

SABBATICAL LEAVE REPORT

1970-71

by

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F O R E W O R D

Sincere appreciation is expressed to the Mt. San Antonio College District, including the taxpayer, the Board of Trustees, the Administration, and the Business Education Staff for the opportunity to participate in, and profit from, the Sabbatical Leave Program of the College. In particular, the writer wishes to convey his deep appreciation to Mr. John Reck who served in an outstanding manner as acting dean of the department during the period of leave.

For purposes of review, this report has been divided into several parts. Part I (A) outlines the objectives of the writer's sabbatical leave, (B) summarizes the manner in which the objectives were realized relative to the anticipated outcomes, and (C) cites what the writer believes to be the primary benefits accruing to the College. Part II discusses the travel itinerary in greater detail; Part III enumerates the various junior college campuses visited by the writer for the purpose of viewing their business education facilities and reviewing pertinent curricular offerings; Part IV reviews the several college courses of study taken by the writer in an attempt to update and to expand his professional education background. The Appendix contains both required and supportive documentation.

PART I

A. Objectives of My Sabbatical Leave Program

As stated in the original application dated December 1, 1969, for Sabbatical Leave for the period August 1, 1970, to June 30, 1971 inclusive, the stated objectives were as follows:

1. Travel in Europe for at least three months in order to make visitations to representative businesses, industries, and technical education institutions.
2. Travel in the western United States, mostly California, making visitations to selected colleges for the remainder of the fall semester.
3. During the spring semester, college course work aggregating nine or more semester units relating to business education.

B. Attaining the Objectives

1. As stated in the document cited above, the manner in which the sabbatical leave program would benefit the College is reviewed below:

Essentially, the primary purpose of the proposed sabbatical leave, from both a personal and departmental point of view, is the improvement of instruction. As anticipated, the improvement should accrue for a variety of reasons as follows:

- a. The planned visitations to businesses and industries in Europe will provide me with an opportunity (a) to study,

at first hand, organizational structure, methods, and other related areas of concern in a variety of political environments (socialism versus free enterprise), (b) to view manufacturing processes and business equipment, and (c) to discuss with management personnel problems related to the business institution.

- b. Where applicable, visitations to educational institutions, both foreign and domestic, will provide me with an opportunity to compare instructional methods, curricula, equipment, and facilities. In both instances, one is able to discuss with school personnel "what works" and "what doesn't work." Of particular concern is the building program on campus as it eventually will affect our department. In order to plan appropriate facilities and to review curricula, visitations to comparable institutions will be of immeasurable value to this department. As presently contemplated, emphasis will be placed on representative junior colleges in California not located in our immediate area; rather, visits to lower and Northern California. Institutions outside the State will be of secondary importance.
- c. In an effort to update, to some degree, my educational background in a business world characterized by rapid changes in methods and technology, appropriate course work is planned for the spring semester in areas related to

business education at the junior college level. Dependent on the course offerings available at that time, areas of interest probably will center on data processing, management oriented methods and techniques, and business education trends.

2. A summary of the various ways in which the objectives (outlined in Section A above) were satisfied during the period of the sabbatical follow. They are:

a. Travel in Eastern and Western Europe during the period August 1 through December 21, 1970.

(1) The writer accompanied a "Visitation of Soviet Enterprise" group, consisting of fourteen other educators, during the month of August. Over twelve cities and towns were visited during this period of time, including aircraft of various types, bus, and trains as means of transport. In excess of fifteen businesses, including collective farms and produce markets, department stores, a coal mine, and factories were visited (not quite as many as the Soviet Travel Bureau had promised in the brochure). Visitations to the various establishments mentioned normally included a one to four-hour briefing on the operations of the business establishment by the plant manager and his staff prior to the business tour. In addition, the group was able to view and/or attend

various cultural activities such as visiting the Scientific Achievement Halls in Moscow and Kishinev, the Hermitage Museum in Leningrad, the Bolshoi ballet, concerts, dinner in the Moscow television tower (a marvel of pre-stressed concrete construction), folk dances, the mass weddings in Moscow, and others. An event of perhaps even greater implications was the time spent in a Soviet medical outpatient clinic by the group in having a complete physical examination preparatory to cholera shots to immunize us from the epidemic in the Black Sea area (not a word in the Soviet newspapers about the plague).

