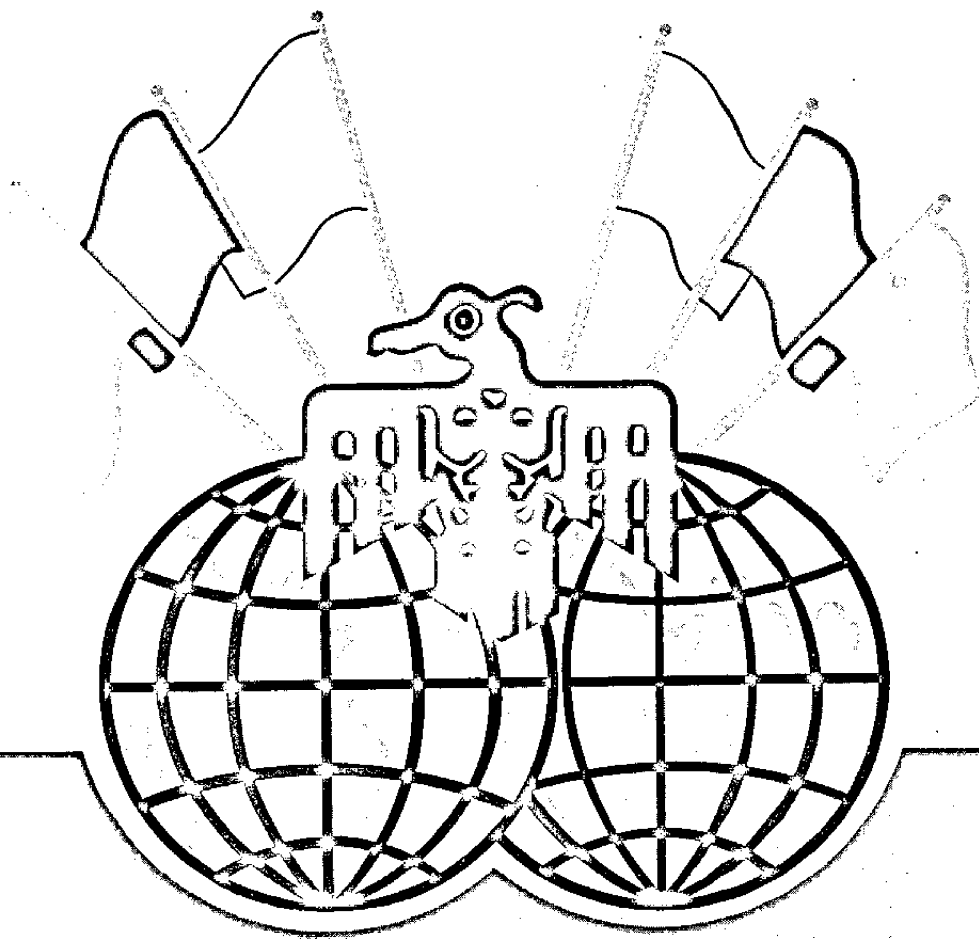


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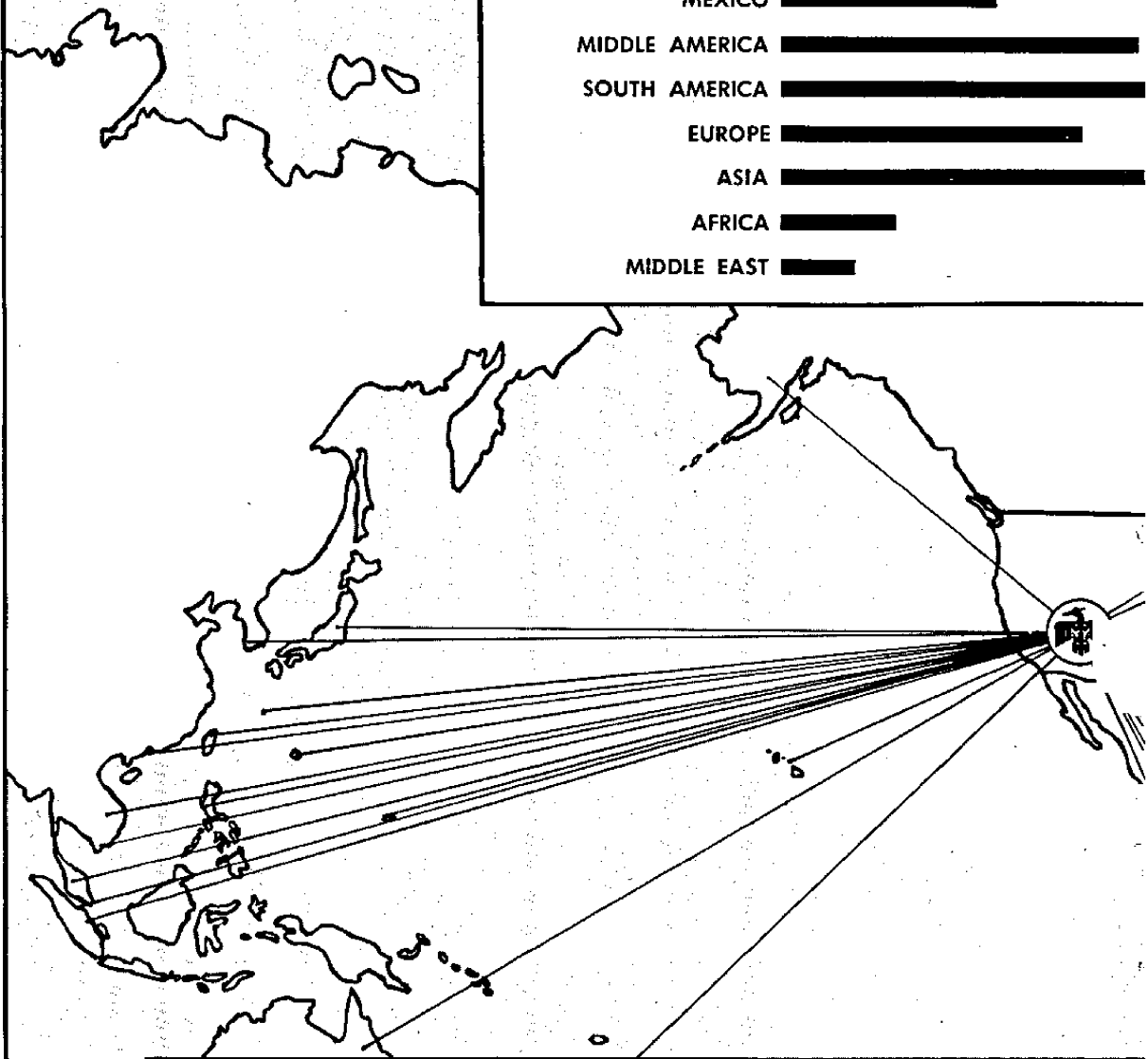
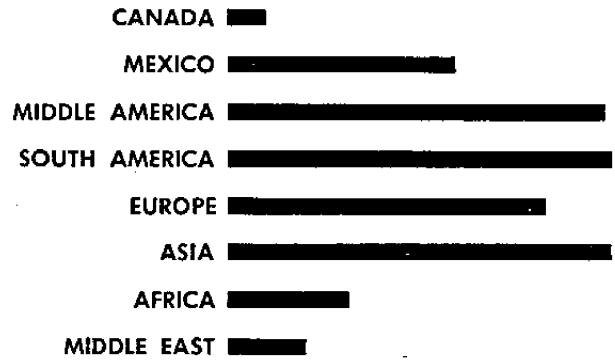
CATALOGUE

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THE UNDERBIRD CAMPUS
PHOENIX, ARIZONA

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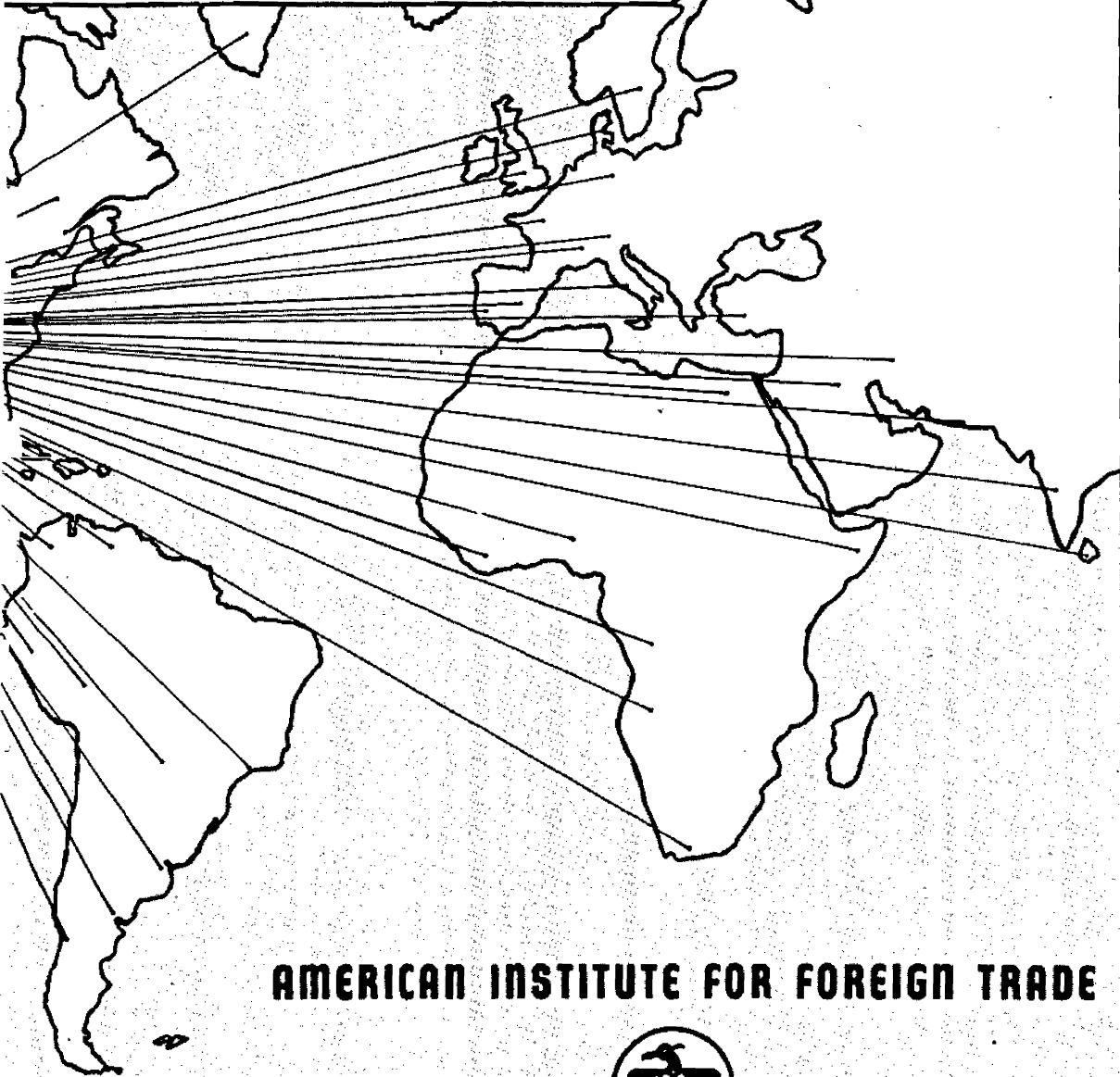


LOCATION OF AIFT ALUMNI IN THE FOREIGN FIELD

Afghanistan	1	El Salvador	2	Korea	3	Portugal	1
Alaska	2	England	9	Lebanon	7	Puerto Rico	5
Angola	2	Ethiopia	1	Liberia	4	Singapore	1
Argentina	33	Formosa	1	Madagascar	1	South Africa	1
Australia	4	France	13	Malaya	1	South Viet Nam	1
Austria	1	Germany	14	Marianas Islands	3	Spain	1
Bahamas	6	Ghana	1	Mexico	58	St. Lucia	1
Barbados	1	Greenland	2	Morocco	3	Sweden	1
Belgian Congo	2	Guatemala	8	Nepal	1	Switzerland	1
Bolivia	2	Haiti	4	Netherlands	3	Syria	1
Brazil	65	Hawaii	9	Netherlands West Indies	3	Thailand	1
Burma	1	Honduras	3	New Zealand	1	Trinidad	1
Canada	8	Hong Kong	6	Nicaragua	4	Turkey	1
Canal Zone	3	India	5	Nigeria	2	Uruguay	1
Chile	14	Indonesia	3	Norway	1	Venezuela	8
Colombia	36	Iran	1	Okinawa	2	Travelling representatives	66
Costa Rica	8	Iraq	1	Pakistan	3		
Denmark	2	Italy	7	Panama	28		
Dominican Republic	2	Jamaica	3	Paraguay	5		
Ecuador	7	Japan	22	Peru	23		
Egypt	1	Kenya	1	Philippine Islands	17		
						TOTAL	74
						TOTAL COUNTRIES OR POSSESSIONS	78

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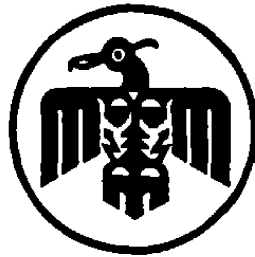
AIMS OF THE INSTITUTE

To serve its students by preparing them, through intensive education, to engage usefully and productively in international commerce and associated activities.

To serve business and the government by providing a source of trained personnel interested in and qualified for positions connected with foreign trade and foreign service.

To serve international understanding by fostering constructive sympathetic and mutually satisfactory business relations between the peoples of the various countries.

THE
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FOR FOREIGN TRADE



**Thunderbird Campus
59th Avenue at Greenway Road
P.O. Box 191
Phoenix, Arizona
Tel. 938-0000**

January 1963

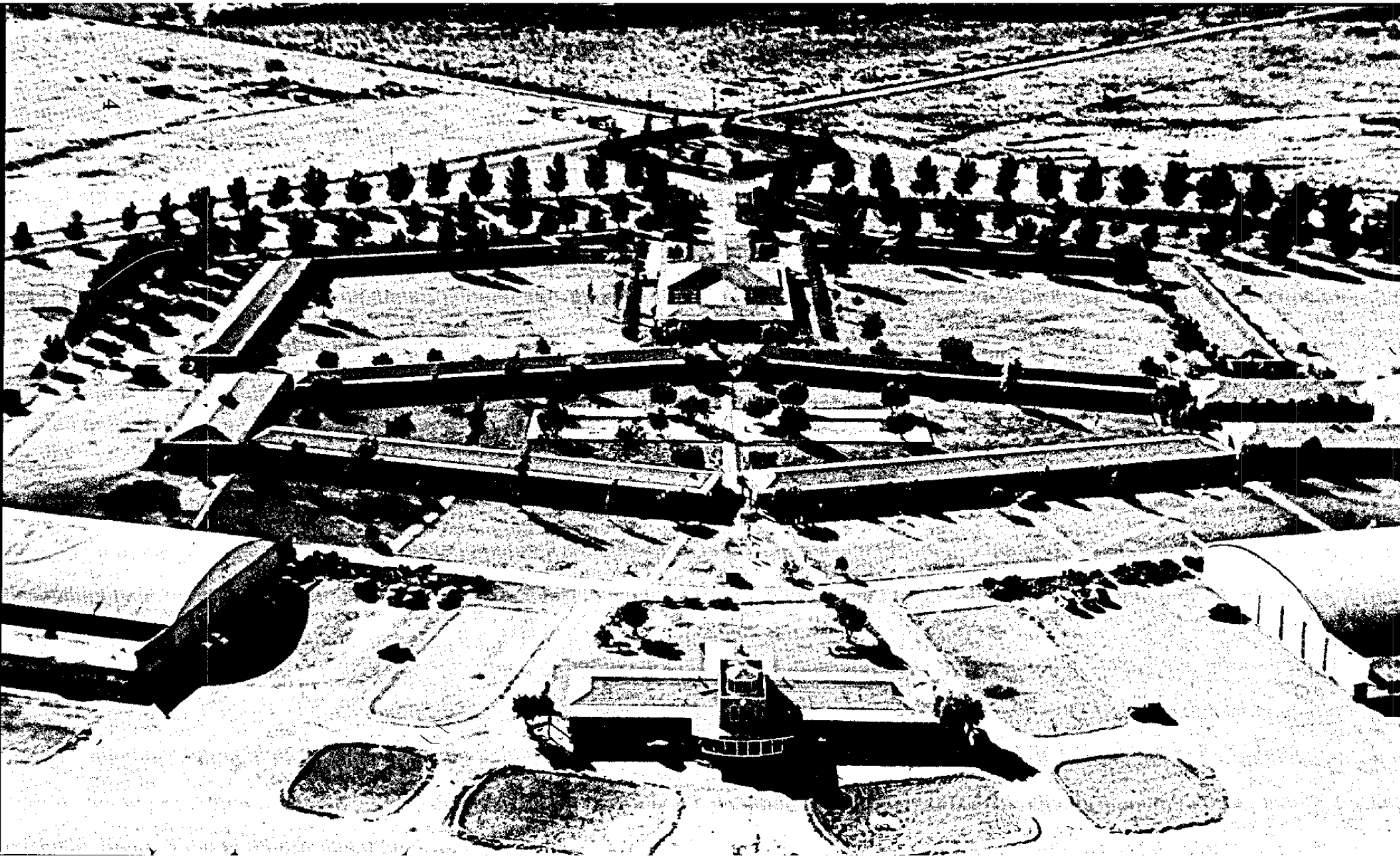


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1963

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CALENDAR

Fall Semester 1963

September 9, Monday
Semester starts

September 25, Wednesday
Last day for changes in schedule

November 27, Wednesday
Close of instruction
Thanksgiving recess starts

December 2, Monday, 8 a.m.
Thanksgiving recess ends

December 13, Friday
Close of instruction
Christmas recess starts

1964

January 6, Monday, 8 a.m.
Christmas recess ends

January 22, Wednesday
Last day of classes

January 23, 24, 27
Examinations

January 26, Sunday
Commencement Exercises

Spring Semester 1964

February 3, Monday
Semester starts

February 18, Tuesday
Last day for changes in schedule

March 25, Wednesday
Close of instruction
Easter recess starts

March 30, Monday, 8 a.m.
Easter recess ends

May 26, Tuesday
Last day of classes

May 27, 28, 29
Examinations

May 29, Friday
Commencement Exercises

Fall Semester 1964

September 9, Wednesday
Semester starts

September 25, Friday
Last day for changes in schedule

November 25, Wednesday
Close of instruction
Thanksgiving recess starts

November 30, Monday, 8 a.m.
Thanksgiving recess ends

December 11, Friday
Close of instruction
Christmas recess starts

1965

January 4, Monday, 8 a.m.
Christmas recess ends

January 22, Friday
Last day of classes

January 23, 25, 26
Examinations

January 24, Sunday
Commencement Exercises

Spring Semester 1965

February 1, Monday
Semester starts

February 16, Tuesday
Last day for changes in schedule

April 14, Wednesday
Close of instruction
Easter recess starts

April 19, Monday, 8 a.m.
Easter recess ends

May 25, Tuesday
Last day of classes

May 26, 27, 28
Examinations

May 28, Friday
Commencement Exercises

ORGAN

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The Sperry Corp.

