

**College of Business
Administration Building**

**The University of Nebraska
at Omaha**

DEDICATION

Friday, May 16, 1975
Nine o'clock in the morning

INVOCATION

The Rev. Leonard Barry
Director of Campus Ministries

PRESIDING

Herbert Garfinkel, Ph.D.
Provost, The University of Nebraska at Omaha

GREETINGS

The Hon. James J. Exon
Governor of the State of Nebraska

D. B. Varner
President, The University of Nebraska

Ronald W. Roskens, Ph.D.
Chancellor, The University of Nebraska at Omaha

Eugene A. Conley
Chairman, College of Business Administration
Advisory Council

REMARKS

M. A. (Mike) Wright
Chairman & Chief Executive Officer
Exxon Company, U.S.A.

PRESENTATION OF THE BUILDING

Kermit Wagner
Chairman, University of Nebraska Board of Regents

ACCEPTANCE OF THE BUILDING

William V. Muse, Ph.D.
Dean, College of Business Administration,
for the University

William R. Petrowski, Ph.D.
President, Faculty Senate,
for the faculty

Clint Bellows
President, Student Government Association,
for the students

Tours of the building will begin
immediately following the dedication ceremony.

College of Business Administration Building

The \$3.7 million College of Business Administration Building is a modern educational facility that is a welcome addition to The University of Nebraska at Omaha campus.

The five story structure contains 95,156 square feet of space, accommodating offices and classrooms for the College of Business Administration and the departments of English, Humanities, Political Science and Philosophy-Religion.

One of the unique features of the building is a 388-seat lecture hall that includes three "teaching stations" and a complete audio-visual control room. Each teaching station is on an electrically powered turntable. Two of the "teaching stations" contain 66 seats and the other contains 112 seats.

When the entire 388-seat capacity is needed all three of the "teaching stations" are turned to face into the lecture hall. When smaller rooms are desired the "teaching stations" can be rotated individually, becoming separate classrooms.

Audio-visual equipment in the control room, located above the lecture hall, can be controlled from the podium at the front of the hall or at a wall control panel. If the audio-visual equipment used for a class requires a person in the control room to operate it the instructor can talk to the operator through an internal phone line.

The lecture hall is located on the lower level of the building. Entrance to the building can be made at the lower level through a recessed plaza area with 4,932 square feet of space.

Among the specialized classroom facilities in the new building are the Management Development Center and the Behavioral Lab. The Management Development Center is designed for executive graduate

programs and other management seminars. It can seat 25 to 50 persons comfortably in a board room type atmosphere. There is ready access to computer terminals and the latest audio-visual equipment.

The Behavioral Lab consists of four observation rooms and a control room. Students in personnel, organizational theory, business policy, and human resources in management classes will use the facility. Students are placed in the observation rooms and given problems to solve or are instructed in straight simulation of organizational problems. The sessions can be recorded and played back during a regular class session so that the instructor can demonstrate how behavioral theory works in management.

The Behavioral Lab, Management Development Center, a computing facility, three classrooms and a general vending area are located on the first floor. The second floor contains 13 classrooms, an accounting lab and an area for accounting machines. Two classrooms, a reading improvement lab, tutorial center, two large conference rooms and 36 offices are located on the third floor.

The College of Business Administration Dean's Suite with conference room is located on the fourth floor as well as 19 offices, an open office area for part-time faculty, seminar room, three classrooms and a reading room. The fifth floor contains 55 faculty offices and three conference rooms.

The faculty lounge is located on the fifth floor. All other floors have a student lounge. The opening of the College of Business Administration Building completes the development of Zone One of the UNO Campus Plan, outlined in 1971.