- (2) With the exception of a ten-day period during which time the writer was accompanied by his family traveling by automobile, the remainder of the travel and visitations in Western Europe was accomplished on a solitary basis. The writer mentions this fact in the sense that by so doing, greater emphasis was placed on talking to and meeting people than would otherwise be the case. As an instance in point, while utilizing his Eurailpass on the Continental Western European railroads, the writer discussed the tax situation in Sweden with a fellow Lion service club member on the train. Many other instances of this nature could be

cited.

In summary, it should be mentioned that during the period of time from September 1 and culminating on December 21, 1970, the writer participated in a number of activities relevant to the purpose of the sabbatical. They include, as cases in point, the following:

- (a) Visitations to various types of retail outlets, including department and specialty stores (clothing, appliance, and foodstuffs) to compare marketing practices and prices relative to ours in the United States.
- (b) Visits to stock markets and financial centers in various cities, including Amsterdam and London.
- (c) Visits to a variety of education institutions in Western and Eastern Europe. For example: Universities of Moscow and Leningrad, Copenhagen School of Economics and Business Administration, Stockholm School of Economics, the Technische Hochschule in Hanover and the University of Stuttgart in West Germany, Cambridge, Ipswich and Norwich City Colleges in England, and others.
- (d) Visits to various businesses in Western Europe,

including the Volkswagon plant in Hanover with over 3,900,000 square meters of floor space, IBM in Frankfurt and Boblingen, Germany; Fluor Manufacturing Company in Haarlam, Holland; Mercedes in Stuttgart, Germany; a diamond cutting factory in Amsterdam, a harbor tour in Hamburg, and others.

- (e) Attending trade fairs in cities such as Frankfurt (book fair) and Cologne (industrial and consumer uses of the camera and ancillary items) in West Germany.
- (f) Accompanying a friend, whose occupation is a manufacturers' representative for various American products, on his business trips to military bases in Munich, Worms, Heidelberg, and other cities in Western Germany.
- (g) Spending a period of time in the Deutsches Museum, a marvel of technical, scientific, and related displays in Munich, West Germany.
- (h) Attending a session of the House of Commons in the English Parliment.
- (i) On an invitational basis, spending time in the homes of families in West Germany and England on various occasions.
- (j) Other, such as visitations to service club

meetings, museums, and places of historical interest relevant to the broad field of business.

- b. In an effort to view other junior college business education facilities, to compare curricula and courses of study, and to discuss mutual problems involving education, visitations were made to seventeen community colleges and to a state college in California. Additionally, four visitations were made to community colleges and one to a private college in Arizona.
 - c. During the spring semester, 1971, three courses were taken in subjects pertaining to business education, including (1) Management Communications, (2) Managerial Psychology, and (3) Data Processing for a total of nine semester units. Course descriptions appear in a subsequent section of this paper.
- C. Statement Reflecting the Value of the Sabbatical Leave in Rendering More Effective Service to the College.
1. Travel Presentations
 - a. As dean of business education, the writer is in the enviable position of being able to make available the film slides and supportive materials on a lecture basis to various classes within the department and to other interested departments. For obvious reasons, the greatest degree of interest has been expressed in the Soviet Union

portion of the writer's travels. As of this date, the writer has adapted his slides and narrative relative to the economy and other aspects of the U.S.S.R. to accommodate the needs of ten departmental and extra-department class section meetings, including (1) Introduction to Business, (2) Agricultural Economics (letter of appreciation included in the Appendix), (3) Introduction to the American Economy, (4) Human Relations in Business, and (5) Accounting. Similar presentations have been requested by other members of the department when the presentation will relate to pertinent topics of discussion.

- b. On October 26 of this year, the writer participated in a panel presentation regarding the Soviet Union to over one-hundred and forty high school students and teachers at a Business Education Conference held on our campus.
- c. As of this date, the writer has made three presentations to service club groups within the College community.
- d. Various members of the department have requested that a presentation be made to them at one of our department meetings later in the school year and this will be accomplished.
- e. In conjunction with the College library program initiated this year, the writer has been invited to make a presentation to students in January of 1972.

2. Community College Visitations

As cited in an earlier portion of this paper, the writer visited a number of institutions of higher learning in California and in Arizona. Thanks to the sabbatical leave, it was possible to make these visitations in an unhurried and productive manner.