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Washington Director, Internation-
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President, National Safety Council.

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President, Studebaker Internation-
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LOWELL THOMAS
Author and Commentator.

CLARENCE BUDINGTON
KELLAND
Author.

W. STOUDE THOMPSON
The Thompson Co., Troy, Ohio.

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Episcopal Bishop of Arizona, Ret.

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Washington, D.C.

Administration

CARL A. SAUER, B.A., University of Minnesota, 1923; M.A., University of Southern California, 1935; LL.D., Arizona State University, 1958.

President

Foreign office and Washington representative, Marshall Field and Co., Chicago, 1926-30. Department manager, Broadway Department Store, Los Angeles, 1930-35. Chairman, foreign language department, Ventura Junior College, Ventura, Calif., 1936-42. Director, Colombian-American Cultural Center, Bogota, Colombia, 1942-43. Department of State, 1943-49, as acting chief, Division of Libraries and Institutes. Assistant to the President, The American Institute for Foreign Trade, 1950-51; Dean and Vice President, 1951-53; President, 1953-.

BERGER ERICKSON, Texas Christian University.

Executive Vice President

Administrative assistant to Construction Quartermaster, U. S. Army, Alexandria, Va., 1940-41. Administrative assistant to chief of supply and maintenance, USAAF Training Command, 1941-46. Business manager, The American Institute for Foreign Trade, 1946-; Treasurer, 1951-; Vice President for Business Affairs, 1957-; Executive Vice President, 1961-.

MILTON C. TOWNER, Ph.D.

Dean of the Faculty and Director, Department of Area Studies

FRANK R. JACKLE, M.A.

Director, Department of Languages

HOWARD W. TESSEN, Ph.D.

Consultant, Department of Languages

BERNARD RAYMOND, Columbia University, 1917. Advanced Study, Stevens Institute of Technology, 1921.

Assistant to the President – Director of Public Relations

President, Raymond Engineering Corporation, 1918-21; George Plummer Management Associates, 1921-29; Raymond and Raymond, Art Publishers, 1929-46. Director, Seminar Forums, Andes-Albany, New York, 1950-55. Associate Director, Residential Seminars on World Affairs, Philadelphia, Lafayette College, 1955-58. Director, Development, Public Relations, State University of New York, at Delhi, 1958-61. Director, Eastern Field Service, American Foundation for Continuing Education, New York City, 1961-62. The American Institute for Foreign Trade, 1962-.

ROBERT L. GULICK, JR., B.A., Chico State College, 1933; M.A., 1941, Ph.D., 1948, University of California, Berkeley, Calif.

Dean of Admissions

U. S. Customs Officer, 1937-43; Economist, Carnegie Endowment for International Peace; Lecturer, Teaching Institute of Economics, U. C., 1946-52; active in education and business in North Africa, 1953-64; Author: "Imports—The Gain from Trade," "World Trade and World Plenty," "American Higher Education—Uncertain Trumpet?," etc.

JOHN R. McMILLAN, B.S., Grove City College, 1950; graduate study Wayne State University, 1958-59.

Registrar

Army of the United States, 1946-47. Market researcher *The Detroit Times*, 1952. Treasurer, Fisher Abrasive Company, Brighton, Michigan, 1952-59. Ballistician, Talco Engineering Company, Mesa, Arizona, 1959. Registrar, The American Institute for Foreign Trade, 1959—.

LEO C. HAGEMAN, B.S., Oregon State University, 1955; B.F.T., The American Institute for Foreign Trade, 1960.

Director of Placement

U. S. Air Force, 1956-57. Manager, Grain Division, Cargill, Incorporated, Fort Dodge, Iowa, 1960-62. The American Institute for Foreign Trade, 1962—.

MABEL J. ERICKSON, Texas Christian University; Grand Canyon College, summers, 1958, 1959, 1960.

Consultant, Placement Department

LORA JEANNE WHEELER, B.A., University of Utah, 1944; B.S., School of Library Science, Columbia University, 1945.

Librarian

Circulation librarian, 1945-48, reference librarian, 1948-53, University of Utah. The American Institute for Foreign Trade, 1953—.

RICHARD E. ROCHFORD, C.P.A., B.S., University of San Francisco, 1956.

Administrative Assistant to Executive Vice President

U. S. Army, 1956-58. Accountant. Dale & Eckner, 1958-59. Grand & DeMarcus, 1959. Hoenes, Joering & Roberson, 1962. Office manager, Fibreboard Paper Products Corporation, 1960-62. D & M Construction Company, 1962. The American Institute for Foreign Trade, 1962—.

LAURENCE M. FINNEY, M.A.

Director of Alumni Affairs

MARTHA L. SNYDER, International College of Business.

Assistant to the Director of Alumni Affairs and Editor, *News of Thunderbirds* (alumni bulletin)

Legal secretary, 1938-43, 1946-52. Staff, Second National Bank, Warren, Ohio, 1943. Secretary to comptroller, Warren City Mfg. Co., 1943-45. Secretary to the registrar, The American Institute for Foreign Trade, 1953-56; Assistant to the Director of Alumni Affairs, 1956—.

PHILIP E. RICE, A.M., M.D., University of Michigan, 1929, 1932

Physician

The American Institute for Foreign Trade, 1946—.

JEAN E. MYERS, R.N., Brandon General Hospital, Brandon, Manitoba, Canada

Resident Nurse

The American Institute for Foreign Trade, 1950—.

BETTY WILLIS, University of Kansas, Kansas State University, Peirce School of Business Administration.

Administrative Assistant to the President

U. S. Government, 1930-44. Secretary to president of Wellington Fund, Inc., 1944-46. Office manager, Bishop & Hedberg, Inc., 1951-55. Administrative Assistant to the President, The American Institute for Foreign Trade, 1956--.

Faculty

JUAN FRANCISCO BRONDO C., Título de Professor, Escuela Normal para Profesores de Coahuila, México, 1954; Escuela Normal Superior de Coahuila, México, 1957.

Instructor in Spanish

Instructor, Escuela "Guillermo Purcell" Bella Unión Arteaga, Coahuila, México, 1954-55. Instructor, Escuela "Niños Héroes" de la Aurora, Saltillo, Coahuila, México, 1955-57. Instructor in Spanish, The American Institute for Foreign Trade, 1957-58. Instructor, Escuela Secundaria "Presidente Madero", Parras de la Fuente, Coahuila, México, 1958-61. The American Institute for Foreign Trade, 1961—.

COLIN H. BYERLY, B.S., University of Arizona, 1954.

Instructor in Spanish and director of Language Laboratory

Administrative director, Contratista Mercantil, S.A., Ciudad Obregón, Sonora, México, 1954-61. The American Institute for Foreign Trade, 1962—.

JOHN DAVID CAMPBELL, B.A., Williams College, 1913.

Associate Professor of Marketing

Swift and Co., sales force, 1913-17. Army of the United States, 1917-19. Swift and Co., overseas division: Paris, Liverpool, London, and as managing director, Genoa, Rome, Antwerp, 1919-37. Assistant to the vice president and instructor in trainee program, Swift and Co., 1938-42. Manager of plants of Swift and Co. in Texas, 1942-47. Managing director, export division, Swift and Co., and director and officer, Swift and Co. Foreign Corporation, 1947-56. The American Institute for Foreign Trade, 1956—.

JORGE LUIS CARRERA C., Maestro de Educación, Escuela Normal de Guatemala, 1953; Certificate, Escuela de Estudios Comerciales, 1945; additional study, Facultad de Ciencias Económicas, Universidad de San Carlos, 1946-47; B.F.T., The American Institute for Foreign Trade, 1951; M.A., Universidad de San Carlos, 1953.

Assistant Professor of Spanish

Teacher in Antigua and Chimaltenango, 1943-45. Instructor in Colegio Guatemala, 1945-46. Treasurer, Facultad de Humanidades, Escuela de Verano, Universidad de San Carlos, 1947. Chairman, intermediate Spanish, Universidad de San Carlos, summers, 1950, 1951. The American Institute for Foreign Trade, 1948—.

GUILHERME de CASTRO e SILVA, Graduate in Law, Faculdade de Direito, Universidade do Brasil, Rio de Janeiro, 1938; Certificate in Literature and Phonetics, Instituto Brasil-Estados Unidos, 1944-45; Certificate in English Studies, Indiana University, 1945.

Associate Professor of Portuguese

Teacher of English, French and Portuguese, Instituto Arcoverde, Rio de Janeiro, 1938-41. Instituto Rabelo, Rio de Janeiro, 1938-48. Guest teacher of Portuguese, evening classes, Benjamin Franklin High School, Philadelphia, Pa., 1945. Guest lecturer for U. S. Department of State, Philadelphia, Pa., 1945. Instructor in Portuguese, Claremont Men's College, summer, 1950. Author: *Vida Nova*. The American Institute for Foreign Trade, 1948—.

OPHELIA de CASTRO e SILVA, Bacharel em Ciencias e Letras, Collee Notre Dame de Sion, Rio de Janeiro, Brazil, 1940.

Assistant in Instruction in Portuguese

Tutor in French, Rio de Janeiro, 1945-47. Member, library staff and occasional acting librarian, The American Institute for Foreign Trade, 1949-59. Tutor in Portuguese, The American Institute for Foreign Trade, fall semester, 1953. Assistant in Instruction, 1954—.

WILLIAM P. COCHRAN, JR., B.S., U. S. Naval Academy, 1924; Graduate studies, Temple University, 1927-28; University of San Marcos, 1938; Harvard University, 1939; National War College, 1946.

Associate Professor of Area Studies

U. S. Navy, 1924-26. U. S. Foreign Service, 1928-61, vice consul, third secretary, consul, counselor, deputy chief of mission, consul general, rank of minister, New Zealand, Mexico, El Salvador, Nicaragua, Peru, Germany, Hungary, Brazil, Taiwah and Sweden. Department of State Trade Agreements Division, 1937-38. Chief, Division of Caribbean and Central American Affairs, 1943-46. Board of Examiners for Foreign Service, 1951-52. Advisor, Army War College, 1952-54. Evaluator, U. S. Economic Aid Programs, Greece and Liberia, 1958-59. The American Institute for Foreign Trade, 1962—.

EDWIN H. COLEMAN, Ph.C., University of Cincinnati, 1924.

Professor of International Marketing.

The Upjohn Company, 1929-60: Sales division supervisor, assistant sales manager, sales manager, executive vice president in charge of sales for international operations, and coordinator for international recruiting and training. The American Institute for Foreign Trade, 1962—.

SUZANNE E. DIAMOND, Baccalauréat, Faculté de Bordeaux, 1925; B. A., James Millikin University, 1927; M.A., University of Illinois, 1929; graduate study, University of Illinois, 1930-31, Oklahoma A. and M. College, 1939-42, University of Texas, 1942-43, Stanford University, 1949-51.

Associate Professor of French

Student assistant, Millikin University, 1925-27. Graduate assistant, University of Illinois, 1927-31. Instructor, Spanish Workshop, summer 1942. Assistant in French, 1940-41, Spanish, 1941-42, Oklahoma A. and M. College. Tutor in Spanish, University of Texas, 1942-43. Instructor and head of language department, Delmar College, Corpus Christi, Texas, 1943-47. Instructor and French House hostess, Stanford University, 1949-51. Instructor in French, Army Language School, Monterey, California, 1951-56. Instructor, summer language institute for secondary teachers, National Defense Education Act program, Utah State University, 1961, leader N.D.E.A. French Program, Utah, 1962. The American Institute for Foreign Trade, 1956—.

LAURENCE M. FINNEY, A.B., M.A., University of Kansas, 1948, 1952; B.F.T., The American Institute for Foreign Trade, 1952.

Assistant Professor of Spanish

Army of the United States, 1942-46. Tutor, Physical Education department, University of Kansas, 1950-51. Assistant in instruction, department of Romance Languages, University of Kansas, 1950. The American Institute for Foreign Trade, 1952-59, 1960—.

FRANCISCO L. GAONA, B.S. in Education, George Williams College, 1930; Escuela Nacional de Economía, Mexico, 1937-39; graduate study, Universidad Gabino Barreda, 1939; M.A. in Spanish, Doctor en Letras, Universidad Nacional de México, 1949, 1958.

Professor of Spanish

Instructor in psychology and education, Colegio Morelos, Aguascalientes, México, and instructor in economic problems of Mexico, Universidad Obrera de México, 1931-41. Head of section of labor statistics, Secretaría de la Economía Nacional, México, 1936-40. Private classes in Spanish, México, 1940-46. Instructor in Spanish, Yale University, 1947-50. Professor de Fonética, Escuela de Verano, Universidad Nacional de México, 1953-61, second level N.D.E.A. language institute, Quito, Ecuador, 1962. Author: *Enseñanza de los Sonidos de la Lengua Española; El Español como Idioma Extranjero y la Metodología de su Enseñanza*. The American Institute for Foreign Trade, 1950—.

RAQUEL F. de GAONA, University of Oklahoma, 1927-29; Mills College, summer, 1945; Certificate of Aptitude and Permanence as teacher in public high schools in Mexico, 1944.

Instructor in Spanish

Private classes in English and Spanish, Mexico, 1933-47. Teacher of English, Secretaría de Educación Pública, México, 1937-47. Head counselor for girls, Camp Wildwood, N. Y., summer, 1949. Instructor, Escuela de Verano, Universidad de México, 1958, 1959. The American Institute for Foreign Trade, 1950—.

ARTHUR W. GOODEARL, A.B., Clark University, 1917; M.A., Oregon State University, 1962; University of California at Berkeley — Summer 1962.

Associate Professor of International Commerce

The First National City Bank of New York, Overseas Division, 1918-30; Buenos Aires, Argentina, 1918-27; Sao Paulo, Brazil, 1927; Valparaiso, Chile, 1927-30. Treasurer, the American Society of the River Plate, 1924-26. Merrill Lynch, Pierce, Fenner and Smith, San Francisco, 1930-40. Pan-American World Airways, New York, 1941-46. Otis, McAllister and Company: manager, export division, New York, and vice president, Otis, McAllister Export Corporation, 1946-55. Analyst, Transoceanic American Overseas Finance Corporation, Ltd., 1955-57. The American Institute for Foreign Trade, 1957—.

WILLIAM D. HACKER, B.S., California Institute of Technology, 1931; M.B.A., Harvard University Graduate School of Business Administration, 1933.

Associate Professor of Management

Research assistant, Harvard University Graduate School of Business Administration, 1933-34. Assistant secretary-treasurer, Alloy Casting Association, 1934-38. Export manager, American Lead Pencil Co., 1938-47. Sales manager, Venus Pencil Co., Ltd., Toronto, Canada, 1940-42. Contract and procurement officer, New York Ordnance District, Army of the United States, 1942-45. Sales manager, American Lead Pencil Co., 1946-50. Vice president, Venus Pencil Co. de Mexico, S. A., 1947-50. President, International Sewing Machine Co., Inc., 1950-51. Management consultant, Los Angeles, 1951—. The American Institute for Foreign Trade, 1952—.

FRANK ROBERT JACKLE, B.S., Missouri State College, 1931; M.A., University of Missouri, 1935; summer graduate study, Universidad Nacional de Mexico, 1936, 1955; University of Missouri, 1937, 1938, 1939; Fellow, The Foundation for Economic Education, summer, 1952; graduate study, Stanford University, 1960-61.

Director, Department of Languages and Professor of Modern Languages

Teacher of Spanish, English, and mathematics, Lamar and Joplin, Mo., High Schools, 1931-38; Central High School, Tulsa, Okla., 1938-39. Director, Cultural Institute, San José, Costa Rica, 1945-46. Teacher of Spanish and director of languages, Will Rogers High School, Tulsa, Okla., 1939-45, 1946-49. The American Institute for Foreign Trade, 1949—.