General Contractor:
Peter Kiewit, Sons Co.
Omaha, Nebraska
Harvey Aronson, regional manager

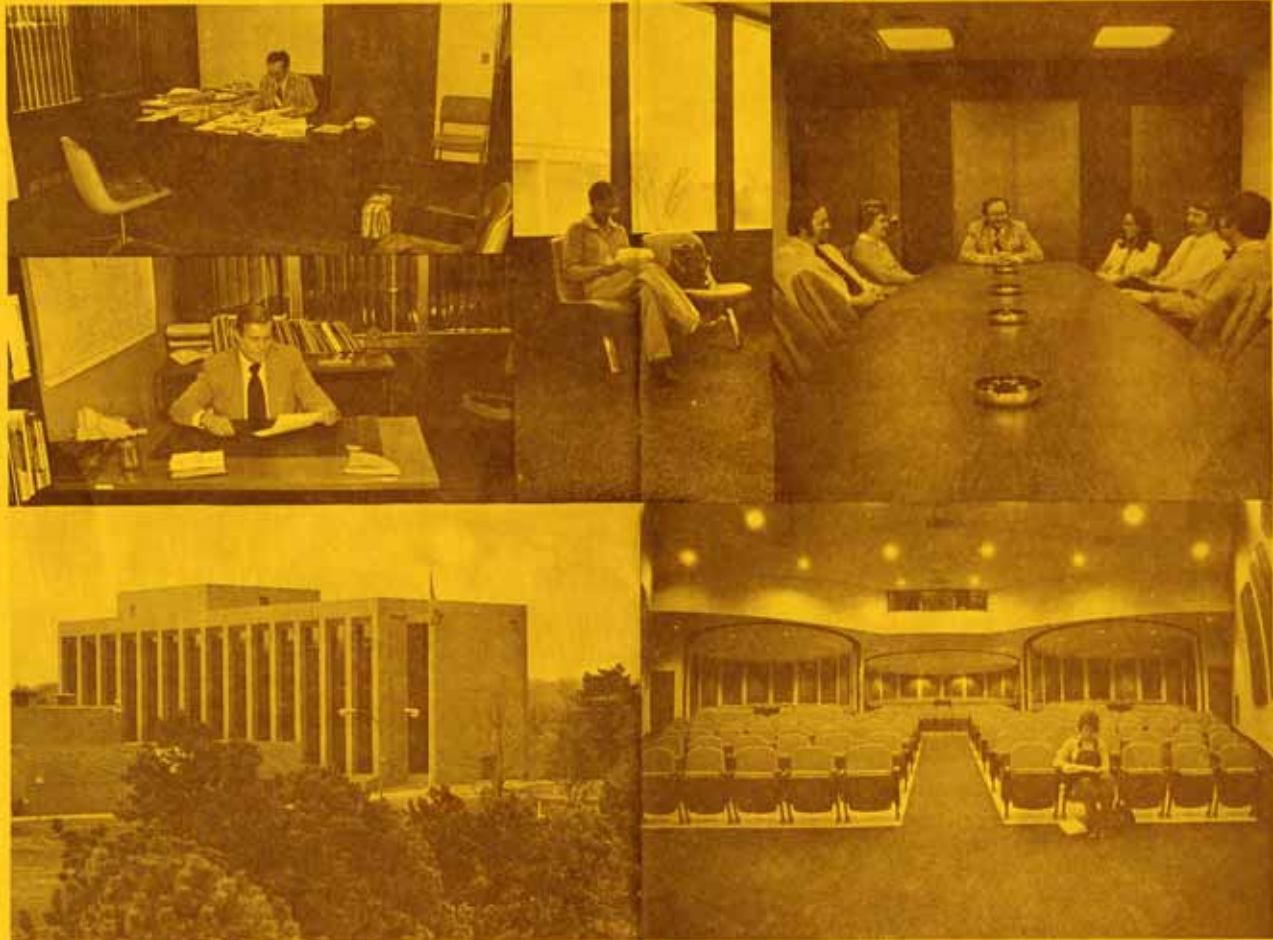
Architect:
Kirkham Michael & Associates
Omaha, Nebraska
William Michael, president