Over one-hundred and twenty color slides were taken of business education facilities and will be used on a departmental basis in the event that either planning a new building or modernizing existent facilities becomes a reality.

College catalogs and supportive materials were acquired from the various community colleges visited and are being used to compare departmental offerings in our business education area with those of other campuses. In addition, where it was possible to hold conferences with business education department personnel or with others familiar with the field, discussions relating to common problems were held.

3. As dean of business education with primary responsibility for the conduct of both the Day and Evening Division classes related to our educational effort, it has been difficult to attend all of the class meetings in which the writer has been enrolled on prior occasions. For this reason and by virtue of the sabbatical leave, the opportunity to participate in course work on an uninterrupted basis was appreciated. As stated in

an earlier section of this paper, three courses were taken that the writer sincerely feels will be of value either on the basis of (a) constructing needed additional course offerings within the department, (b) modifying existent courses, or (c) augmenting the educational background of the writer to make him a more effective substitute teacher in the area of communications and management when needed.

The course descriptions for the courses involved are reviewed in Part IV.

PART II

For purposes of review, the travel itinerary in Europe is divided into two sections. Section A deals with the Soviet Union; Section B with Western Europe. Only the relevant highlights of the trip are included. Appropriately marked maps of the two areas involved are included in the Appendix.

A. Union of Soviet Socialist Republics

1. Leningrad - Visited Guest Court department store and pre-fabricated concrete apartment house factory. Peter-Paul Fortress, Hermitage, and other areas of cultural interest, and University of Leningrad.
2. Riga (Latvia) by air - Visited electric train factory and central collective market. Attended concert.
3. Moscow by air - Men's shirt factory, GUM's department store, University of Moscow, Bureau of Economic Achievement. Kremlin, Bolshoi ballet, concert, and other activities of allied nature. Met with Ministry of Trade representatives.
4. Ivanova by train - Visited Combine manufacturing plant.
5. Palekh by bus - Interesting drive through farm country. Visited shops for icon painters.
6. Yaroslavl and Rospov by bus - Interesting drive through farms and small towns. Petroleum plant. Watched river traffic on Volga.

7. Kharkov by air - Visited diesel engine factory.
8. Donetsk by train - Interesting ride through countryside. Visited White Swan department store, coal mine at 4,000 foot level, and mining museum. Visitation with management and economists of steel mill.
9. Kiev by air - Visited garment knitting mill.
10. Kishinev by air - Men's suit factory. Economic Achievement Hall displaying products of farms and factories. Visitation to House of Friendship to confer with Soviet economists and educators, and State collective farm 30 kilometers from city.
11. Lvov by air - Drove through city viewing local manufacturing plants, computer facility for transportation, bus factory, and others. Visited television tube plant.

B. Western Europe

1. West Germany

- a. Visited various military posts in Southern Germany in company of manufacturers' representative and viewed his methods of operation. Visited a number of retail establishments in Frankfurt Am Main, Munich, Stuttgart, Hamburg, West Berlin, and many other cities too numerous to mention in Northern and Southern West Germany.
- b. Visited Deutsches museum in Munich. Includes mining, metallurgical techniques, engines, electrical applications, chemistry, and other interesting exhibits, many of which relate to the business environment.

- c. Visited vast book fair at Frankfurt and audio-visual fair with industrial applications in Cologne.
 - d. Visited IBM at Boblingen and Frankfurt.
 - e. Visited Technical Hochschule and Mercedes plant in Stuttgart.
 - f. Visited with fellow members of Lions service club in various cities, including Ulm and Frankfurt. Made contacts with various businessmen which subsequently proved to be of value.
 - g. Visited House of Trade in Frankfurt and talked with their personnel regarding American trade in Europe.
 - h. Toured Western and Eastern sector of Berlin. Visited Europa Center in West Berlin.
 - i. Visited the Technische Hochschule and toured the Volkswagon plant in Hannover.
 - j. Toured the harbor facilities and visited the principal shopping area (Mönchebergstrasse) in Hamburg.
 - k. On invitation, visited and stayed with family in Bad Segelberg.
2. Denmark
- a. Visited stores and School of Economics and Business Administration in Copenhagen.
 - b. Toured parts of Denmark by train and visited Elsinore.
3. Sweden
- a. Visited with one of the heads of the regional tax account-

ing office enroute to Stockholm. Tax structure of Sweden was explained.

