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UNIVERSITY OF NORTH DAKOTA :: QUASQUICENTENNIAL :: DEPARTMENT HISTORY



UNIVERSITY OF NORTH DAKOTA
1883-2008
CELEBRATING 125 YEARS

COLLEGE OF BUSINESS AND
PUBLIC ADMINISTRATION



Steve Moser, Ph.D
Pam Burkes

History of The College of Business and Public Administration

The Beginning

The evolution of the College of Business and Public Administration began through the original structure of the University of North Dakota which was organized as a College of Arts and a Normal School for the education of teachers. The implementation of the first two courses in Political Science began in 1890-91 through the acting president of the University, Webster Merrifield, in the Department of Civil Government and Political Economy in the College of Liberal Arts. That department became the department of Political and Social Science in 1891, and the Economics and Political Science department in 1906.

In 1893, a Commercial Program was begun in the Normal School. The program included Accounting Subjects. The Program evolved into a department of Commercial Subjects, still located in the Normal School. In 1914, the Accounting Subjects were transferred to the department of Economics and Political Science. That department also began offering courses in Management and Marketing.

In 1924, a School of Commerce was established at the University and the Economics and Political Science department was transferred from the College of Liberal Arts to the new school. Ezra Towne was the first dean of the School. Undergraduate business administration (commerce) degrees have been awarded since that time. In 1925, the Economics and Political Science department was renamed the department of Economics, Political Science and Accounting. The Accounting department was created in the School in 1926; the department from which it came once again was named the department of Economics and Political Science.

The Commerce School's offerings in Management and Marketing increased until, in the 1935 University catalog, they were listed separately under the heading "Marketing and Management". The Accounting department awarded its first masters degree in 1937.

In 1939, a single Marketing and Management department was established. In 1948, Dean Towne retired and Thomas J. Clifford was appointed Dean of the School. In 1951, Marketing and Management were accorded separate departmental status. Also in 1951, separate Economics and Political Science departments were created from the original single department.

Emergence of College of Business and Public Administration

The School of Commerce was renamed the College of Business and Public Administration in 1955. At that point the undergraduate business degree was changed from Bachelor of Science in Commerce to Bachelor of Science in Business Administration.

In 1968, the Aviation department was established at the University. In 1969, it became part of the College of Business and Public Administration, offering majors in Airport Administration and Aviation Administration. Both majors led to the BSBA.

Also in 1968, Gamble Hall was supported through a \$200,000 donation from Bertin C. Gamble and the P.W. Skogmo Foundation providing an impetus for federal and state funds to build and equip the new home of the College of Business and Public Administration. This ended the era of the "Suitcase College."

In about 1913, the Normal School had been reorganized and renamed the School of Education. The Commercial Subjects department was redesignated as the Business Education department in the early 1950's. In 1971, that department was renamed the Business and Vocational Education department in the School of Education. The next year the department was moved to the College as a result of a major campus-wide reorganization which occurred when the School of Education became the Center for Teaching and Learning.

In 1971, Dean Clair Rowe was appointed to lead the College of Business and Public Administration, taking over for Dean Clifford who was named President of the University of North Dakota. In 1982, formal application for accreditation was made to the American Collegiate Schools of Business. The College has been accredited by this agency (now the Association to Advance Collegiate Schools of Business (AACSB) International) since this time.

By 1982, the Aviation department had become so large that its leadership desired to become a separate educational entity. The separation was effected that year when the department became the Center for Aerospace Sciences. The two aviation majors which lead to the undergraduate business degree are still offered through the College in conjunction with the Center.

The BSBA was dropped in 1984 in favor of the present BBA. In 1987, in response to student demand, a Finance department was created by "spinning off" four finance faculty and a real estate assistant professor from the Management department. The new department began offering a program leading to the BBA, Financial Management major, in that year. Dr. Fred Lawrence was appointed as Dean in 1986 and Dr. Dennis Elbert was appointed Dean in 1997 and currently serves as Dean.

