordinator of the seminar, reported all six of the seminar leaders are members of the University faculty and specialists in their fields on the Missoula campus.

The six seminar topics, their leaders, dates and descriptions:

"The New World of Selling," by Dr. Lawrence J. Hunt, associate professor of management, March 15, is a seminar dealing with the changing character of the salesman's role; from the back slapper to the company representative.

"Unveiling the Computer," by Dr. Jack J. Kempner, professor of accounting, March 22, will deal with the development of the computer with some attention given to the future prospects and its working process in problem solution.

"Marketing," by Dr. Norman Taylor, director of the UM Bureau of Business and Economic Research and professor of business administration, March 29, will involve the basic concepts relating to the nature and scope of marketing.

"Extension of Credit and Collection," by George L. Mitchell, associate professor of business administration, April 5, is a seminar dealing with the extension of credit

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and the problems encountered in collections; along with a summary of Montana statutes and laws pertaining to these problems.

"Risk Management," by Dr. James L. Athearn, dean of the UM School of Business and professor of business administration, April 12, will deal with the various risks of business and how to identify and evaluate them.

"Information Sources for Businessmen," by Mrs. Maxine Johnson, assistant director of the UM Bureau of Business and Economic Research and assistant professor of business administration, April 19, will involve keeping informed on current business conditions and prospects in the United States and Montana, including pitfalls involved in data collection and use.