- b. Visited the School of Economics and Business Administration, University of Stockholm. Discussed economic problems encountering Sweden.

4. Norway

- a. Visited Viking ship museum and the Norwegian outdoor museum.
- b. Visited with a representative of the savings and loan industry from Iceland who was attending a conference.

5. Holland

- a. Visited a diamond cutting factory, shopping areas, and stock market in Amsterdam.
- b. Visited the continental European branch of Fluor Manufacturing Company in Haarlam. This branch serves the Common Market countries. The London office of the company covers Africa as well.

6. England

- a. Met with a representative of the English Board of Trade and Industry.
- b. Visited the Chamber of Commerce and met with educators from the Civic College in Ipswich.
- c. Met with educators from Norwich Civic College. While in Norwich, stayed with the family of an English attorney who specialized in real estate transactions.

- d. Visited Cambridge University.
- e. Visited the House of Commons in London and sat through a day's session witnessing that legislative body at work.
- f. Visited Fleet Street (bankers' row) and the stock market in London.

7. Belgium

- a. Visited Waterloo battlefield on the outskirts of Brussels and shopped the stores in the main part of the city.
- b. Visited the historic trade centers of Bruges and Ghent.

8. France

- a. Shopping of retail stores in Paris and Bordeaux. In latter city, visited the produce market (Capuchin's market area).
- b. Visited shops in primary retailing area in Bayonne.

9. Spain

Other than some bus trips to various points of interest on the outskirts of Madrid, this city represented the only major stop-over point in Spain. While in Madrid, visited the Ministry of Education which unfortunately was closed due to a religious holiday. Visited several retailing establishments. Merchants complain about the large number of holidays in Spain.

10. Portugal

While in Lisbon, I used the "Selective Shopping Guide of Lisbon" as a basis for visiting a number of small stores and shops featuring cork, glassware, leatherwork, and other items of interest.

PART III

The following is a listing of the various educational institutions visited while on sabbatical leave during the month of January and the last two weeks in June, 1971.

A. Community Colleges in California

1. San Jose City College
2. Gavilan College
3. Fresno City College
4. Chabot College
5. Bakersfield College
6. Cabrillo College
7. Foothill College
8. Monterey Peninsula College
9. Hancock College
10. Ventura College
11. Rio Hondo College
12. Fullerton Junior College
13. Victor Valley College
14. San Jacinto Community College
15. Palomar Community College
16. Riverside City College
17. Grossmont College

B. Community Colleges in Arizona

1. Yavapai College - Prescott
2. Glendale Community College - Glendale
3. Phoenix College - Phoenix
4. Mesa Community College - Phoenix

C. Other

1. California State College at San Jose
2. California State College at San Diego (toured campus only)
3. Prescott College - Prescott, Arizona

PART IV

Courses Taken During the Spring Semester, 1971.

*A Pepperdine University, Los Angeles

1. BA 1430 Management Communications
(Communications and Decision Making)

3 Semester Hours of Credit

Course Description:

A comprehensive study of the role of communication in management. Emphasis will be given to both oral and written communications with practical applications in each.

- * 2. BA 1462 Managerial Psychology

3 Semester Hours of Credit

Course Description:

A study of the psychological aspects of individual differences, productivity, working conditions, human engineering, supervisory behavior, and leadership. Other areas of emphasis will be motivation, learning and retention, communication networks, conformity, frustration, and conflict.

*B. Rio Hondo College, Whittier

1A Introduction to Data Processing

3 Semester Hours of Credit

Course Description:

A survey of manual, mechanical punched card, and electronic data processing systems and techniques. History of data processing; business organization and the data processing problems; basic data processing functions; punched card machine functions, applications and operations; flow charting; electronic data processing equipment and programming systems

integrated data processing, and systems study and design.

*Transcripts for courses taken are included in the Appendix.

A P P E N D I X



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October 7, 1971

Dear Bob Meierding:

The Agriculture Department, myself, and the students in my Introduction to Agriculture Economics class would like to thank you for your presentation. We would like to compliment you on the informative slides and narrative of your sabbatical trip to Russia. The material on working conditions and collective farming was very pertinent to our class discussions.

Thank you again.

Sincerely yours,


Gordon R. Todd, Jr.
Agriculture Instructor