ROBERT CHARLES KELSO, LL.B., John Marshall Law School, University of Illinois, 1942; graduate study in international law, Universitaet von Goethe, Frankfurt/Main, Germany, 1951-52.

Associate Professor of International Commercial Law

Special legal adviser on foreign and international law, in Europe, to U. S. Department of Defense, 1951-56. Delegate, International Congress of Jurists, Hamburg, 1953. Partner in Lewis Roca Scoville Beauchamp & Linton, 1956—. Admitted to practice, Supreme Court of Arizona and Illinois and Federal Courts. Member, American Bar Association, Inter-American Bar Association, American Society of International Law American Foreign Law Association, and Societé de Legislation Comparée. Chairman, International & Comparative Law committee of Arizona State Bar. Author: *The Commercial Code of Germany; Legal Problems Arising Out of the Industrial Use of Atomic Energy; Comparative Law Affecting International Trade in Nuclear Power Facilities; International Law of Commerce*. Accredited as Appointed Consul of the Federal Republic of Germany for Arizona, 1961—. The American Institute for Foreign Trade, 1958—.

LUCRECIA L. de KNAUER, Bachiller en Ciencias Económicas, Universidad Nacional Mayor de San Marcos, Lima, Peru, 1944; Certificado de Ingles y Cursos Comerciales, Colegio America, Callao, Peru, 1941.

Instructor in Spanish

Bilingual secretary, Gustavo Eguren & Cía., S. A., Lima, Perú, 1944-48. Executive secretary, The First National City Bank of New York, Lima, Peru, 1948-55. Executive secretary, Gustavo Eguren, S. A., 1955-57. The American Institute for Foreign Trade, 1959—.

CLARITA T. de NONORGUES, Grand Canyon College, 1959.

Assistant in Instruction in Spanish

Staff, First National Life Insurance Company, 1952-54. The American Institute for Foreign Trade, 1959—.

MARIA L. de NORONHA, Convent of the Sacred Heart, London, England, 1917; Manhattanville College of the Sacred Heart, New York, 1920; Certificate in Spanish, Brooklyn Trade and Technical School, 1920; graduate study, Universidad Nacional de México, summers, 1953, 1955; Diplomada pela Faculdade de Letras, Universidade de Lisboa, summer, 1954; Universidad de Valencia, Spain, summer, 1956; graduate study, University of Colorado, summer, 1960.

Assistant Professor of Portuguese and Spanish and Director of Choruses

Translator of Portuguese, Spanish, French, and Italian, and secretary to the translating department, The First National City Bank of New York, 1920-46. Private classes in Spanish, The First National City Bank of New York, 1941-46, and Colonial Trust Company, New York, 1946-47. Teacher of Portuguese, Berlitz School of Languages, 1947-48, and Downtown School of Spanish, New York, 1948-49. Supervisory participant in summer language institute for secondary teachers, National Defense Education Act program, University of Colorado, 1960. Instructor and director of choruses, summer Spanish language institute, National Defense Education Act program, College of St. Teresa, 1961, 1962. The American Institute for Foreign Trade, 1949—.

RAYMOND J. ORTALI, Baccalauréat Philosophie. Licence en droit, Faculté de Dijon, 1949. Diplôme de l'École des Sciences Politiques de Paris, 1952.

Assistant Professor of French

Advertising Assistant, Avions Marcel Dassault, Paris, 1953-56. Critic and reader, Publisher Denoël, Paris, 1954-57. Assistant Chief Editor and Chief of the Photographic Department, "Jours de France," Paris, 1956-58. Account Executive, Crawford Advertising Agency (Pyrex-Gillette), Paris, 1958-59. Manager, France-Texas Import-Export Company, Ft. Worth, Texas, 1959-60. French Instructor, Army Language School of Monterey, California, 1960-62. The American Institute for Foreign Trade, 1963—.

NERAIDA RAMIS, Bachillerato en Ciencias y Letras, Universidad de Barcelona, Spain, 1942; Gregg College of Commerce, Phoenix, Arizona, summer, 1959; Arizona State University, Tempe, Arizona, 1960—.

Instructor in Spanish

Secretary-interpreter, U. S. Navy, Madrid, Spain, 1954-59. Secretary, department of languages, The American Institute for Foreign Trade, 1959-61. Instructor, summer Spanish language institute for secondary teachers, National Defense Education Act program, Utah State University, 1961, second level N.D.E.A. language institute, Quito, Ecuador, 1962. The American Institute for Foreign Trade, 1959—.

GERARD R. RICHTER, University of Berlin (courses in economics, finance, and foreign trade), 1925-26; seminar on Freedom and Competitive Enterprise, Claremont Men's College, summer, 1954; Fellow, The Foundation for Economic Education, summer, 1956.

Professor of International Commerce

American Export Dept., Wm. Hartmann & Co., Inc., Berlin, 1925-26. Assistant import manager, Sociedad Imprenta y Litografía Universo, Valparaíso, Chile, 1927-29. Assistant export manager, W. A. Sheaffer Pen Co., 1930-42. Army of the United States, 1943. Assistant export manager; export promotion manager, Miles Laboratories, Inc., 1944-45, 1949-51. Export manager, Kirsten Pipe Co., 1947-48. The American Institute for Foreign Trade, 1951—.

DORA R. de SOTO, Diploma de Corresponsal en Español, Colegio H. Aja, Hermosillo, Sonora, México; Certificate, Portuguese Key Man Course, The American Institute for Foreign Trade, 1958.

Assistant in Instruction in Spanish

Secretary to the Municipal President, Ciudad Obregón, 1940-42. Staff, Banco Ejidal, Ciudad Obregón, 1942-43. Staff, Difusora XEBH, Hermosillo, 1943-45. Staff, Polici Judicial, Hermosillo, 1945-47. Instructor, bilingual secretarial courses, 1951. The American Institute for Foreign Trade, 1957—.

MILTON C. TOWNER, B.A., Coe College, 1921; M.A., State University of Iowa, 1922; Ph.D., State University of Iowa, 1924; Post-doctoral Studies, University of Chicago, 1930-33.

Dean and Professor of Asian Studies

Instructor, Psychology, Coe College, 1922-23. Professor, Education and Psychology, University of Missouri, 1924-30. Assistant Professor, Education, University of Chicago, 1930-33. Assistant to President and Director of Admissions, Lawrence College, 1933-39. President, Huron College, 1939-40. Director Trades and Crafts Institute, Chicago, 1940-42. Office of Scientific Research and Development, National Defense Research Committee, Columbia University, University of California, and Johns Hopkins University, 1942-45. Director of Training, Carrier Corporation, 1945-49. Head, Industry Training Branch, E.C.A., Korea, 1949-50. Director, Staff College, Federal Civil Defense Administration, Olney, Maryland, 1950-53. Leader, Development Technical Teacher Training for Government of Indonesia, 1953-57. Training Director, Standard Vacuum Oil Company, Sumatra, 1957-62. The American Institute for Foreign Trade, 1962--.

EDWARD GATEWOOD TRUEBLOOD, B.A., Princeton University, 1926. Graduate studies, Ecole des Sciences Politiques, Paris, 1926-27.

Associate Professor of Latin American Studies and International Relations

United States Foreign Service, 1928-58. Third, Second, First Secretary Chargé d'Affaires, Counselor of Embassy, Consul General: Bolivia, Costa Rica, Chile, Mexico, Peru, Paraguay, Uruguay, France, Canada. Division of Latin American Affairs, Deputy Director, Office of American Republic Affairs. Conferences or special assignments in Argentina, India, England, Spain, Venezuela. Permanent representative to UNESCO. Foreign Service Officer, Class I, Department of State, 1958. United Nations, Resident Representative, Technical Assistance Board, Peru, 1958-60. Senior Editor, Encyclopedia Britannica, Latin American and International Relations, 1960. International Affairs Seminars, American Friends' Service Committee, Washington, D.C., 1961-62. The American Institute for Foreign Trade, 1962--.

ELZA WHITE, B.S., Arizona State University, 1962; Diplome de l'Ecole Supérieure de Commerce, Antwerp, 1943; Ecole de Commerce de la Rue Durler, Antwerp, 1943-44.

Instructor in French

Interpreter, U. S. Army, 1944-45. U. S. Consulate General, Antwerp, 1945-46. The American Institute for Foreign Trade, 1962--.

PAUL M. WILSON, B.S., Indiana State Teachers College, 1937; M. A., Ohio State University, 1948; Fellow, The Foundation for Economic Education, summer, 1957.

Associate Professor of Accounting

Teacher of accounting, Ohio public schools, 1939-47. Auditor, Defense Plant Corporation, Ashtabula, Ohio. Instructor in business law, Phoenix College extension division, 1950-51. The American Institute for Foreign Trade, 1947--.

Business and Secretarial Staff

MARGARET H. DICKERSON, Accountant
A. LOUISE GARNER, Secretary to the Executive Vice President
BARCIA HARRIS, Secretary to Dean and Faculty
SHIRLEY JAHN, Bookkeeper
CONSTANCE MILLER, Secretary
MARGARET R. NITSCHKE, Secretary to the Registrar
MARINA S. PRESSENDO, Secretary to the Director of Placement
SILVIA SCHITTERLE, Secretary to the Department of Languages
THOMAS G. SUNDERLIN, Purchasing Agent

Service Staffs

CHARLES BRALEY, Postmaster and Storekeeper
FRANCIS GIFFORD, Chief Custodian
FRED C. GYGER, Superintendent of Buildings and Grounds
ROBERT KLINGER, Transportation Department
ARTHUR O'NEILL, Assistant Superintendent of Buildings and Grounds
PAUL WIECHERT, Manager of the Dining Hall and Coffee Shop



Honorary Lecturers

The Institute is fortunate in having the cooperation of local, national and international leaders who are willing to discuss with students the fields in which they are eminent. A complete listing would be ponderous. The group which follows is representative:

Dr. Aliomar de Andrade Baleeiro, Faculty of Law, Bahia, Brazil; Dr. George Hay Brown, Director of Marketing Research, Ford Motor Co.; The Hon. Antonio Carrillo Flores, Ambassador of Mexico; Eugenio Maciel Cbacon, Publisher, A Voz de Pesqueira, Brazil; George V. Christie, Field Office Manager, U. S. Department of Commerce; Paul Coze, Consul of France; Bert K. Dart, Foster and Kleiser Co.; Dr. John K. Fairbank, Director, East Asian Research Center, Harvard University; Mrs. Welthy Honsinger Fisher, President, World Education Inc.; Col. Redington Fiske, Editor, Export Trade, A. R. Gale, Vice President, Business International; John F. Gallagher, Vice President, Foreign Administration, Sears, Roebuck & Co.; Romain Gary, author, Consul-General of France; C. A. Geoffroy, International Business Machines Co.; The Hon. Michael Gillett, British Ambassador to Afghanistan; The Hon. Barry Goldwater, United States Senator; Stephen Hardy, Commercial Officer, British Consulate-General; The Hon. Robert C. Hill, former American Ambassador to Mexico; Victor W. Kwong, former member, diplomatic service, Republic of China; Phillip B. Leavitt, member, New York Stock Exchange; Charles Henry Lee, Head, U. S. Economic Aid & Earthquake Rehabilitation Mission to Chile; William R. Mathews, Publisher, The Arizona Star; Mrs. Mildred May, Valley National Bank; The Hon. James Minotto, former Lend-Lease Ambassador to Italy and Portugal; Andre Mouton, Board of Commissioners, Port of New Orleans; Michael Padev, foreign affairs commentator, The Arizona Republic; Ben Projan, President, Hanny's; Adolfo Quezada, Consul of Mexico; The Hon. John J. Rhodes, Member of Congress; Raymond Rubicam, retired Chairman of the Board, Young and Rubicam, Inc.; W. L. Rutan, The National Cash Register Co.; Muhammad Saleh Werdisastro, Governor of Central Java, Indonesia; Dr. Eduard C. Schneider, Consul-General of the Federal Republic of Germany; John Scott, Assistant to the Publisher, Time Inc.; C. R. Smith, President, American Airlines; Col. Wilfred J. Smith, USAF, Industrial College of the Armed Forces; Fred K. Steiner, Peterson, Brooks, Steiner and Wist; Randolph E. Sorenson, Merrill Lynch, Pierce, Fenner and Smith; Rudolph G. Zepeda, Vice President, Valley National Bank, and Honorary Consul of Belgium; Dr. Volkmar von Zuehlsdorff, Press and Information Officer, Consulate-General of the Federal Republic of Germany.



HISTORY AND PURPOSE

The American Institute for Foreign Trade was founded in April, 1946, by the late Lieutenant General Barton Kyle Yount, USAF, Retired (1884-1949), and Finley Peter Dunne, Jr., in association with a group of internationally-minded citizens of Phoenix, Arizona.

The founders were determined to create a national center of higher education where young men and women might prepare themselves for overseas careers in international commerce or in the U. S. Foreign Service. Their vision has been rewarded, fifteen years later, by the reputation the Institute has made among American international business firms, colleges and universities, and in 78 foreign countries where its graduates are living and working.

The Institute was chartered as a non-profit Arizona corporation on April 18, 1946, with General Yount as President and Mr. Dunne as Secretary-Treasurer. In June of that year, in view of the potential benefits to the United States, the War Assets Administration turned over to the new school Thunderbird Field #1, a deactivated pilot training center sixteen miles northwest of Phoenix. At the same time, a capital fund was made available in the form of unsecured loans, granted as public service by Bankers Trust Company, The Chase Manhattan Bank, First National Bank of Arizona, Valley National Bank, The Arizona Bank, and the directors of the Institute.

In exploring the character of the specialized training to be offered, the founders requested and received much valued advice from the United States Office of Education, from many others in the fields of education, from other government agencies, and from some thirty leading corporations and financial houses who freely discussed their world-wide personnel problems and the kind of training considered most desirable.

The basic curriculum then evolved has since undergone no fundamental change: on the basis of a previous college degree, Institute students receive intensive training in the practical techniques of international commerce, in active speaking command of at least one of the major foreign languages, and in general knowledge of selected world areas and their peoples.

The founders' advisers corroborated their belief that the strongest kind of international understanding comes about when goods and services are actively exchanged and the peoples of different countries meet on the common ground of amicable business and personal relations. Under these conditions, every person whose work brings him into contact with foreign peoples carries important responsibilities which reflect on his own nation and its position in the world.

It seemed to the founders, therefore, that men and women planning to enter foreign trade or the foreign service must have specialized training, and that a school devoted exclusively to providing such training would be making a significant contribution to world stability.

These beliefs remain the guiding principle of the Institute.

The Institute opened its doors on October 1, 1946. The first class was graduated on June 15, 1947.

Results

The performance of the Institute's graduates has justified the vision of the founders and the efforts of the faculty and staff over fifteen years of progress. The number of those successfully living and working overseas now approaches 1,000, in 78 countries. They are to be found in all lines of American international endeavor, and at all levels, from trainees to the heads of foreign subsidiaries. At least an equal number are undergoing their employers' final domestic training before first foreign assignment. Many of the rest are discharging responsibilities in the domestic field of international commerce.

The record they are making for themselves and their employers has encouraged ever greater numbers of American firms to turn to the Institute as the reliable source of specifically trained talent represented by superior young Americans whose motivation includes not only personal ambition but also an idealistic desire to make a contribution to the regard in which this country and its people are held in the rest of the world.

The effectiveness of the Institute's practical training program is plainly demonstrated by the prestige it commands among American international and foreign business firms, American and foreign government officials, and among educators and students in U. S. universities and colleges.



INTERNATIONAL COMMERCE AS A CAREER

The day is past for an overseas appointment to mean a life of relative ease in romantic surroundings. The highly competitive world of today demands ingenuity, stamina and hard work of everyone engaged in international activities. Whether he is in private enterprise, in government, or in a non-profit international agency, the challenge is tremendous, and the excitement of participation is correspondingly high.

No matter the kind of opportunity involved—marketing, distribution, salesmanship, banking, insurance, agriculture, general business management, accountancy, advertising, public relations, government, technical assistance, welfare—the career imposes special obligations not found in domestic activities. A prime obligation is the acquisition of a proper attitude toward working with people of other cultures and traditions, a resoluteness to adapt oneself to unfamiliar demands made by foreign customs, business practices, language, psychology, geography, climate, culture and living conditions. Before an employer will hire him, the potential career man must show himself disposed to accept the arresting differences between living and working in his own country and doing so in a foreign land.

Once abroad, he must be able to fit into his new community. He may not resist, even subconsciously, the acceptance of a new life, of other ways of doing things.

The Three-Part Curriculum

An understanding of, and adaptability to, modern business practices at home are difficult enough to acquire. Development of a knowledge of operations in a foreign land demands adjustments not normal to the young person training for an international career. For this, specialized training is required, and ideally it emerges from the combined cumulative experience of three faculties: one with rich backgrounds in actual international techniques; one fluent in, and trained to teach, foreign languages; and one with sympathetic and deep knowledge of the culture, psychology, and attitudes of people in other lands.

Such training, devoted exclusively to those goals, is uniquely provided at The American Institute for Foreign Trade. Its efficacy is demonstrated by the fact that many of the Institute's graduates are already in positions as chief officers and managers of units of international business, both abroad and in the United States.