On July 1, 1998, The College of Business and Public Administration implemented a reorganization of the eight departments into three divisions; Accounting and Finance, Organizational Systems and Technology, and Economics and Public Affairs. This reorganization was launched in an effort to be the foremost college of business in our market. The objectives in the reorganization were to serve students more effectively, maximize synergies among disciplines, courses, and staff, consolidate common administrative activities and emphasize outreach. Due to a number of challenges, the divisions were dissolved and the College went back the original eight departments in 2000.

Master's Program

A Master of Science in Industrial management program began at the Minot Air force Base in 1962 in cooperation with the Air Force Institute of Technology. A similar program was started at the Grand Forks Air Force Base in 1966. Both programs were replaced in 1972 with MBA programs. A graduate program in marketing, leading to either an M.A. or M.S. degree, had been offered on campus for several years but was discontinued in 1975.

An MBA program began to be offered on campus in 1976 in response to central administration's request that a campus MBA program become a part of the College's offerings. The first campus MBA degree was awarded in 1978. In 1981 the campus MBA was also offered in Bismarck, again at the behest of central administration, but was discontinued in 1987. The Grand Forks Air Force Base MBA program was terminated in December, 1988; the Minot Air Force Base MBA program was terminated in September, 1989.

In fall 1991 the College began delivery of the MBA degree program to students in Bismarck over the North Dakota Interactive Video Network (IVN). The first student to earn an MBA degree through the IVN program did so in the summer of 1993. Dickinson, North Dakota, was added as a distant site for the MBA program in fall 1995. In response to a request from both campuses and because of the IVN success of the MBA program, the College started offering courses that would lead to the Bachelor of Business Administration degree with a major in Management to students in Williston and Devils Lake in spring 1996. Currently, the College offers a Master of Business Administration (MBA), Master of Public Administration (MPA), Master of Science in Applied Economics (MSAE) and Master of Science in Industrial Technology (MSIT).

Expansion of Departments, Research Centers, Specialized Facilities and Programs

In fall 1994, the number of departments in the College of Business and Public Administration increased to eight with the addition of the Industrial Technology department. That addition resulted from a decision by the University's administration to eliminate the College for Human Resource Development. The faculty of the Industrial Technology department opted to join the business unit when the College decided the department would enhance the College's ability to accomplish its mission.

The **Center for Innovation** helps entrepreneurs launch new products, companies, expand operations, and develop business and marketing plans. The Ina Mae Rude Entrepreneur Center and Skalicky Tech Incubator provide space for developing businesses. Students gain knowledge by working directly with entrepreneurs in the incubators.

The **A. Kirk Lanterman Investment Center** provides hands-on opportunities for students. High school training sessions were provided beginning in the fall of 2006. Further, students are working with a Student Managed Investment Fund, currently a \$800,000 portfolio. This is an excellent experience for applied portfolio management.

The **Page Family Marketing Center** provides a specialized marketing research lab for student groups, including student breakout rooms for study and presentation preparation, a state-of-the-art professional conference and focus group room. Students have the opportunity to observe the proceedings of focus groups in action through technology.

The **Small Business Development Center (SBDC)** purpose is to assist in starting or expanding businesses. SBDC Consultants address marketing, start up financing, debt restructuring, compliance requirements, and government procurement. The SBDC also helps students and faculty gain experience assisting small businesses and entrepreneurs.

The **Bureau of Business and Economic Research** has experienced new growth over the past three years. The purpose of the Bureau is to provide studies of economic impact, business and economic forecasts, and other statistical econometric studies. Faculty and students in the Economics Department are heavily involved in this research.

The **Bureau of Governmental Affairs**, part of the Department of Political Science and Public Administration, publishes basic and applied research on issues relevant to the state and provides polling services to public and nonprofit organizations through the efforts of students and faculty.

