



2nd Annual Leadership Seminar for
WOMEN EXECUTIVES

SEPTEMBER
22-27, 1963

Sponsored by: Graduate School of Business Administration and Continuing Education Service, Michigan State University / Bureau of Industrial Relations, Graduate School of Business Administration, The University of Michigan / Business and Professional Women's Foundation

2nd Annual Leadership Seminar for WOMEN EXECUTIVES

Kellogg Center for Continuing Education
Michigan State University, East Lansing

Innovative Leadership

Sunday, September 22

4:00- 6:00 Registration—Kellogg Center Registration Desk

6:00- 8:00 Reception and Buffet Supper—Pickwick Room, Albert Pick Motel, East Lansing

8:15- 9:15 **INTRODUCTION TO BUSINESS GAME**
DR. RICHARD C. HENSHAW, JR., Professor of Business Administration, Michigan State University; author of articles on statistical analysis, electronic computers and business gaming

Monday, September 23

9:00-10:15 **NEW DIMENSIONS FOR MANAGEMENT JOBS**

DR. WILLIAM J. E. CRISSY, Professor of Business Administration, Michigan State University, co-author of the *Psychology of Selling* series; former Senior Partner of Personnel Development Associates

10:15-10:30 Coffee break

10:30-12:00 **NEW DIMENSIONS FOR MANAGEMENT JOBS (Continued)**

12:15- 1:45 Luncheon—Red Cedar "A", Kellogg Center
THE WOMAN IN MANAGEMENT: HER CHANGING ROLE

MRS. MARY E. ROEBLING, Chairman and President, Trenton Trust Company, Trenton, N. J.; director and trustee of many charitable and educational organizations; member, American Bankers' Association, American Institute of Banking, American Arbitration Association, National Council of Metropolitan Opera Association, Board of Governors, American Stock Exchange

2:00- 3:00 **THE MANAGER'S JOB: KEY PROBLEM AREAS (Part I)**

DR. PAUL E. SMITH, Professor of Business Administration, Michigan State University, Director of MBA Programs; Dr. Winston Oberg, Associate Professor of Business Administration, Michigan State University, Director of Executive Management Seminars

3:00- 3:15 Coffee break

3:15- 5:00 **THE MANAGER'S JOB: DEVELOPING SUCCESSFUL SUBORDINATES**

DR. LEE E. DANIELSON, Associate Professor of Industrial Relations, Graduate School of Business Administration, The University of Michigan; author of *Characteristics of Engineers and Scientists*

5:00- 7:30 Dinner period

7:30- 9:00 Informal work session in Kellogg Center Library to begin preparation of team projects

Tuesday, September 24

8:30- 9:30 **THE MANAGER'S RESPONSIBILITY TO HER PERSONAL STAFF**

DR. HELEN H. GREEN, Professor of Business Education, Michigan State University; author of *Activities Handbook for Business Teachers* and numerous articles; leader in secretarial development

9:30- 9:45 Coffee break

9:45-12:15 **NEW TECHNIQUES FOR DECISION-MAKING**

DR. WILLIAM LAZER, Professor of Business Administration, Michigan State University; co-author of *Mathematical Models, Managerial Marketing: Perspectives and Viewpoints*, and *Basic Bibliography on Industrial Marketing*; Consulting Editor in Marketing to John Wiley and Sons

12:30- 2:00 Luncheon—Red Cedar "A", Kellogg Center
WOMEN AT WORK: A SOCIAL SCIENTIST'S VIEW

DR. DANIEL KRUGER, Associate Professor of Industrial Relations, Michigan State University; Associate Director, School of Labor and Industrial Relations; author of *Trends in Service Employment*, *The Economic Status of Nurses*, and *How Schools Can Better Meet the Needs of Business*

2:00- 5:00 Free period for work on team projects

5:00- 7:30 Dinner period
7:30- 9:00 Free period for completion of team projects

Wednesday, September 25

8:30-10:00 **THE MANAGER'S JOB: KEY PROBLEM AREAS (Part II)**
DR. PAUL E. SMITH
DR. WINSTON OBERG

10:00-10:15 Coffee break

10:15-12:15 **THE MANAGER AS COMMUNICATOR: HER "LISTENING" RESPONSIBILITY**
MR. CLARK C. CASKEY, Program Director, Bureau of Industrial Relations, Graduate School of Business Administration, The University of Michigan