Because the forces shaping international trade are constantly changing, the Institute emphasizes the need for positive and dynamic thinking, for open-mindedness, and, therefore, readiness to accept new methods, new concepts,

and even changes in some fundamentals. The Institute keeps abreast of such revolutionary movements as the Common Market, General Agreement on Tariffs and Trade, the Outer Seven, the economic trade struggle with the Communist bloc, and the steady growth of American overseas manufacturing units. It stresses the need to keep well posted on all world economic problems to the end that American foreign traders can compete with keenly intelligent, aggressive businessmen from all corners of the world. The Institute attempts to equip its students to discuss intelligently the position of the United States in these evolutionary economic and ideological changes so that they can clearly present to others in foreign fields American policies, attitudes, and thinking.

Career Objectives

The student who commits himself to an international career must make certain decisions about his immediate objectives. He will decide whether he prefers employment in business, in government, or with international agencies. He will decide which major world area most attracts him.

It must be understood, however, that in the field of international work, a man might be sent or transferred to a field other than that of his initial choice. But once having gained insight into one region, and once having demonstrated his ability to acquire a second language, such transfer presents no insuperable difficulty. The techniques acquired are applied in the new situation, and adjustment rapidly follows, as has been proved many times.

Three broad categories will provide adequate objectives. They are:

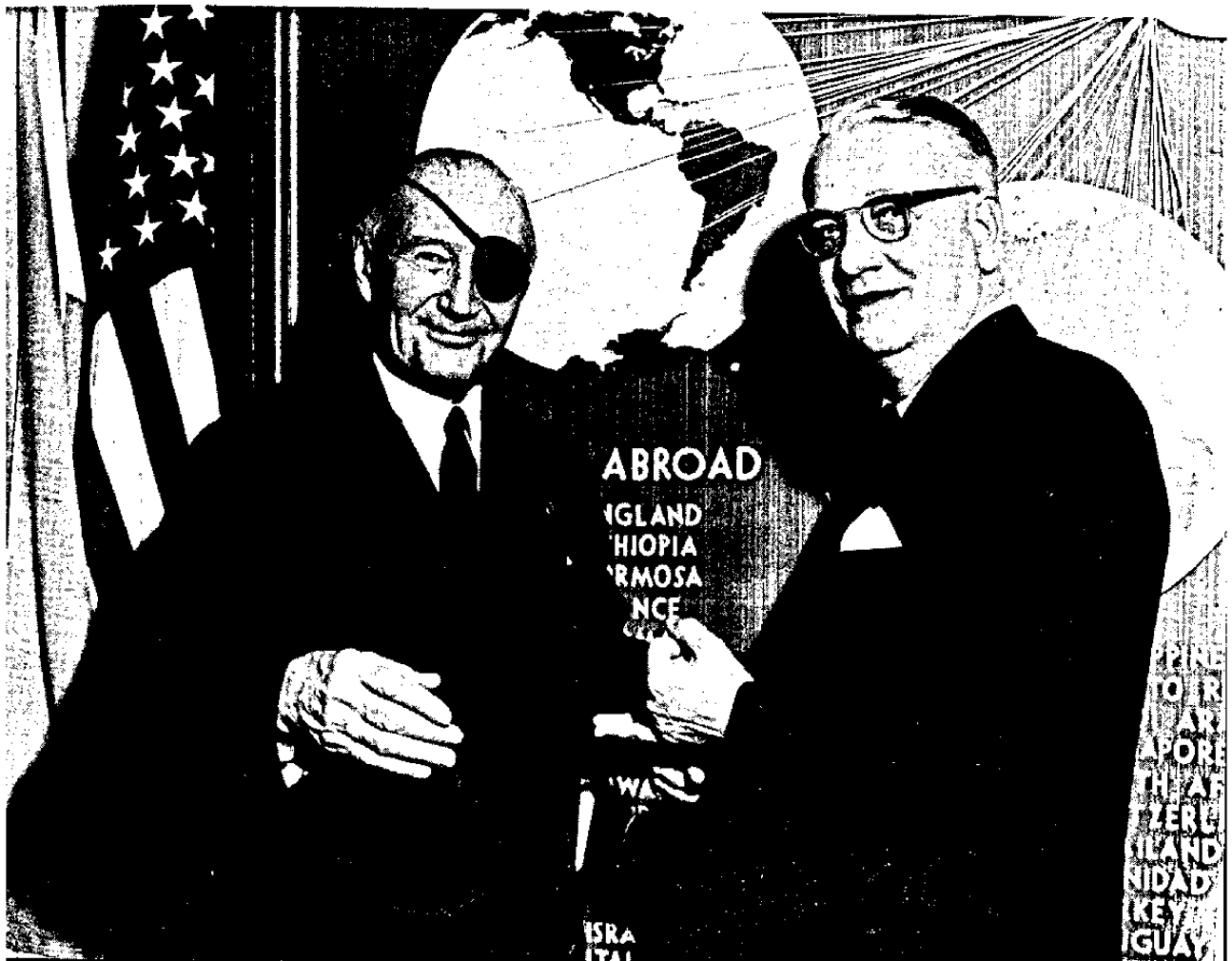
Business — Latin America, the Orient or Europe. At present, the greatest number of opportunities for the young American seeking a foreign trade career are with American companies operating in Latin America. Approximately 70 percent of the Institute's graduates now abroad are in that area. Among business careers in foreign trade the following are the principal fields: marketing, distribution, banking, accounting, and production. If the student prepares himself for a business career in Latin America, he will enroll for Latin America Area Studies, for Spanish or Portuguese as his language, for required and elective subjects in international commerce, and international relations, if possible. The student preparing for Western Europe will take the course in the economics of that continent, and French, with the usual business subjects. Those preparing for Asia will, of course, take the Far East Area Studies course, the usual business subjects, and they are strongly urged to take French, for two purposes. First, they will demonstrate their ability to acquire competence in a second language and thus give promise of acquiring also a local language at their posts. Second, French is, after English, the most likely second language they can expect to encounter over most of that widely-varying territory, especially in Southeast Asia.

Government Service Abroad. This field of specialization contemplates employment by those civilian agencies of the Federal Government which are concerned with foreign problems, or with international organizations of an official or semi-public nature. The former category includes the Department of State, the U. S. Information Agency, the International Cooperation Administration, the Bureau of Foreign Commerce, and other government agencies.



Distinguished Alumnus Award Winner *(with President)*

Honorary Lecturer *(The Hon. Lewis W. Douglas, former ambassador to Great Britain, with President)*





Valedictorian

Woman Graduate



The course of studies should emphasize area and language studies as well as international relations and presupposes some previous acquaintance with those disciplines. Any work taken in the Department of International Commerce should have a bearing on possible utilization in the field of economic reporting.

International Commerce in the United States. This specialization is designed for those who plan a career in foreign trade which will not involve assignment to a foreign country. There are excellent opportunities in this field, and many of them involve foreign travel. Occupations include employment in international divisions, export departments, the offices of overseas shipping companies, and the foreign departments of financial houses and chambers of commerce. Although in all of these employments, familiarity with a foreign language is highly desirable, it is not essential to success in many positions. The concentration of studies will be in international commerce, in area studies and in international relations.

Careers For Women

The Institute's annual enrollment always shows a greater proportion of men to women. Among single students, a ratio of thirty to one is average, but that does not suggest the absence of career possibilities for single women college graduates.

The greatest employer of women for overseas positions, the United States Government, continuously needs secretaries, teachers, journalists, public relations specialists, and information analysts to whose professional education and experience have been added specialized training in language, geographical areas, national psychologies, customs, and history.

Fewer, but substantial, jobs exist overseas for women trained as bilingual secretaries or as administrative assistants skilled in foreign trade documentation, practices and procedures, marketing, and advertising. Qualified teachers, registered nurses, and dieticians, preferably with specialized training in language and area, are in demand by some corporations for positions in their overseas installations and hospitals.

Careers for women in international commerce are limited in number, scope, and area of employment. Most of the available opportunities lie in secretarial and teaching positions and—after sufficient orientation and training there—in the fields of accountancy, office managership, and general administration within the domestic offices and plants of U. S. international companies.

Instruction for Wives of Students

One of the distinctive features of the course of training at the Institute is the opportunity given wives of regularly-enrolled students to take the courses offered in language and area studies. No tuition charge is made to those who complete the work. All wives who can participate in this training are urged to do so.

Firms sending married men abroad value highly the training given wives at the Institute. By their participation in the academic work, wives indicate their interest in the careers of their husbands and prove themselves adaptable to situations encountered in foreign countries. Some business firms, which

formerly limited their employment to single men, now realize the important contribution which can be made by the AIFT-trained married couple.

A special fee of \$25 is placed on deposit at registration. This fee is refunded upon completion of the courses, but is forfeited if the wife drops out after the last day for changes of schedule. Work in addition to language and one area study sequence is charged for at the normal unit rate.

The rules governing attendance and scholastic standing apply to the wives enrolled in area or language courses for credit. No auditing of classes is permitted in the language courses. Successful completion of the area study and language sequences entitles the wife to a Certificate of Recognition.



GENERAL INFORMATION

Campus and Buildings

The American Institute for Foreign Trade is situated approximately sixteen miles northwest of Phoenix, and six miles north of Glendale, Arizona. The Valley of the Sun, of which Phoenix is the principal city, is recognized as one of the great winter resort areas of the country, famed for its agreeable climate and extensive recreational facilities.

The forested mountain regions of northern Arizona, and Nogales, Hermosillo, and Guaymas in the Mexican State of Sonora, to the south, are easily accessible. For those preparing for careers in Latin America, the proximity to Mexico is of great and enjoyable advantage.

The entire property consists of 180 acres, of which the buildings occupy approximately forty acres of landscaped grounds, arranged to form the legendary Thunderbird design, which in American Indian lore signifies good fortune. The buildings are of the long, low ranch type, characteristic of western architecture, with vine-covered galleries supported by rough-hewn cedar posts.

There are eight dormitory buildings, arranged so as to form three quadrangles of lawn and shrubbery, one of which contains two regulation-size swimming pools. The administration building, facing the main gate, contains the administrative offices and the infirmary. The largest of the buildings is the dining and recreation building, containing the dining hall, kitchens, canteen, the main assembly hall, and a lounge for students.

The Library

The resources of the library, constantly increasing, are unusually well chosen to support the work of students and faculty. The hard-cover book collection numbers 15,000 volumes, concentrated on the various phases of international commerce, international relations, and the history and background of life in other areas of the world. Language study is reinforced by collections in Spanish, Portuguese, and French. Additional books may be secured through interlibrary loans.

An extensive vertical file is maintained, containing up-to-date material covering countries, industries, commodities, business firms and all other subjects pertaining to the curriculum.

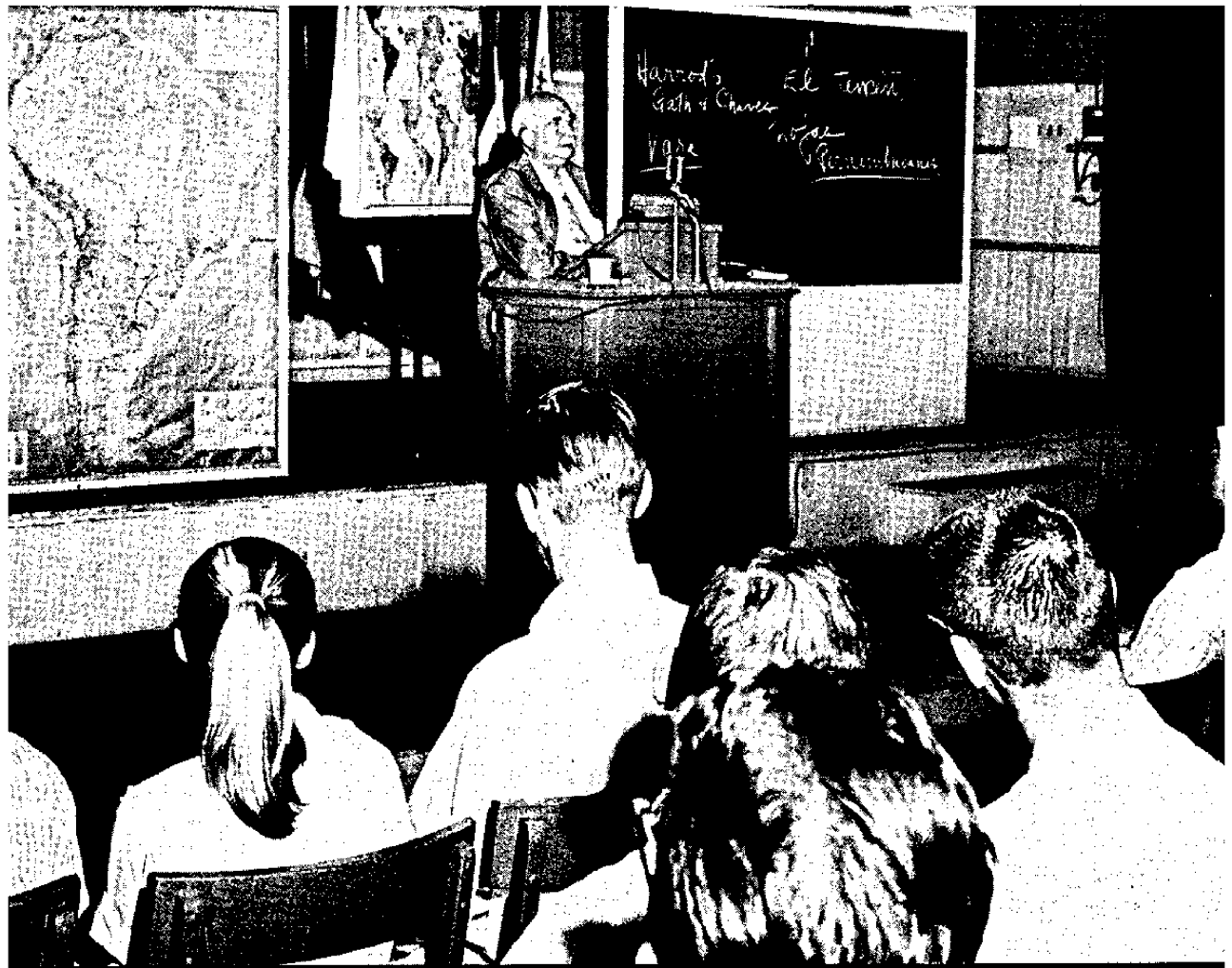
A feature of the library is the large amount of material published by foreign governments and their agencies, by central banking systems and foreign chambers of commerce. This collection, growing by the addition of contemporary materials as published, provides the basis for research work, especially in marketing and area studies. It is augmented by an unusually comprehensive collection of maps.

A dozen newspapers and 197 periodicals, foreign and American, are regularly received. The library subscribes to several specialized business research services, and to government publications related to the curriculum.



The Library

Latin America Area Class



Files of the *New York Times* are available on microfilm. The library maintains relations with the information services of the various nations of the world, as well as with the U. S. Government and the various business houses in international commerce.

The Career Section is unique, and is of particular interest to students seeking information about American companies with whom they might contemplate a career. The section houses hundreds of up-to-date booklets, brochures, annual reports, personnel policy statements, and expositions of company products and operations. This section attracts its largest number of student-researchers before they begin communicating with companies which hire personnel for international work and before personnel recruiters arrive on campus to conduct interviews.

Living Accommodations

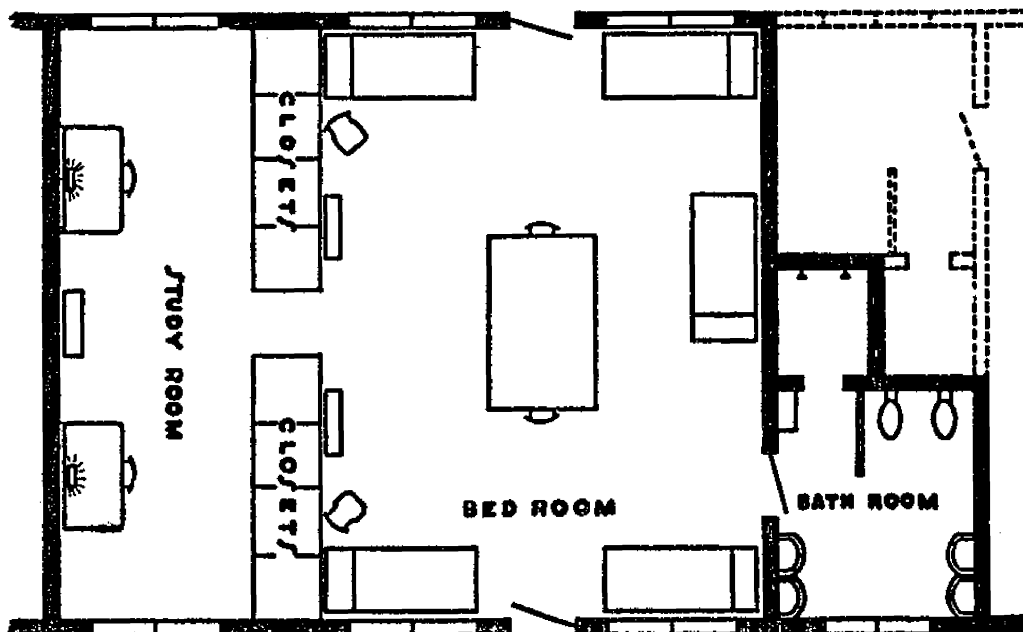
Single male students are housed in dormitories with large rooms, 29 by 24 feet, open on both sides for light and air. The occupancy of each room is limited to a maximum of six students. Each room has its private bath and its own heating and air-conditioning units.

The Institute provides beds, mattresses, chairs, study tables, study lamps, and drapes. Students should supply their own pillows, blankets, sheets, pillowcases, and other linens. Students should also bring any rugs and extra lamps they may desire.