The **Governmental Rural Outreach (GRO)** program helps rural citizens gain access to government services via technology. This program has resulted in \$3M in funding from the General Services Administration. GRO initiated **Rural Service Delivery**, which was developed in cooperation with the UND Medical School. The project has recently been named a Center of Excellence by the North Dakota State Board of Higher Education.

Special Events and Programs for Students and the Community

The **Business and Public Administration Student Council (BPAC)** plans and organizes an annual student conference. The event involves the return of alumni and others to campus to tell their success stories and serve as role models for our students. The BPAC primary mission is to provide advice to the Dean on student issues.

The **Hans and Susanna Hultberg Lectureship** began based on a gift provided in 1987 by their daughter, Clara E. Anderson, through the University of North Dakota Foundation. Faculty members plan the Hultberg Lecture Series event each year. This event is a speaker series involving successful women graduates from the College.

The College of Business and Public Administration added a **Combined 3-2 Program** which allows students to complete their undergraduate and MBA programs in 5 years. This has proven to be successful in attracting student interest and also provides a graduate option for students interested in sitting for the CPA exam and needing 150 total credit hours.

International exchange initiative with China. CoBPA began exploring opportunities in China in 1994, resulting in a faculty exchange with the University of Shanghai for Science and Technology (USST). In 2000, we conducted our first summer study tour to China. In 2002, the College established a minor in *Chinese Studies: Culture and Business*. In 2003, we initiated an Executive-in-Residence program in Shanghai to develop internships. In 2004, CoBPA collaborated with the College of Arts and Sciences to hire UND's first tenure-track professor of Chinese Studies. In 2005, we admitted five USST graduates into our graduate programs.

The college established the **Olafson Ethics Symposium** in October of 2005 featuring Lynn Brewer, the former Enron executive who blew the whistle on the company's unethical behavior, and Tim Dordell, the associate general counsel for Ecolab, Inc. - a company recognized as a leader in ethics as a corporate citizen. The event attracted many students from across campus and citizens from the community

We have established an **exchange program** with Taiwan and France with National Kaohsiung Normal University in Taiwan in the spring of 2006.

Business and Government Symposium is held and highlights a trip to Washington DC to interact with our Congressional delegation as well as lobbyists and members of federal agencies. Students have an opportunity to meet with the North Dakota Congressional Delegation and other representatives.

National Recognition

The College of Business was recognized by Princeton Review/The Entrepreneur Magazine Ranking: UND CoBPA was rated as one of the top schools for entrepreneur education. The College was ranked as number 8 out of the top 25 in the survey that was conducted through the Princeton Review/Entrepreneur magazine in 2006. The College was ranked as number 9 out a total of 900 programs in 2007.

Rural Service Delivery (RSD): The Ash Institute for Democratic Governance and Innovation at Harvard University, in cooperation with the Council for Excellence in Government, announced that the University of North Dakota's Rural Service Delivery partnership with the Social Security Administration is one of the Top 50 Government Innovations for 2006.

Remodeling

There has been extensive remodeling throughout Gamble Hall. Renovation funding has been provided by Cargill Inc. (classroom), A. Kirk Lanterman (investment center), Greg & Cindy Page (marketing center), the Bob Helland Family (academic advisement), EideBailly, Deloitte, Brady Martz (accounting learning centers), Ottetail Corporation (office suite), and Gate City Bank (classroom). Alumni funding was provided in memory of former professors for the Kulas & Koppenhaver Accounting Learning Center; Dobesh, Kauffmann, & Koenker Economics Memorial Seminar Room; and the John C. Berg

Memorial Pricewaterhouse Coopers Accountancy Office Suite. In each area the space has been enhanced for learning and teaching.

The College of Business and Public Administration has seen many changes over the years as we have continued to grow and offer competitive programs to our students. Our enrollment continues to grow with 1,776 undergraduates and 146 graduates enrolled in fall of 2007.