



**MANAGEMENT
AND LEADERSHIP
FOR THE
EXECUTIVE WOMAN**

A program specially designed for women executives who are moving into positions of increasing responsibility.

A program emphasizing the development both of leadership and managerial skills.

A program drawing upon the combined resources of participants and faculty through lectures, cases, workshops, seminar discussions, and executive simulation exercises.

Char. Assoc. in Calif. - Santa Clara Univ. - B.P.W. Foundation
on the campus
of the
UNIVERSITY
of
SOUTHERN CALIFORNIA
AUG. 30/SEPT. 4, 1964

In cooperation with the
Office of Executive Programs
Graduate School of Business Administration
and the
Business and Professional Women's Foundation

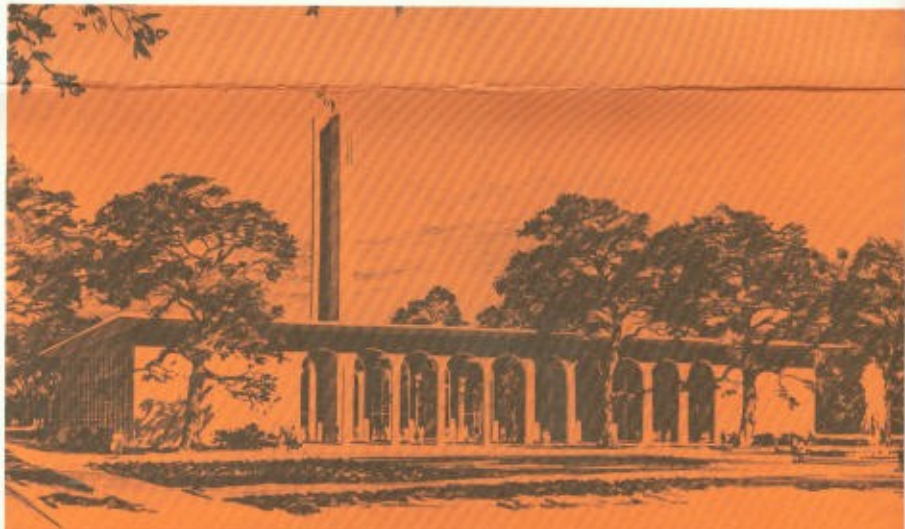


"The effective utilization of women in executive positions is an important resource of management in a growing sector of American business. To improve the use of this resource the Graduate School of Business Administration of the University of Southern California has designed a one-week residence program which should contribute to the managerial abilities of the executive woman. This program stresses new developments in dealing with interpersonal relations and new management techniques and systems. It will be stimulating and provocative, and will open the door for larger responsibilities to women in business."

ROBERT R. DOCKSON, DEAN

*Graduate School of
Business Administration*

DEAN



The Graduate School of Business Administration is part of the University of Southern California, the oldest major private coeducational university in the West. USC was recently honored by the Ford Foundation as one of eight universities in the nation to receive major challenge grants to increase the physical plant and improve faculty salaries. Generous contributions from firms, foundations, and individuals allowed the University to construct nine major buildings in 1963, with nine additional structures on the drawing boards in 1964. Under the leadership of a new administration, not only has the skyline changed, but the faculty has been expanded and upgraded. The goal of excellence and enterprise in education pervades all activities on the campus. The University is nonsectarian. For over eighty years USC has consistently played a part in southern California's development and is a distinguished representative of the region in the eyes of the world.

Today the School of Business Administration has more than 11,000 alumni, most of whom are serving the southern California business community.

... enrolls about 2,500 students, equally divided between the undergraduate and graduate programs.

... provides business with research facilities and service through the University of Southern California Research Institute of Business Economics (USCRIBE).

... serves the free-world effort through an overseas program by lending its support to the Graduate School of Business Administration of the University of Karachi in Pakistan.

UNIVERSITY OF
SOUTHERN CALIFORNIA



The following topics are representative of the program's coverage. Both the content and methods of study have been evolved by the Executive Programs Office at the University in over fourteen years of leadership in the stimulation of executive development.

1. Re-thinking management philosophy, teamwork management and management "by exception."
2. The task of management in the economy; case studies requiring interdependent decisions in functional areas, and profit-proprietorship as the element tying together the functional areas of management.
3. Project-centered versus functionally-oriented management, management by objectives, workshops on objectives at various levels.
4. Organization structure and subordinate considerations.
5. Relationship of organization to management, informal organizations, subgroup discussions and organizational workshops.
6. Planning and decision making: management simulation, management strategies, tactics, and reappraisal, the management game as an environment for observation, analysis, decision, and action.
7. Executive responsibility, authority, and delegation; the communications chain and business policies.
8. Case studies in leadership patterns, control and budgeting; applications of program material as "the management process."
9. Effective management controls: financial and other forms of control, importance of evaluation, accounting data as an information flow, the management information center.

PROGRAM CONTENT

MEETINGS will be held in the Executive Programs Conference Room 104 in Bridge Hall on the campus of the University of Southern California.

HOUSING: Elizabeth Von KleinSmid Hall, 635 West 35th Street, Los Angeles, California — on campus.

CHECK-IN TIME: SUNDAY, AUGUST 30, 1964

CHECK-OUT TIME: SATURDAY MORNING, SEPTEMBER 5, 1964

Beautiful California affords the participants many cultural and recreational opportunities and outstandingly interesting vacation spots.

Although there will be very little free time during the program, the participants may want to plan a vacation enroute to include some of the available points of interest.

Music under the stars at the Hollywood Bowl, Ballet and Drama at the Outdoor Greek Theatre, Light Opera at nearby downtown theatres; "Off-Broadway" theatre in the Hollywood area; and side trips to San Simeon, Santa Barbara or San Diego.

Pacific Ocean Shoreline Areas • The Missions of California • Marineland of the Pacific • Knott's Berry Farm • Disneyland • Redwood Forests • Yosemite.

From the highest point in the United States to the lowest—from valley to mountain—from ocean to desert—California contains some of the most varied and interesting and beautiful sights in our country.

CALIFORNIA

MANAGEMENT AND LEADERSHIP FOR THE EXECUTIVE WOMAN

University of Southern California — AUGUST 30 - SEPTEMBER 4, 1964

REGISTRATION FEE: \$300.00 includes tuition, housing and meals.

Name..... Home Phone..... Date....., 1964
Home address..... City..... Zone..... State.....
Company..... Position.....
Address..... City..... Zone..... State.....
Daytime Phone..... Please reserve single room..... double room.....

Enclosed please find check Payable to: UNIVERSITY OF SOUTHERN CALIFORNIA in the amount of \$300.00.

The first thirty applications approved will be reimbursed in the amount of \$50.00 by a scholarship grant from The Business and Professional Women's Foundation.

MAIL TO: OFFICE OF EXECUTIVE PROGRAMS

Graduate School of Business Administration
University of Southern California
Los Angeles, California 90007

APPLICATION FORM