Note: Linen Service is available through the American Linen Supply Company. Cost of a bundle of two sheets, one pillowcase, and two towels is 60 cents. This price is subject to change.

Cooking is not permitted in these quarters.

The following diagram shows a typical arrangement of unmarried students' quarters.



The lodging charge for single students is \$85 per semester. Board for single students is \$305 per semester.

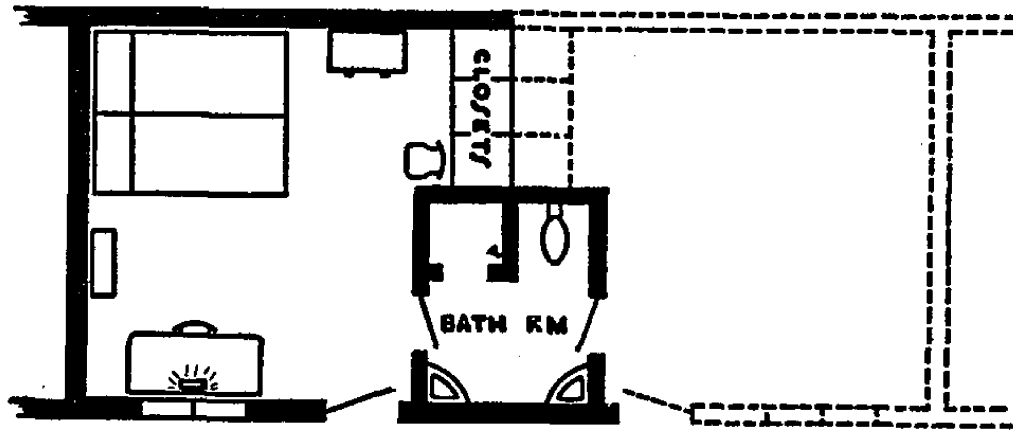
Single women students are housed either in the large dormitory rooms, described above, or in double rooms in the married quarters areas on the basis of available space (see below).

Married students and their wives are housed in dormitory buildings flanking the center quadrangle. These two buildings provide 56 rooms, each of which is 13 by 13 feet, plus a small alcove containing closets. Each married couple occupies one room and shares a bath with the occupants of the adjacent room.

Each of the rooms is equipped with two single beds, one desk, two chairs, a study lamp, two mattresses, and drapes. Each couple should bring their own pillows, blankets and linen (see page 33 for linen service). Rugs and any additional furnishings desired must be furnished by the student. Despite the small dimensions, these rooms are usually made into very attractive living quarters.

Cooking is not permitted in these quarters.

The following diagram shows an arrangement of married students' quarters.



The lodging charge for married students resident on Thunderbird campus with their wives is \$170 per couple, per semester. Board for married couples is at the rate of \$305 per person, per semester.

Married students with children, who, by early application, establish priority, may secure living accommodations. Since there is a great demand for these quarters, priority is determined in all cases by the date of the receipt of the admission fee requested in the official acceptance letter.

These quarters, 29 by 24 feet in size, are partitioned into the various living areas by means of storage cabinets (see page 33 for floor plan). Three-burner gas plates are provided. Students desiring normal stoves and refrigerators should provide their own equipment. Rental for these quarters is \$300 per semester.

The Institute provides beds, mattresses, chairs, tables, a study lamp, and drapes. Blankets and additional furnishings should be provided by the student.

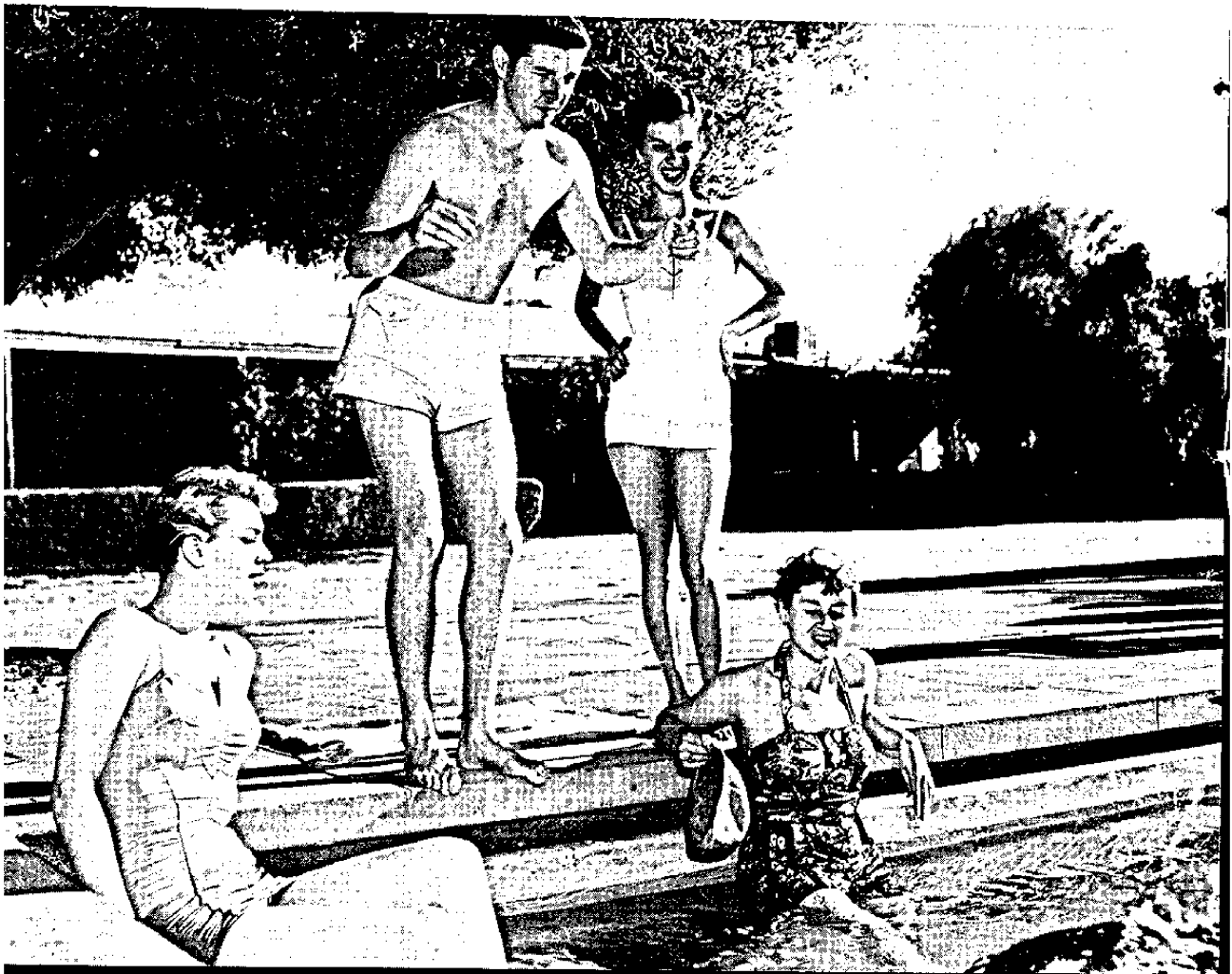
Students who cannot be accommodated on campus can find rentals in Glendale or Phoenix. Off-campus housing is arranged by the students.



The Nursery

Single Men's Quarters





Student Life

One of the unique characteristics of the Institute's educational approach is the friendly informality of life and work on the Thunderbird campus. It is doubtful whether there is any collegiate institution in the United States where relationships between students and faculty members are closer.

Students are urged to use Spanish, Portuguese, or French as the language of daily existence. Although entirely voluntary and not uniformly followed, this tends to strengthen the bonds of friendship, as well as to help develop fluency.

Student life is enlivened by frequent dances and other all-campus social activities. The pleasant Arizona winter climate makes possible participation in all outdoor sports during the school year. During the milder months, the two swimming pools are the center of most recreational activity.

It is often said that education on the Thunderbird campus is not only a sound professional preparation but also an unforgettable experience in living. Hundreds of friendships first formed at Thunderbird are flourishing today in scores of distant places in the world.

Extracurricular Activities

Lectures and Forums. Each semester a number of authorities on the various phases of the international situation, and on the principal trade areas, visit the campus to give lectures or to conduct forums. These meetings serve to keep the student body in close touch with the ever-changing developments in our relations with other nations. See page 22 for reference to Honorary Lecturers.

Motion Pictures. Documentary films treating of the world's geographical areas are shown regularly during evening hours as a general supplement to the area studies, international commerce, and language courses. Relatively contemporary motion pictures, both domestic- and foreign-made, are shown on weekends. Current foreign-language movies of both artistic and popular quality are exhibited regularly by commercial theaters in Phoenix and in nearby Scottsdale and Tempe.

Social Programs and Dances. A series of entertainments and dances is sponsored annually by the various clubs and social organizations. Students are encouraged to bring costumes and musical instruments (if they have them), for participation in these events.

Clubs. Campus clubs include Delta Phi Epsilon, the national foreign trade fraternity; the Marketing Club, affiliated with the American Marketing Association; the Speakeasy Club, organized to help students develop poise and fluency in public speaking; the French Club, and the Portuguese Club, which are concerned with developing social fluency in these languages; the Color-graphic Club, formed by students interested in color photography; the Newman Club, Catholic students' organization; and the Thunderbird Women's Club, composed of women students and wives, which sponsors programs to inform its members on the practical aspects of foreign living. All clubs take their functions seriously and contribute effectively to the tone of campus life.

Language Choruses. Organized Spanish, Portuguese, and French choruses meet weekly for practice sessions. They are called on from time to time for public performances and appearances on radio and television programs. The Christmas pageant, *Las Posadas*, is the annual presentation of the combined language choruses.

Student Government. A modified form of student self-government is encouraged on the Thunderbird campus. Because of the pressure of the intensified curriculum, it is limited to an elected Student Affairs Committee (abridged to SAC). This group, consisting of representatives from each class, is augmented by the ex officio membership of an officer of each of the campus clubs. It coordinates the calendar of student functions, sponsors and supervises the various activities deemed an integral part of student life, and, with the help of a faculty adviser, acts in a liaison function between the student body and the administration. Many improvements to life on the campus have resulted from student suggestions transmitted to, and recommended by, this body.

Campus Publications. A weekly mimeographed bulletin, *The News at Thunderbird*, is published by the public information office. It contains news of campus events and announcements of general and specific interest to students, faculty and administration. Its off-campus distribution is wide and includes business firms, newspapers, and a large number of individuals, including prospective students. (AIFT students may arrange to have interested friends placed on the mailing list.)

A yearbook, *The Thunderbird*, is published in May of each year. It is edited and managed by a student staff under the sponsorship of the public information office.

An alumni quarterly, *News of Thunderbirds*, is published by the alumni office. Although directed to alumni interest and sent to them, copies of the publication are available to students for their own perusal or for mailing to interested friends.

Recreation and Sports. Because of the excellent weather, most athletic activities take place outside. The facilities of the Institute include a softball diamond, shuffleboard court, volleyball court, badminton courts, soccer and touch football field, tennis courts, and a basketball court. In addition, there are two swimming pools, situated in the central quadrangle that are usable for much of the school year. One of the hangars is equipped with locker and shower rooms. Supplementing the facilities at Thunderbird campus, the surrounding countryside offers excellent opportunity for horseback riding, golf, and hunting. Students also make use of the winter sports areas in northern Arizona, especially with skiing parties in the San Francisco Peaks near Flagstaff. A four-hour drive will take students to Mexican cities for bullfights and other spectator sports of international flavor.

Theater and the Arts. For those interested in the legitimate stage, orchestral, ensemble, and solo concerts, and in art galleries and museums, Phoenix and environs offer many opportunities, particularly during the winter season.



Language Conversation Classes



Special Instructions

The Post Office address for students is:

c/o The American Institute for Foreign Trade
P. O. Box 191
Phoenix, Arizona

Packages shipped by express or freight, however, should be addressed c/o The American Institute for Foreign Trade, Glendale, Arizona (no post office box number), rather than Phoenix.

Clothing. The winter climate in the Valley of the Sun is mild, but a student is advised to bring warm clothing since the temperature drops during the night and early morning hours. For the fall and spring months, students should have light summer clothing.

Road Directions. For the benefit of those arriving by automobile, the best means of reaching Thunderbird campus is to proceed north to Glendale, Arizona, approximately eight miles northwest of Phoenix on Route 70, then turn north on North Central Avenue in Glendale (called North 59th Avenue north of the Glendale city limits). Proceed north for approximately six miles. One mile after crossing the Arizona Canal, AIFT is on the right.

Transportation. When date and time of arrival and means of transportation are determined, the registrar should be notified so that transportation from Phoenix to Thunderbird may be arranged, if necessary.

Pets. Because of the close communal living facilities on campus, pets of all kinds (cats and birds included) are prohibited from the single students' and married couples' quarters. Dogs are not permitted on the campus.

Alternate Routes to The American Institute for Foreign Trade.

(Starting at intersection of Van Buren and
Central in downtown Phoenix)



SPECIAL SERVICES

Placement of Graduates

The American Institute for Foreign Trade maintains an active placement office which has contributed significantly to the achievement of the career goals of its graduating classes.

Its close liaison with more than 500 American and international business firms and with various government agencies enables the placement office to put students in communication—both directly and indirectly—with those in which they might be interested. During the course of an academic year, representatives of many firms visit the campus with the objective of seeking AIFT-trained personnel, or for the purpose of interviewing students who have indicated an interest in a foreign career with them. During its fifteen-year existence, the Institute has provided trained men for the international activities of about 1500 companies.

Employers manifest greatest interest in prospective graduates whose ages are between 24 and 31. Exceptions to that preference occur in instances where a student possesses a background of work or professional experience which can be seen as immediately productive in a new employment situation.

Students with all types of undergraduate majors or concentrations find ample opportunities in the international field. Institute students with undergraduate specialties in business, liberal arts, and sciences are equally successful in employment placement. At this time, there is an insistent and unsatisfied demand for all types of engineers and for accountants, chemists, and men with technical and semi-technical backgrounds.

Initial interviews are set up after the first progress reports of the year have been examined and deemed satisfactory. Institute policy permits the extension of placement services only to those students who successfully complete the full one-year curriculum.

Each interested student is accorded continuous individual treatment by the placement office. Individual counseling is available at all times and, when considered in the best interests of the student, counseling is prescribed.

It has always been the policy of the Institute that it does not guarantee employment, whether before matriculation, during the course of study, or upon graduation. Justification for this policy lies in the stress placed by employers, beyond the specialized training received, on attitude, character, aptitude, and the quality of the year's performance.

The placement office asks students to be amenable to those placement procedures which have proved their practicability during the years of application.

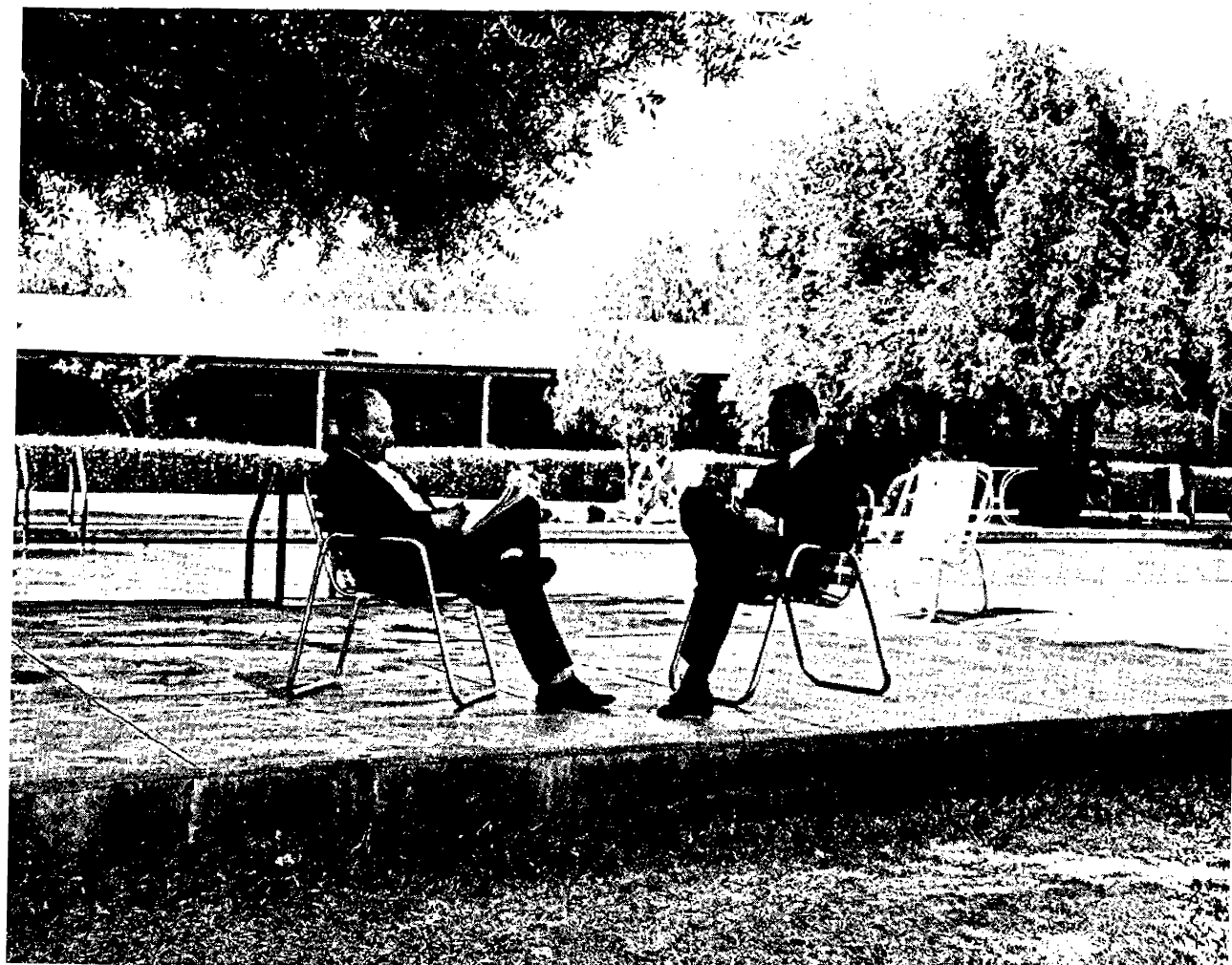
Students on probation or suspension are not eligible to utilize the services of the placement office.