12:15- 1:30 Luncheon period

1:30- 2:30 REPORT OF FIRST PROJECT TEAM

2:30- 3:30 REPORT OF SECOND PROJECT TEAM

3:30- 3:45 Coffee break

3:45- 5:15 **THE MANAGER AS COMMUNICATOR IN FORMAL AND INFORMAL NETWORKS**
DR. RUTH USEEM, Research Consultant, Department of Sociology and Anthropology, Michigan State University; has studied mental health of middle managers in the U.S., and the role of U.S. managers in overseas operations; author of *Social Stresses and Resources of Middle Management Men*, *Western Educated Man in India*, and *Americans in India*.
WEDNESDAY EVENING FREE

Thursday, September 26

8:30-10:00 **THE MANAGER'S LEADERSHIP ROLE**
DR. W. J. E. CUSSY

10:00-10:15 Coffee break

10:15-12:00 **MANAGEMENT AND THE COMPUTER: IMPLICATIONS OF EDP FOR TOP MANAGEMENT**
MR. ALFRED L. BAUMANN, Assistant Vice President and Assistant Comptroller, Michigan Bell Telephone Company; responsible for systems research and development; author of *Managing an Expanding Horizon*

12:00- 1:30 Luncheon period

1:30- 3:00 **MANAGERIAL MARKETING: IMPLICATIONS OF NEW MARKETING CONCEPTS FOR TOP MANAGEMENT**
DR. LEO G. ERICKSON, Associate Professor of Marketing, Michigan State University; from 1960 to 1962, consultant to the School of Business Administration, Sao Paulo, Brazil

3:00- 3:15 Coffee break

3:15- 4:15 REPORT OF THIRD PROJECT TEAM
4:15- 5:15 REPORT OF FOURTH PROJECT TEAM
THURSDAY EVENING FREE

Friday, September 27

8:30- 9:45 **THE SOCIAL RESPONSIBILITIES OF TOP MANAGEMENT**
DR. WALTER ADAMS, Professor of Economics, Michigan State University; author of *Monopoly in America*, *Structure of American Industries*, *Is the World Our Campus?*, and *From Main Street to the Left Bank*; staff member, U.S. Senate Anti-Trust and Monopoly Sub-committee; recipient of Distinguished Faculty Award

9:45-10:00 Coffee break

10:00-12:00 **THE WOMAN IN MANAGEMENT: GETTING DOWN TO CASES**
A panel of three women presidents comments on the special problems of the woman in management and answers questions posed by participants
MISS MARY E. CAVIS, President and General Manager, Home Service Insurance Corporation, Washington, D. C., participant in 1962 Leadership Seminar for Women Executives
MISS LURETTA STASCH, President, Management Tools, Inc., Oakland, California; participant in 1962 Leadership Seminar for Women Executives
MRS. ZELLA C. RITZ-WOLLER, President, King Bee Manufacturing Company, Bellwood, Illinois; 1962 recipient of Free Enterprise Awards Association, Inc. award for "Outstanding Success Story"; participant in 1962 Leadership Seminar for Women Executives

12:00- 1:15 Luncheon period

1:15- 2:45 **CRITIQUE OF BUSINESS GAME**
DR. RICHARD C. HENSHAW, JR.

2:45- 3:00 Coffee break

3:00- 4:30 **TO SUM UP: HOW MANAGERS MAKE THINGS HAPPEN**
DR. GEORGE S. ODIORNE, Professor of Industrial Relations, Director of the Bureau of Industrial Relations, Graduate School of Business Administration, The University of Michigan; author of *How Managers Make Things Happen*

4:30- 4:45 CLOSING REMARKS AND EVALUATION OF PROGRAM
DR. PAUL E. SMITH

4:45- 5:00 PRESENTATION OF CERTIFICATES
DR. ALFRED L. SEELYE, Dean of the Graduate School of Business Administration, Michigan State University.

5:00 ADJOURNMENT

2nd Annual Leadership Seminar for

WOMEN EXECUTIVES

SEPTEMBER 22-27, 1963

Innovative Leadership**DESIGNED FOR
THE WOMAN IN MANAGEMENT**

In today's business world, *all* executives face the continuing challenge of change. New scientific discoveries, technological developments and competitive strategies constantly confront the modern manager. The *woman in management* not only faces the same challenges as her male counterpart, but also encounters a variety of problems which stem simply from the fact she is a woman. Recognizing the special problems of the woman executive as well as her growing importance in management, Michigan State University and The University of Michigan last year joined forces to offer what was believed to be the nation's first management seminar designed specifically for top women executives. Sponsored by the Business and Professional Women's Foundation and developed jointly by the Graduate School of Business Administration of MSU and the Bureau of Business and Industrial Research of The University of Michigan's Graduate School of Business Administration, the 1962 seminar was offered at Ann Arbor. This year, Michigan State will play host.