Mechanical contractor:
N. Pitlor & Sons
Omaha, Nebraska
Norman Pitlor, president

Electrical contractor:
O K Electric Company
Omaha, Nebraska
Norval Bowen, vice president

Elevator contractor:
O'Keefe Elevator
Omaha, Nebraska
Dennis O'Keefe, president

Building Signing System:
Design Group,
Architecture & Related Arts
Lincoln, Nebraska
Alan Quick



College of Business Administration

In its continuous role of "Educating today's employees and tomorrow's leaders" the College of Business Administration at The University of Nebraska at Omaha has provided major businesses in the Omaha metropolitan area and the Midlands with leaders in all segments of their operations.

The College serves the total educational needs of the business community. It provides undergraduate, graduate and non-credit programs. And its involvement goes beyond the classroom. The Small Business Institute provides aid and counseling to small businesses seeking solutions to their problems. The Institute will handle more than 200 small business cases this year. The Small Business Institute also conducts workshops in cooperation with the Omaha Chamber of Commerce and the Small Business Administration.

The "Omaha Business Review" is published semi-annually by the College and provides area businessmen with reports on the latest research of interest to the metropolitan area.

Advisory Council

In planning its programs the College of Business Administration relies on the Dean's Advisory Council for advice on the kinds of offerings that will benefit the metropolitan community.

There are also special advisory councils to aid faculty in Accounting, Business and Finance, Risk and Insurance, and Real Estate and Land Use Economics in planning their programs.

Undergraduate Programs

Undergraduate students in the College receive a broad education, taking a minimum of 40 percent of their course work in non-business areas — primarily in the liberal arts. The business executive of today must have a good understanding of the world in which he operates and an appreciation for a wide range of issues and topics.

In addition, business administration students obtain both a broad base in business, through selected courses, and specialized education in one of eight areas of specialization. These include: accounting, banking and finance, economics, risk and insurance, management and organizational behavior, marketing, law and administration, and real estate and land use economics. The College offers certification programs in insurance and real estate.

Business administration students also have the option of selecting an "individually-designed specialization" in which they are able to choose, with the approval of their advisor, those courses that best fit their career plans.

Throughout the business curriculum there is an emphasis on the development of the student's analytical abilities and decision-making skills and the student's ability to communicate effectively both in written and oral forms, and to develop effective human relations skills.

Unique Opportunities

The best academic programs are the ones that attempt to meet individual needs, providing a personalized educational foundation for the future. The College of Business Administration does this through an advising system that is comprehensive and accessible. All student records are maintained in the Office of the Dean and a student can always find counseling available there.

This personalized educational program is further aided by several unique services. These include: a course at the freshman level that assists in the process of planning and development; a course in entrepreneurship for students interested in starting their own business; opportunity to earn academic credit for actual work experience through the internship program; and opportunity to study actual business problems through the Small Business Institute program.

Graduate Programs

Two graduate degrees are offered by the College of Business Administration — the Master of Business Administration and the Master of Science in Economics. Both programs are designed to provide a broad educational experience for students who wish to assume responsible positions in business. Several areas of concentration are available under the Master of Business Administration program. Non-credit management development courses are offered under the Center for Professional and Organizational Development. Many area businessmen have taken advantage of this opportunity to obtain additional management education without the necessity of entering a degree program.

Once a month young businessmen get together with young faculty members of the College of Business Administration through the Young Executive Associates program. They meet to discuss topics on management and the community.

CBA Faculty

These academic programs are supported by an excellent faculty of 54 full-time and 22 part-time members. All members of the faculty have graduate degrees thirty-nine of the full-time members hold the doctorate.

The College of Business Administration faculty offers a unique blend of academic preparation and practical business experience and is well distributed with regard to age and experience. The faculty also offers a good balance of interests in contributing to multiple objectives of the College in the areas of instruction, quality research, and service to a vibrant urban business community.