(Note: It is recommended that students make budgeting provision for the



Placement: Counseling

Interview with Company Recruiting Representative



printing of background resumes and for furnishing application-form photos. Budgetary consideration should also be given to possible expenses for travel to the home office of an interested company for an initial or a final interview. Some employers do contribute to, or pay in full, the traveling expenses.)

Counseling Services

Counseling services are available to students desiring to discuss: personal problems and student activities (dean of students); courses (department directors and staff, registrar); financing and local employment (vice president for business affairs); career and postgraduation employment (director of placement). In special cases, appointments for consultation may be made with the president, either vice president, or the dean of the faculty.

Medical Services

The Institute has a well-equipped infirmary under the direction of a physician, with a registered nurse in regular attendance. Consultation hours with the nurse are held week days, and the physician is available on call at all times to prescribe for patients. Treatment in case of emergency is available 24 hours a day.

Charges for the services of the physician and the nurse, at the infirmary, and for visits to the physician's office in Glendale, when directed by the nurse, are included in the tuition charge. This also covers limited hospitalization in the infirmary. Visits to the office of the physician in Glendale, unless specifically directed by the nurse, are at the expense of the individual. The infirmary is not equipped to care for major illnesses or operations, nor can it provide for prolonged hospitalization.

Use of the regular infirmary service, as outlined above, is available without charge also to the wives of married students in cases of minor illness or injury. Visits to the office of the physician by wives, however, are at their own expense. Charges are made for infirmary services to children.

Miscellaneous Services

A Dining Hall for resident students, wives, and faculty serves three meals daily throughout the academic year, excluding Christmas vacation period.

A Coffee Shop, located adjacent to the dining hall, is maintained, including Christmas vacation period, for the convenience of students and wives. In addition to regular short-order service, the shop carries a limited supply of toilet articles, cigarettes, candy, bread, milk, instant coffee, and some other groceries.

The Post Office distributes student mail and performs other postal services.

The Bookstore is located in the post office. Both books and stationery items are available.

Extension telephones are located at several points on the campus for the convenience of students receiving calls. Public pay stations are provided for the convenience of those wishing to place outside or long-distance calls.

A Day Nursery, equipped to accommodate babies and youngsters, is maintained on the campus for the convenience of student wives who are taking

Institute courses or are working. Supervised by an experienced woman, the nursery charges minimal rates for daily child care.

The Alumni Office publishes the alumni quarterly and maintains up-to-date files concerning alumni, their current location, and company affiliation.

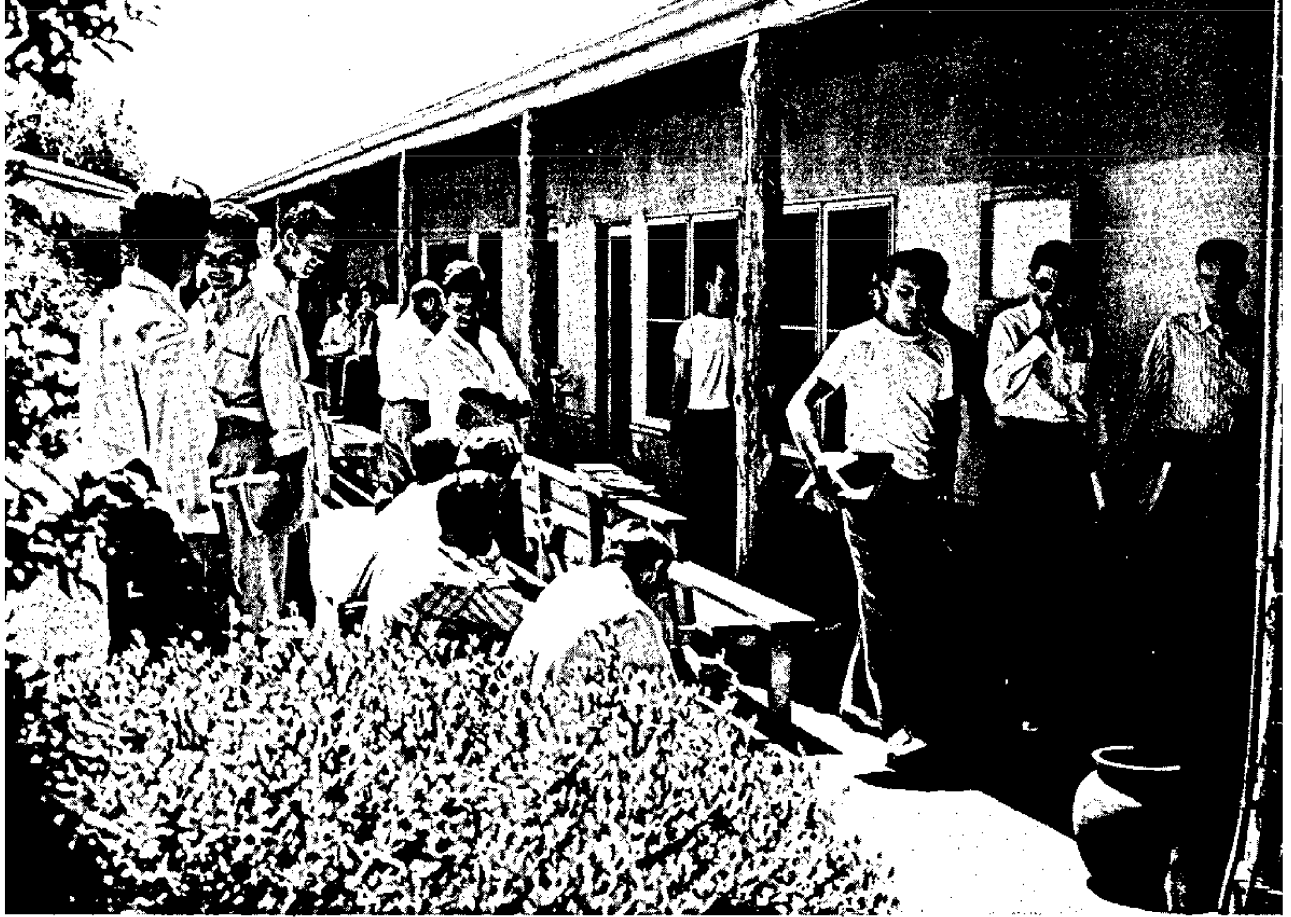
Active alumni chapters in the United States have been organized in Phoenix, San Francisco, Los Angeles, Chicago, Omaha, New York, and Akron. Chapters abroad are located in Mexico City; Sao Paulo, Brazil; San Juan, Puerto Rico; Caracas, Venezuela; Lima, Peru; Rio de Janeiro, Brazil; Buenos Aires, Argentina; Bangkok, Thailand; and other foreign cities where substantial numbers of AIFT alumni are located.

Consultative Services

The American Institute for Foreign Trade reserves the right to charge a fee for professional services rendered by its faculty or staff on a consulting basis.

One of the Language Choruses





Spanish-style Open-air Galleries



ADMISSION REQUIREMENTS

Degree Programs

The Committee on Admissions gives careful consideration to the applicant's formal academic preparation and scholastic achievements as evidenced by official transcript, to the report of his physical condition, to character, maturity, and personality, and to his potential for employment in the field of international commerce. Due to the highly-specialized nature of the training program, its presumable benefits to the applicant are of uppermost consideration by the Committee. Admission may be denied on the basis of failure to meet any of the above qualifications. There are no entrance examinations.

Since the objective of the Institute is to prepare men and women of widely varied backgrounds and professional interests for active careers in international affairs, it places no limitations on the type of the candidate's undergraduate degree, major or concentration in considering him for admission. As is to be expected, the majority of students have enrolled with backgrounds in commerce, economics, political science, history, modern languages, and other liberal arts. The Institute encourages those of other preparations to apply, particularly engineers, scientists, and accountants.

Foreign students are welcome, providing their command of the English language is sufficient to enable them to profit from instruction given in that language on the upper division and graduate level. Their presence on campus greatly deepens the American students' understanding of other viewpoints, and they themselves arrive at a more profound understanding of this country and its people.

College and university graduates in good standing, who have completed the normal four-year program leading to the Bachelor's degree and who present evidence of ability to pursue study at the graduate level, are eligible to be considered for admission as full-time students to the following programs.

Candidates for the Degree of Bachelor of Foreign Trade. The Institute admits as candidates for the specialized, fifth-year, first professional degree of Bachelor of Foreign Trade those who, upon matriculation, possess the prerequisite, namely, a Bachelor of Arts, Bachelor of Science, or other recognized baccalaureate degree. The degree is awarded to such candidates upon successful completion of the required two-semester course.

Candidates for the Degree of Master of Foreign Trade. The Institute admits as candidates for the graduate degree of Master of Foreign Trade only those who, upon matriculation, possess a recognized baccalaureate degree in the arts or sciences. The degree is awarded upon successful completion of the required four-semester course.

Candidates whose baccalaureate work is deficient in basic preparation in economics, marketing, and accounting may be required to complete adequate preparation elsewhere before undertaking their third semester work.

Non-Degree Programs

Candidates for the Certificate of Graduation. The Institute admits as candidates for its Certificate of Graduation those who have completed at least two years of study above the high school level in a recognized institution of higher learning and who meet the other requirements for admission in terms of maturity and experience significant to the training program of the Institute. The certificate is awarded after successful completion of two semesters of required study.

The number of candidates admitted for the Certificate of Graduation is limited, and admission is granted on a selective basis.

Special Students. Comprehensive and intensive work is offered in any of the three departments of the school. A student may enroll, for example, to specialize only in languages, area studies, international relations, or international commerce. In such cases, he will be enrolled as a special student, not subject to the basic curriculum requirements.

Key Man Program in language and area studies. See page 58.

Method of Application

The prospective student should write to the registrar requesting an application blank, which will be forwarded with necessary instructions. Applications are considered only when made on this form and submitted with all required supporting papers, prior to registration.

The admission fee upon acceptance is \$20. An applicant should forward his check or money order in this amount to the registrar upon receipt of notification that he has been accepted. The fee will not be refunded.

Students are accepted for any course at the start of the first semester in the fall or at the start of the second semester at midwinter. Classes are graduated in January and in June.

Veterans

The Institute's program is approved for veterans under Section 1653, Title 38, U. S. Code. All veterans are urged to write to the registrar for the method of application for benefits as they pertain to the Institute.

Draft Deferment

Students eligible for the draft are referred to a paragraph contained in a letter received by the registrar in November, 1951, from Deputy State Director of Selective Service for Arizona, who said:

"We are happy to advise that, in the opinion of our National Headquarters, your institution fulfills the requirements of a 'similar institution of learning' for consideration under Section 1622.25 of Selective Service Regulations."

ACADEMIC STANDARDS

Accreditation

The Institute has been formally granted full accredited standing by the University of Arizona. All courses satisfactorily completed at the Institute are accepted for full credit by the University of Arizona and all other educational institutions of the State of Arizona. Most courses given by the Institute are likewise normally accepted for full transfer credit by colleges and universities throughout the United States.

The Institute is an associate member of the Western College Association.

Note: The Institute, as a specialized school without a four-year liberal arts course, does not fall within the concept of accreditation as defined by a regional accrediting association. Unique in its specialized field, the Institute does not properly fit into the area of any existing professional accrediting association.

Scholarship Standards

All students are expected to approach their studies from the standpoint of mature individuals, motivated by a sincere desire to obtain as much benefit as possible from the Institute's curriculum.

Grades are given and recorded as follows:

1—Excellent	100% — 93%	(Carries 1 grade point)
2—Very good	92% — 85%	(Carries 2 grade points)
3—Good	84% — 77%	(Carries 3 grade points)
4—Acceptable	76% — 70%	(Carries 4 grade points)
5—Failure	69% and less	(Carries 5 grade points)
Inc.—Incomplete	Must be removed within the following semester by completing work; otherwise, it reverts to "5."	
W—Withdrawal	Allowed during the first quarter of each semester, with the approval of the dean of students. After the first quarter of each semester, WP—Withdrawal Passing; WF—Withdrawal Failing.	

Attention is called to the fact that the lowest passing grade is 70%, which is equivalent to the lower limit of the normal undergraduate "C" level.

Grades are given out by the department concerned or by the registrar's office.

Grade Points and Averages. For each semester hour of credit in a subject, grade points are assigned equal to the grade earned. Thus a grade of "1" in a 3-hour subject gives the student 3 grade points, a grade of "2" in a 3-hour subject gives 6 grade points, and so on.

A student's scholastic standing is computed by averaging his grade points, that is, dividing the total number of grade points received by the number of credits earned.

Degrees or certificates of graduation require a grade point average of not more than 3.2.

If a student's grade point average is more than 3.2 at the time of any progress report, he will be placed on probation. If this probation has not been removed by the end of the semester, his case will be reviewed by the Academic Committee to determine whether he will be allowed to enroll for another semester or will be asked to discontinue his course.

Make up of incomplete or failed work must occur within the following semester.

In case a student is asked to discontinue his course for reasons of unsatisfactory progress or conduct, he may petition in writing for reinstatement after a lapse of at least one full semester. If reinstated, he is considered to be on probation until the probation is lifted.

A student who fails, during his last semester, to pass a sufficient number of hours of work to entitle him to receive a Bachelor of Foreign Trade degree or a Certificate of Graduation may arrange to take subsequently as much as six semester hours of work in one or more of the fields of study offered at the Institute in an approved college or university or at the Institute. In the event failure is in one of the foreign languages at the basic or intermediate level, eight hours of make up work is permitted. The courses to be taken at the other institution must first receive the approval of the registrar. A Bachelor of Foreign Trade degree or a Certificate of Graduation will be awarded to the student when the registrar of the Institute has been officially notified by the other institution that the student has completed a sufficient number of hours of work, with a grade of "3" or better, to make up for his deficiency at the Institute.

Attendance

In view of the intensive nature of the course of studies, the faculty and administration must expect regular and prompt attendance at classes.

All absences, for whatever cause, are the student's sole responsibility, and are automatically reflected in his grades. In addition, instructors are asked to apply grade penalties for absence in excess of a reasonable number. No excuses are granted by either the instructors or the Institute.

All absences become part of the student's record, and are shown on transcripts and on the data sheets supplied to interested employing firms.

The student is, however, protected against the application of penalties for absences incurred for certain causes beyond his control, e.g., for interviews scheduled by the placement office, for extended or serious illness when certified by the nurse, and for those few occasions when the student's presence elsewhere is requested by the Institute or by the military authorities. For such purposes, the "reasonable number" of absences is considered to be the same as the number of semester credit hours for the course involved. Double "cuts" are applied for absences during the two or three days immediately preceding and following scheduled holidays.

It is the student's responsibility to arrange with individual instructors for performance of work missed. Instructors will permit a student to make up tests and other work missed only when, in their judgment, the reasons given by the student for his absence are valid.

Work missed must be made up by arrangement with the instructor. If a student knows that he will have to miss a class, such arrangement should be made in advance.

Attention is called to the fact that the compression of the full school year makes Thanksgiving and Easter recesses too short to permit extended trips or visits to distant homes. A Christmas vacation of approximately three weeks is granted. Absences incurred on the two or three days preceding and following recesses and vacations are counted as double absences.

Conduct

Students at the Institute are preparing themselves for careers in which they are more than likely to be given responsibility far from supervision. Their employers and their country will be judged by the way they conduct themselves. They are, therefore, expected to demonstrate self-control so that the Institute can recommend them without reservation as responsible people.

Considerable individual liberty is allowed, but the student must remember that he is one of a small, closely-integrated community, whose other members have the right to be free from unwarranted disturbance. Consideration for others on campus is a reliable indication of future consideration for the people of other nations.

When a student exceeds the bounds of acceptable behavior, he is warned. Repeated excess results in his being asked to move off campus. This latter action automatically places a student on probation. In some instances, he may be asked to discontinue his course.

Awards

The American Institute for Foreign Trade recognizes and rewards excellence among its graduating students and alumni and, therefore, annually makes the following awards:

The Barton Kyle Yount Award is conferred for excellence in scholarship, character, and accomplishment.

The Alfred Knight Award is granted for excellence in scholastic achievement.

The Marketing Award recognizes excellence in the preparation of a foreign-market research study.

The Wall Street Journal Award is presented for excellence of work in the analysis of financial statements and in statistical accounting.

The Jonas Mayer Award is bestowed upon an alumnus who has reflected great credit on American business overseas.

The Phoenix Republic and Gazette International Advertising Award recognizes the most outstanding advertising campaign submitted.