INNOVATIONS IN THE 1963 PROGRAM

The 1963 seminar focuses on the changing aspects of the manager's job, drawing once again on the rich faculty resources of both sponsoring schools and introducing a number of interesting innovations:

1. The seminar will be limited to 25 participants, as against 34 in 1962, to provide the greatest possible opportunity for individual interchange of ideas.
2. A number of woman executives and social scientists, acting as discussion leaders, will bring their own experience to bear on current situations and trends.
3. Team research projects, "live" cases and a business game, will supplement the many teaching techniques used last year.

PROGRAM OBJECTIVES

The fundamental objectives of the program have not changed from those stated in the 1962 brochure. These are:

1. To offer sound principles of management that apply to top executive positions.
2. To present fundamentals of administrative organization and practice.
3. To point up key communication problems and successful communication techniques and skills.
4. To develop an understanding of how executives build sound work teams and establish smooth-functioning organizations.
5. To show how executives relate to their environment in order to lead and control their organizations effectively.
6. To deal in depth with the special world of the woman executive — her problems as well as her potentialities.
7. In all this, to stress the new developments, concepts, and ideas in each of the pertinent areas — to stress *innovative thinking* and stimulate *innovative leadership* in the subsequent performance of participants.

WHO SHOULD COME

The course is for *women executives*: owners of companies, presidents, women with officer rank, and heads of major departments in business, government or educational organizations. It is designed for the responsible, policy-making woman executive or for women who are shortly to assume such top level positions.

HOW TO APPLY

An application blank is attached for your convenience. Tuition is \$275. (This fee does not include room and meals which can be obtained for approximately \$70.)

For further information or additional application forms write to: Dr. Winston Oberg, Director of Executive Management Seminars, Room 416 Eppley Center, Michigan State University, East Lansing, Michigan.

Additional Information:

MEETINGS will be held in the Kellogg Center, Michigan State's new residence center for Continuing Education on the banks of the beautiful Red Cedar River

ROOM RATES in Kellogg Center are \$8 for single rooms, \$4.50 if two share a room

MEALS are available in the dining room as well as in the cafeteria in Kellogg Center. Prices are moderate

DRESS for all executive seminars is informal

RECREATIONAL OPPORTUNITIES abound on campus (although usually very little free time is available to seminar participants): swimming, golf, ice skating on an indoor rink, hiking, special dramatic and cultural programs, etc.

THE PROGRAM FEE is \$275, which includes a \$25 charge imposed by the Graduate School of Business Administration's Research and Development Fund. Tuition and books as well as all formally scheduled luncheons and dinners are covered by the program fee.

TO APPLY, fill out the convenient form on the reverse side of this flap and send (with a \$25, non-refundable deposit) to:

Dr. Winston Oberg
Director, Executive Management Seminars
Room 416 Eppley Center
Michigan State University
East Lansing, Michigan

Executive Coordinating Committee

MR. CLARK C. CASKEY, Program Director, Bureau of Industrial Relations, Graduate School of Business Administration, The University of Michigan

MR. THOMAS COLLINS, Conference Coordinator, Continuing Education Service, Michigan State University

DR. FRANCES HARDIN, School of Business, Western Michigan University, and Business and Professional Women's Foundation

DR. WINSTON OBERG, Director of Executive Management Seminars, Graduate School of Business Administration, Michigan State University

DR. PAUL SMITH, Director of Graduate Programs, Graduate School of Business Administration, Michigan State University

APPLICATION FORM

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Michigan State University, September 22-27, 1963

Your Name _____ Company _____ Date _____

Company Address _____ City _____ State _____

Your Present Position _____ (Optional) Approximate Present Salary _____

Description of Duties _____

Brief Statement of what you would expect (or hope) to get from this course: _____

Check for \$275 enclosed _____ Check for \$25 enclosed, bill company for remainder, Attention: _____

Please reserve _____ single room (\$8.00) _____ double room (\$4.50) See reverse side for additional information.