Excellence in the acquisition of foreign languages is given recognition by the selection of valedictorians for the commencement exercises.

Transcripts

One transcript of credits may be obtained by each student after he leaves the Institute. Any student requiring additional transcripts may obtain them through the office of the registrar at a cost of \$1.00 each.

TUITION AND FEES

Tuition. The charge for tuition is \$695 per semester, plus the comprehensive fee.

For this amount, the student is permitted up to 20 semester hours of instruction, though the minimum load to meet graduation requirements is 16 hours per semester. Students who, by successful petition to the Academic Committee, are permitted to carry more than 20 hours will be charged at the rate of \$35 per semester hour for the excess.

A student completing his graduation requirements in two semesters will be charged at the semester rate regardless of any imbalance of work carried (e.g., 21 hours during the first semester and 11 during the second).

Fees. Students will be charged a comprehensive fee of \$40 per semester, regardless of the number of semester hours of academic work carried. The fee includes registration, library, medical service, activities, and athletics, but does not include infirmary or nursery fees for children.

A \$20 acceptance fee is charged all applicants unpon acceptance. This fee is not refundable.

A late registration fee of \$5 is applied after the day on which the semester starts.

A thesis fee of \$25 will be assessed each candidate for the Master's degree during his fourth semester in residence.

A deposit of \$25 each semester will be charged student wives enrolling for the area study and language courses. This deposit is refundable upon completion of the course (see page 30).

Special Students. Students carrying less than 12 semester hours are regarded as special or part-time students. They are not considered to be candidates for degrees or the certificate of graduation. They will be charged a tuition fee of \$35 per semester hour of instruction, plus an acceptance and registration fee of \$25. The use of the library is permitted to special students.

Charge for the Key Man Course (see page 58) is \$1,650 per man, including room and board. Wives are enrolled with their husbands for an additional \$500.

Charge for the Overseas Assignment Seminar is \$650 per man, including room and board. Wives are enrolled with their husbands for an additional \$200.

Board. Board at the Thunderbird dining hall is at the rate of \$305 per person, per semester. Single students and childless couples living on campus are expected to eat in the dining hall.

Lodging. Lodging is at the rate of \$85 per person, per semester, i.e., married couples, \$170 per semester. Rental of quarters for married students with children is at the rate of \$300 per semester.

The minimum annual cost of attending the Institute, if the course is completed in two semesters, is as follows:

Single Students		Married Couples	
Tuition	\$1390	Tuition	\$1390
Fees	100	Fees	100
Board	610	Board	1220
Lodging	170	Lodging	340
	<u>\$2270</u>		<u>\$3050</u>

Books and instructional supplies are not included in the regular tuition charge. In most cases, their cost will not exceed \$75 yearly.

Financing the Cost

In addition to other student loans (see Student Aid, page 55), the Institute is prepared to finance up to \$800 of the cost of the year's training, by accepting the student's notes, to be signed at registration for each semester. A joint program has been developed with the Valley National Bank of Arizona to provide this loan program for students of the Institute.

Payment of Fees

Tuition and all fees are payable at registration. Students who plan to earn a part of their requirements and veterans under Public Law 550 (Korea) may, however, make arrangements for deferred payments, but they should have available, at the time of registration, funds that will cover substantially one half of the total semester's expenses, the amount of which will, of course, depend upon the student's personal arrangements as to board and lodging. Nonpayment of fees may be cause for dismissal.

All veterans should have available sufficient funds to carry them until veterans benefits payments begin. Certificates of Eligibility must be properly on file at the time of registration.

If arrangements are made for deferred payments, a two percent fee will be charged on the balance owed by the student after he registers.

Refunds. In the event of a student's withdrawal or dismissal from the Institute during the course of a semester, the tuition and fee charges are subject to rebate in accordance with the following schedule:

Period of Student's Actual Attendance in Institute from Date of Enrollment for Semester	Percent of Semester Tuition and Fees to be Retained by the Institute	
One week or less	20%	(\$139)
Between One and Two Weeks	20%	(\$139)
Between Two and Three Weeks	40%	(\$278)
Between Three and Four Weeks	60%	(\$417)
Between Four and Five Weeks	80%	(\$556)
Over Five Weeks	100%	(\$695)

Board is refundable to the nearest following 1st or 15th of the month.
Lodging is not refundable.

STUDENT AID

Scholarships

Arizona Scholarships. The Board of Directors of the Institute has made available four tuition scholarships: one each to a male graduate of the University of Arizona at Tucson, Arizona State University at Tempe, and Arizona State College at Flagstaff, and one to a bona fide male resident of Glendale, Arizona. Applications for these scholarships should be made to the Scholarship Committee of the institution from which the student was graduated. In the case of the Glendale award, application should be made to the Glendale Chamber of Commerce.

At the same time or, preferably beforehand, the candidate should apply directly to the registrar of The American Institute for Foreign Trade for admission.

The above scholarships are granted on a one-semester basis, renewable after review of performance. All scholarship applications for the ensuing academic year should be in the hands of the registrar of the Institute by May 1.

The National Defense Education Act Fellowships in Spanish and Portuguese. Superior AIFT students who anticipate earning the Bachelor of Foreign Trade degree and desire to work toward the Master of Foreign Trade degree at the Institute may apply for a fellowship in Spanish or Portuguese. These fellowships are awarded by a provision of the National Defense Education Act to graduate students at the 200 course level in either Spanish or Portuguese who are preparing themselves for employment in a professional or technical activity—governmental or non-governmental—which contributes significantly to the conduct of the nation's economic, cultural, educational, scientific, or political relations, and in an activity in which proficiency in the language studied under the fellowship is highly desirable. The basic stipend comprises the cost of tuition, all required fees, the sum of \$2,250 for the academic year, and some allowance for dependents. Interested AIFT students should consult the director of the department of languages at the Institute.

The Organization of American States Fellowship. The Institute offers annually a tuition fellowship to a bona fide citizen of one of the other American republics who meets the requirements for admission (see page 47) and who has been appointed by the proper agency of the Organization of American States. Prospective candidates should apply directly to the Institute for admission (see page 48) and, at the same time, make application for the fellowship to the Technical Secretariat of the OAS Fellowship Program, Department of Technical Cooperation, Pan American Union, Washington 6, D.C. Travel expenses, study materials, and room and board of the successful candidate will be covered by the OAS fellowship.

Barton Kyle Yount Memorial Scholarships. This group of tuition scholarships has been established by students of the Institute in honor of its first president. They are limited to second-semester students and provide an average of \$150 each. The main criteria applied are: (1) scholastic performance during the first semester; and (2) character, with emphasis on integrity, person-

ality, and demonstrated suitability for international commerce. Students interested in qualifying for the Barton Kyle Yount Memorial Scholarships should contact the registrar for further information after midterm of their first semester. All applications must be in the hands of the registrar by May 1, for the fall semester, and by December 15, for the spring semester.

Harnischfeger Scholarships. Mr. Walter Harnischfeger, Chairman of the Board of the Harnischfeger Corporation, has made available two scholarships of \$500 each to graduates of the Milwaukee School of Engineering. Nominations for these scholarships will be made by the faculty of the Milwaukee School of Engineering.

Valley National Bank Scholarships. The Valley National Bank of Arizona, under its program for Arizona universities and colleges, has made available scholarship aid in the amount of \$500 annually. This amount is distributed among four second-semester students, two each semester, under criteria applicable to the Barton Kyle Yount Scholarships, above.

All scholarship students are expected to live on campus, with the exception of those permanently domiciled in Glendale or Phoenix, or those requiring family housing. (Because of the limited number of campus family units, it is not always possible to assure accommodations. See page 34 for priority policy applicable to all students.)

There are no room and board scholarships.

Student Loan Funds

See also Financing the Cost, page 53.

William Lytle Schurz Fund. A student loan fund was set up in February, 1952, in the name of the late Dr. Schurz, dean of the faculty, director of the Department of Area Studies, and former president of AIFT. Initial contribution was made by the Institute's Student Affairs Committee and continuing support is given by alumni, industry, and interested friends of the school. Loans from this fund are applicable only to payment of tuition and fees, and are granted only to second-semester students.

John J. Louis Loan Fund. The late John J. Louis, former senior partner of Louis, Brorby & Needham, advertising consultants, Chicago, was instrumental, while a member of the Board of Directors of the Institute, in securing contributions for this fund. Loans from this fund are applicable only to payment of tuition and fees, and are granted only to second-semester students. The fund honors the memory of the man who made it possible.

The National Defense Student Loan Fund. The American Institute for Foreign Trade is cooperating with the United States Government in the Student Loan Program provided for under the National Defense Education Act of 1958. The purpose of this act is to provide funds so that students with ability, who are in need of financial assistance, may be afforded an opportunity for higher education. Funds available are limited. Students accepted for admission to the Institute may request loan application forms from the registrar. Students must enroll for a course in one of the Institute's modern foreign language programs in order to receive loan benefits. Students with a superior academic background will be given preference.

Valley of the Sun Soroptimist Club of Glendale and Peoria, Arizona, has established an emergency loan fund for short-term, non-interest-bearing loans, to help students already enrolled in the school defray unexpected or emergency expenses.

The Altrusa Club of San Diego. The Altrusa Club of San Diego has established a revolving loan fund to help women students interested in careers in foreign trade or government service abroad.

All loan funds are administered through the AIFT business office.

Student Employment

On-campus employment. A limited number of students, or wives of married students, may find part-time employment in the administrative or faculty offices, in various capacities in the dining hall, in the library, or on the maintenance staff. Application for part-time employment should be made to the vice president for business affairs in advance of the opening of school. Application forms may be obtained from the registrar.

Off-campus employment. A considerable number of students and students' wives are able to find part-time, off-campus employment during the school year or during the vacation periods. In this respect, the Institute enjoys a particularly happy relationship with the principal business organizations in the area and is glad to assist students who need to obtain such employment.

Inasmuch as the concentrated course of study requires the best efforts of the student, very few hours per day are available for gainful employment, and the amounts which may be earned are, therefore, necessarily small.



THE CURRICULUM

The function of the Institute's program of training might well be described as supplying the means by which the education represented by a student's undergraduate major can be put to productive use in an overseas situation.

The regular courses of study at the Institute lead to the degrees of Bachelor of Foreign Trade or Master of Foreign Trade, or to the Certificate of Graduation, depending upon the amount of work completed at the Institute and on the student's formal academic background, as described under Admission Requirements, page 47.

The curriculum of the Institute is intensive. Insofar as practicable, non-essentials are eliminated, so that all of the student's time and effort may be devoted to matters of real value to him. In this manner, rapid progress can be made without sacrificing thoroughness.

The work is presented by three departments: International Commerce, Area Studies, and Languages.

Requirements for the Bachelor of Foreign Trade Degree or the Certificate of Graduation

The minimum course of study required for the Bachelor of Foreign Trade degree or the Certificate of Graduation consists of 32 or more semester hours of study successfully completed over a period of at least two semesters, including a proper choice of course sequences in each of the three departments. The following outline is considered to be fundamental, but is sufficiently flexible to be varied in consonance with career objectives, as described on pages 26 & 29. Before arranging his class schedule with his counselor, the student is advised to study those pages in the light of the career choice he wishes to elect.

1. **International Commerce.** Two sequences of two semesters each, as follows: 5 semester hours in The Financial Operations and Documentation of International Commerce, IC-200; and Problems in Foreign Trade Procedures, IC-300.
Plus a choice of:
 - (a) 5 semester hours in marketing, e.g., MK-200 International Marketing, followed by Research in Foreign Marketing, MK-350, or
 - (b) 5 semester hours in accounting, e.g., Accounting for Management, AC-200a-b.
2. **Area Studies.** Six semester hours in a single world area, e.g., Latin America, LA-200a-b; or Far East, FE-200a-b; or Western Europe, WE-200a-b (four hours) and research, AR-350 (two hours).
3. **Languages.** A two-semester sequence in a single language, regardless of the level of entrance, e.g., 16 semester hours of courses 100a-b or 100b, 200, 310a. Since fluency is the desired goal, one semester each of two languages is not permitted, nor are two languages to be undertaken simul-

taneously, unless one is already at a high stage of proficiency.

Students whose previous education includes the equivalent of any of the above courses must select substitutes from among the other courses listed in the catalogue in sufficient amounts to reach the minimum of 32 semester hours.

The normal class load consists of 16 to 19 semester hours.

Electives. Since most students carry more work than the minimum requirements, additional courses may be chosen from among the departmental course descriptions beginning on page 61.

The Institute's goal is to enable each student to reach highest possible proficiency in any of these basic subjects, rather than to permit the acquisition of a superficial smattering of many subjects.

Requirements for the Master of Foreign Trade Degree

Candidates for the degree of Master of Foreign Trade, during their four semesters of residence, will complete a minimum of 64 semester hours of study, which shall include the following:

1. An approved thesis, equivalent to four semester hours of work, prepared while in residence during regular sessions of the Institute, and to be defended orally before a Thesis Committee.
2. A minimum of 16 semester hours at the 300 level.
3. A minimum of 27 semester hours at the 200 level.
4. A maximum of 17 hours at the 100 level: limited to Language 100a-b, if a matriculating student cannot qualify for advanced language work, and International Commerce 100, required of students who have no previous college or university credit in economics or business administration. If English 100 is required, it will be taken without credit toward the Master of Foreign Trade degree.

All courses submitted for graduate credit must be completed with a grade point average of 2.00 (see page 49). Should a candidate for the Master's degree receive a grade of "4" in any subject, his candidacy will be reviewed as to the advisability of his continuance; in any case, the subject must be repeated.

Candidates for the Master of Foreign Trade degree must be prepared in all classes to perform work of advanced graduate caliber, as well as to complete extra assignments.

At the time a student applies for enrollment in the Master's program, the Academic Committee may accept a limited amount of graduate work completed with distinction at a well-recognized graduate school as a part of the program for the Master's degree, but the amount so accepted will not exceed the equivalent of six semester hours of work.

In devising the candidate's program of courses, his Thesis Committee or its chairman will take into account his particular career objective.

Short Non-Degree Courses

Key Man Course. This is an intensive six weeks training course in language and area studies, offered four times each academic year in either Spanish, Portuguese, or French, for the purpose of providing a businessman, about to be assigned by his company to a foreign post, with a basic conversational

ability in the spoken language and some understanding of the area and its people.

In the six weeks period, the trainee receives the equivalent of two years of college conversational language instruction. He will have accumulated a vocabulary of 1600 to 2200 words and should be able to speak and comprehend the language at the normal conversational level. The development of the reading and writing skills, not developed during the course, will normally come readily because of the background gained. Once he is in a foreign situation, his progress is rapid and sure.

Language instruction throughout the course is entirely by ear. (Books containing the material used are presented along with the Certificate of Completion.) The trainee is at first required to memorize set conversations, introduced by instructors who are native speakers of the language, and later repeated in "study" periods on recorded discs and tapes. Great stress is placed from the beginning on the acquisition of good pronunciation and intonation patterns, to the end that the languages spoken have as little "American accent" as possible. Original conversations, involving fixed situations and known, accumulated vocabulary, are introduced as early as the second week. Flexibility in conversation increases with the acquisition of additional vocabulary and structural items (minimum necessary grammar), the latter taught by specially-trained American linguists who are thoroughly familiar with the pitfalls encountered by Americans trying to master the language under study. Conversations are invariably prepared with partners, changed daily.

Three to six language instructors are assigned to each Key Man group. The training is unusually intensive. Class-contact hours with instructors are 27½ per week: four 75-minute periods Mondays through Fridays and two on Saturday mornings. Intervening periods and weekday evenings are devoted to preparation.

The maximum number of persons in one group is eight; more are not accepted because of the dilution of individual attention; fewer than four are not economically feasible.

Language ear training and memorization require an unflagging minimum of five hours of outside preparation daily. Since human beings vary in powers of receptivity, retention, mimicry, and the following of structural patterns, more than this minimum may be required for the person with less than average language aptitude. In rare cases, it might become necessary to ask that an individual withdraw because of a lack of language proficiency or because of some auditory disability. Unfortunately, lack of aptitude cannot be satisfactorily ascertained beforehand in all cases.

All language instruction is under the direction of Frank Robert Jackle.

Discussions of life and work abroad are conducted under the direction of Dr. Milton C. Towner, who may be aided by faculty of the International Commerce Department. They follow an introductory pattern concerned chiefly with people and business practices, with emphasis in each case on the most needed elements such as population and national character, the standard of living, the family as a social institution, education, religion, cultural life, characteristics of the cities and rural life, government and politics, and business and social customs. The subject matter follows the interests of the trainees.

In groups which contain men destined to work overseas in the general field of distribution, marketing, and sales, the Institute is prepared to augment the area presentation with a brief introduction to the essential differences in approach in those fields.

Wives of men enrolled in the Key Man courses are enrolled with them. Experience has proved that couples trained as teams for overseas service are the most effective representatives abroad.

Housing is provided at Thunderbird, and meals are served in the Institute's dining hall.

Charge for the Key Man course is \$1,650 per man, including room and board. Wives are enrolled with their husbands for an additional \$500.

Key Man courses are normally offered twice during the fall semester (starting around September 10 and November 1) and twice during the spring semester (starting around February 10 and April 15).

A separate brochure describing short courses in more detail is available from the registrar upon request.



THE COURSES OF STUDY

Course Numbering

All courses numbered in the 100 series are lower division. Courses numbered in the 200 series are in the upper division category, and all courses numbered in the 300 series are at the graduate level.

Those courses marked by an asterisk (*) may be taken either in the a-b or b-a sequence.

Department of International Commerce

Professors Coleman, Richter; Associate Professors Campbell, Goodearl, Hacker, Kelso, Wilson; and, Visiting Lecturers.

The courses offered by the Department of International Commerce are sufficiently varied to give the student a practical and thorough knowledge of the subjects which he must understand for employment and advancement in the several fields of international trade. Because of the element of time, the courses have been selected for subject matter considered to be most useful to foreign traders.

The basic essentials of foreign trade could perhaps be covered by integrated studies of its financial and merchandising aspects. Here, the financial and merchandising aspects are separated into distinct courses to insure specialization in presentation, thoroughness of coverage, and adjustment to individual students. At times these aspects appear in more than one individual course to achieve a perspective otherwise difficult to come by.

A concrete and practical rather than an abstract and theoretical approach is made in presenting the subject matter. Actual commercial situations are approximated and realistic data, instruments, and forms are incorporated insofar as possible.

The courses in this department are supplemented by special lectures given from time to time by men who are leaders in their respective fields (see page 22).

- IC-100 INTRODUCTION TO WORLD TRADE (1 hour)
- This course is designed to provide a general understanding of international trade, its development and its current status. As an introductory course, it touches on many practical aspects of foreign trade in relation to both historical trade patterns and contemporary political realignments. It familiarizes the student with terms used in the field so that these will not be strange to him when he enters the more detailed or specialized courses offered in international commerce or marketing. From a personal standpoint, it is designed to give the student a knowledge of the factors which lead to individual success in the foreign field.

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IC-200 THE FINANCIAL OPERATIONS AND DOCUMENTATION OF INTERNATIONAL COMMERCE (3 hours)

This course gives the student a comprehensive knowledge of the documents, trade terms and procedures used in financing exports and imports. It clarifies the financial and credit aspects of the relationship between seller and buyer, emphasizing at the same time the services available from financing banks. The practical and legal foundations of foreign trade as embodied in the Negotiable Instruments Law, the Carriage of Goods by Sea Act, the Ocean Marine Insurance policies, and the numerous forms of commercial documentary credits are thoroughly explored to enable the student to choose with confidence a career in any phase of foreign trade including work in the foreign department or foreign branch of an American bank.

• IC-300 PROBLEMS OF FOREIGN TRADE PROCEDURE (2 hours)

This course involves a study of the steps taken prior to the appointment of a foreign representative or distributor, followed by a detailed study of all the steps considered and taken from the moment the seller receives an inquiry from the buyer up to the point where the seller receives payment for the sold merchandise. The student is required to gather the necessary data, to make his own decisions, to prepare the relevant reports, letters and cables, to give proper instructions to his freight forwarder and bank, etc. In making his decisions, the student takes on the identity of the export manager, freight forwarder and all those here and abroad involved in the carrying out of the problem. In order that the course be handled realistically, the number in each class is restricted. Thus the student puts into practice the knowledge acquired in International Commerce 200 and Marketing 200.

Prerequisite: IC-200

• MK-200 INTERNATIONAL MARKETING (2 hours)

This course deals with international marketing, emphasizing the fundamental principles used universally in distributing products and services. It covers international selling, sales promotion, advertising, market research, transportation, risk taking, and the techniques of exporting and importing, as well as overseas organization structure. Emphasis is placed on the dynamic, ever-changing aspects of international trade caused by the rapid and explosive economic and political development throughout the world. The functions of such institutions as the Export-Import Bank, the International Bank for Development and Reconstruction and its affiliates, the International Monetary Fund and others are placed in perspective. The student is trained and equipped to discharge his responsibilities in the highly competitive world markets in the endeavor to maintain and expand the nation's international trade.

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- MK-350 RESEARCH IN FOREIGN MARKETING (2 hours)**
 The purpose of this course is to train the student to prepare, for presentation to a senior executive, a short, factual report on the prospects for marketing a given product in a selected country. After the country and the product have been determined, the country and prospects for marketing the product in that area will be studied, followed by an analysis of the product to be marketed, both from the point of view of the product and the extent of the competition in the market selected. Once this has been completed, the student will recommend whether or not, why, and under what conditions his company should enter the market.
 Prerequisite: MK-200 or equivalent.

 - AC-200a ACCOUNTING FOR MANAGEMENT (2 hours)**
 This course covers the fundamental techniques of bookkeeping and accounting presented from the viewpoint of what is essential to management. It is designed for those students who have had no accounting before entering the Institute, and is a prerequisite to the more advanced accounting courses. This course should not be taken unless the student plans to follow it with AC-200b.

 - AC-200b ACCOUNTING FOR MANAGEMENT (3 hours)**
 Prerequisite: AC-200a or its equivalent.
 A continuation of the work offered in AC-200a.

 - AC-250a INTERMEDIATE ACCOUNTING FOR MANAGEMENT (3 hours)**
 Prerequisite: AC-200a-b or its equivalent.
 This is an expansion of the theory and principles covered in AC-200a-b. The course is directed toward those interested in practicing in the field of accounting after graduation.

 - AC-250b INTERMEDIATE ACCOUNTING FOR MANAGEMENT (3 hours)**
 Prerequisite: AC-250a.
 A continuation of the work offered in AC-250a.

 - AC-300 ANALYSIS OF FINANCIAL STATEMENTS (3 hours)**
 This course lends interpretation to the various accounts appearing on financial statements, and introduces the techniques for their comparison and analysis. Many allied topics are brought into the course of study. Use is made of financial statements of many of the leading business houses of the United States. It can only be taken concurrently with, or subsequent to, AC-200b.

 - AC-310 COMPARATIVE ACCOUNTING PRACTICES (1 hour)**
 This is a descriptive course introducing the student to accounting practices in selected foreign countries as they differ from standard American procedures, and as they are required by governments

or other agencies.

Prerequisite: AC-200a-b or equivalent. Offered in the spring semester.

- AC-350 RESEARCH PROBLEMS IN ACCOUNTING (2 hours)**
This course consists of intensive study under individual faculty direction. It is designed for those students who are thoroughly grounded in the general principles and practices of accounting and who wish to become particularly proficient in a certain branch, such as cost analysis, auditing, income determination, etc. Prerequisite: AC-200b or its equivalent.
- AD-200 ADVERTISING THEORY AND PRACTICE (2 hours)**
This course provides an introduction to the economics of advertising, consumer research, product and market analysis, copy appeal, layout, advertising media and techniques, testing methods, the advertising agency, the advertising department, and the advertising budget. It is conducted by lectures and by the preparation of advertising campaigns on an agency basis. Lectures are supplemented by talks by leading advertising executives.
- SL-200 BASIC PRINCIPLES OF SALESMANSHIP (2 hours)**
This course is designed to prepare the student for administrative work requiring the supervision of salesmen as well as for actual sales work. It covers the basic essentials of personal selling—including pre-approach, approach, presentation, demonstration and close—and their application to foreign selling. Lectures and discussions are supplemented by talks by leading sales executives. Time is devoted to actual sales demonstrations by students.
- CL-200 INTERNATIONAL LAW OF COMMERCE (2 hours)**
This course is designed to familiarize the student with the prevailing principles of the laws of contracts, sales, agency, corporate and non-corporate forms of business organizations, merchants and non-merchants and other legal aspects of carrying on a business under foreign legal systems. It is the purpose of the course to provide sufficient knowledge of American and foreign legal concepts to enable one to recognize the need and importance of legal assistance in international business transactions.
- *MG-300a MANAGEMENT; ORGANIZATIONAL STRUCTURE (2 hours)**
Development and understanding of the construction and use of a sound company organizational structure as one of the tools available to management in carrying out its functions. Principles are developed by means of two written business reports, class discussion of business cases, and class lectures.
Prerequisite: Sixteen semester hours of upper division work in

business administration or their equivalent in administrative business experience.

***MG-300b MANAGEMENT; HUMAN RELATIONS (2 hours)**

Recognition and understanding of the importance of human relationships in company organization. An understanding of the most important techniques and tools used by management in dealing with problems of human relations is developed by means of two written business reports, class discussion of business cases, and class lectures.

Prerequisite: Sixteen semester hours of upper division work in business administration or their equivalent in administrative business experience.

Department of Languages

Professors Jackle (Director), F. L. Gaona; Associate Professors G. de Castro e Silva, Diamond; Assistant Professors Finney, de Noronha, Ortali; Instructors Brondo, Byerly, R. F. de Gaona, de Knauer, Ramis; Assistants in Instruction O. de Castro e Silva, de Nonorgues, de Soto.

The paramount aim of language instruction at the Institute is to develop in the student a facility for first understanding, then speaking, the language which he is studying. At the same time, he is expected to master the basic structural forms and acquire a well-rounded ability to read, and later to write, the language. Accomplishment of these aims is neither instinctive nor easy. It is possible only through the expenditure of many hours of intense application. It has been demonstrated that a good knowledge of the language can be acquired in the time allotted if the student makes the proper use of that time.

The courses in basic conversation are divided into three parts: conversation, fundamentals (i.e., grammar analysis), and laboratory. In the conversation classes, which are small, the use of English is forbidden. Students begin at once—under the guidance of instructors whose mother tongue is French, Portuguese, or Spanish—to express themselves in the foreign language. In the 56-booth laboratory, understanding through ear training and good speech habits are developed through practice with recorded materials.

In addition to the laboratory, the Department of Languages is equipped with 24 listening and practice cubicles, where students may prepare their assignments at any time during the day or night.

As indicated, emphasis in the basic courses is placed on comprehension and oral expression. In intermediate and advanced work, increasing stress is put on reading and writing. Periodicals and books published in the foreign languages offered serve as texts.

Students with previous conversational experience in any of the languages offered at the Institute are assigned to courses at their level of competence after their oral-aural proficiency has been determined by placement tests.

- FR-100a-b **BASIC AND INTERMEDIATE FRENCH** (8-8 hours)
 This is a coordinated two-semester program for the fixing of the conversational skill, for the development of the reading skill, and for the introduction to the writing skill.
- FR-200 **COURS AVANCÉ DE FRANCAIS** (5 heures)
 Préparation préalable: Français-100b ou l'équivalent.
 Le cours traite de problèmes courants, du point de vue français, par la lecture et la discussion de revues, de romans, et de pièces de théâtre. Les étudiants font des comptes-rendus oraux des lectures indiquées, et s'exercent aussi à développer leur style et à perfectionner leur prononciation et leur intonation. Le cours n'est offert que s'il y a un nombre suffisant d'étudiants inscrits.
- PO-100a-b **BASIC AND INTERMEDIATE PORTUGUESE** (8-8 hours)
 This is a coordinated two-semester program for the fixing of the conversational skill, for the development of the reading skill, and for the introduction to the writing skill.
- PO-200 **PORTUGUÊS ADIANTADO** (5 horas)
 Prerrequisitos: Português-100b ou equivalente.
 A matéria consta de assuntos referentes à situação e às condições atuais do Brasil, bem como a seus problemas e aos pontos de vista brasileiros. Resumos orais de leituras designadas em publicações brasileiras. Desenvolvimento da prática da língua escrita, através de resumos escritos de leituras designadas e de composições sobre temas de interesse geral. Aprimoramento da pronúncia e da intonação, com especial atenção aos problemas individuais de cada estudante. Aprofundamento do conhecimento gramatical, por meio de exercícios práticos aplicados. Este curso só será oferecido, se houver número suficiente de alunos inscritos.
- PO-300 **PORTUGUÊS SUPERIOR DE APERFEIÇOAMENTO**
 O objetivo deste curso é o aperfeiçoamento da expressão oral e escrita do estudante, bem como a ampliação de seu vocabulário, para que possa fazer face a uma série de situações que não sejam, necessariamente, as mais comuns. O programa de leituras para discussão, redação de resumos e comentários é organizado com a seleção de livros de diferentes áreas e épocas do Brasil, proporcionando ao estudante uma compreensão melhor da realidade política, econômica e social desse país e de sua cultura. (Offered only when enrollment justifies)
- PO-310 **CURSO DE INTERPRETAÇÃO DO BRASIL**
 Uma interpretação das realidades históricas e atuais do Brasil e de seu povo, através da leitura e discussão orientadas de grandes obras da literatura e da erudição brasileiras, selecionadas da literatura criadora, da história e das ciências sociais. Ministrado em português, com orientação da expressão escrita e oral. (Offered only when enrollment justifies)

- SP-100a-b BASIC AND INTERMEDIATE SPANISH (8-8 hours)**
 This is a coordinated two-semester program for the fixing of the conversational skill, for the development of the reading skill, and for the introduction to the writing skill.
- SP-200 ESPAÑOL SUPERIOR (5 horas)**
 Requisito: Español-100b o el equivalente.
 Este curso tiene por objeto mejorar la expresión oral y escrita del alumno, y ampliar su vocabulario para que pueda enfrentarse a una serie de situaciones que no son necesariamente de las más comunes. Los materiales de texto sobre los diferentes aspectos de la vida hispanoamericana proporcionan al alumno una visión panorámica de los problemas políticos, económicos y sociales de los países de habla española de este continente.
- SP-300 ESPAÑOL SUPERIOR DE PERFECCIONAMIENTO (3 horas)**
 Requisito: Español-200 o el equivalente.
 Curso de perfeccionamiento oral y escrito, y ampliación de los conocimientos de la cultura hispanoamericana en sus diferentes aspectos. Los materiales de texto son seleccionados entre lo mejor que se produce en los países hispanoamericanos, con el objeto de que contribuyan no sólo a un mayor dominio de la lengua, sino a elevar la cultura del propio alumno.
- SP-310 CORRESPONDENCIA COMERCIAL Y ESPAÑOL COMERCIAL (3 horas)**
 Puede estudiarse simultáneamente con Español-200.
 Terminología usada corrientemente en la vida comercial. Uso de abreviaturas. Lectura de cantidades. Fraseología como introducción al entendimiento del contenido técnico y a la interpretación clara de las ideas en correspondencia comercial. Escritura de cartas comerciales con variedad de tópicos, respuesta de cartas comerciales. Traducción de correspondencia del español al inglés y viceversa. Uso del teléfono y de otros instrumentos mecánicos comunes en oficinas. Escritura de telegramas con variedad de tópicos. Asignación de temas comerciales para ser analizados y presentados en forma de reporte oral usando los recursos de la biblioteca.
- SP-320 CORRESPONDENCIA COMERCIAL Y ESPAÑOL COMERCIAL AVANZADOS (2 horas)**
 Se requiere haber estudiado Español-310 o su equivalente.
 Generalmente se presenta en el semestre de la primavera.
 Terminología contable y su aplicación en la formación de estados financieros. El sistema métrico, problemas de reducción de un sistema a otro. Estudio de las sociedades, características y requisitos jurídicos. Estudio de las leyes más importantes al establecer un negocio. Documentación de uso corriente, llenando formularios y análisis en forma comparativa. Presentación oral de productos. Lectura y análisis de tópicos comerciales que aparezcan en periódicos y revistas de habla española. Escritura y presentación oral de temas asignando bibliografía de nuestra biblioteca.

SP-350 ESPAÑOL TÉCNICO Y TRABAJO (2 horas)
 DE INVESTIGACIÓN

Puede estudiarse consecutiva o subsecuentemente con Español-200 o su equivalente.

Asignación de un proyecto de investigación incluyendo el desarrollo de un vocabulario técnico y especializado que llene los fines del dictamen. Se requiere que el estudiante haga los contactos necesarios, sean por correspondencia o personalmente para el desarrollo completo del proyecto.

EN-200 BUSINESS COMMUNICATIONS (2 hours)

This course is designed to develop awareness of effective structure, word usage, and style, as well as sales appeal, in modern business writing, e.g., sales letters, reports, advertising copy, employment application materials. Oral presentations range from impromptu remarks to planned speeches and sales talks. Primary stress is laid on the application of the course content to practical business situations.

KM KEY MAN COURSES (French, Portuguese, Spanish)
For description of these intensive six-week courses in language and area study, see pages 58.

Department of Area Studies

Professor Towner (Director); Associate Professors Cochran, Trueblood.

The Department of Area Studies conducts a group of courses designed to acquaint students with the characteristics—geographical, ethnological, economic, and social—of the regional areas of the world where, as future graduates engaged in foreign trade or foreign service, they are most likely to be active.

Emphasis is placed upon the economic history and potentials of the areas and the conditions of business found therein, as well as on the political situations. Concurrently, the student is introduced to the modes of life in the various countries of the areas, the health conditions, social customs, religious beliefs, and other aspects of their cultures.

The method of instruction is through lectures, readings, use of visual education devices, and development by students, under faculty guidance, of special research projects on particular portions of major areas, or on particular problems.

This course is designed to provide facilities for additional study in fields of particular interest to the individual student, and, as such, is supplementary to the basic area courses.

Prerequisite: A university degree or completion of one semester of any basic area course or one year of residence in the region under consideration.

***IR-200a BASIC ELEMENTS OF INTERNATIONAL RELATIONS (3 hours)**

This is an introductory study of intercourse between states, with special emphasis on current political and economic aspects and problems. The study includes discussions of the historical background of Communism as a force in international affairs. The course takes the form of lectures and oral reports.

***IR-200b BASIC ELEMENTS OF INTERNATIONAL RELATIONS (3 hours)**

A continuation of IR-200a.

IR-310 NATIONALISM AND THE COMMUNIST ECONOMIC OFFENSIVE (1 hour)

An objective presentation of Communist tactics in the employment of the weapons of economic warfare, with reference to their use in influencing nationalistic policies in the less developed nations, and with examples of successful countermeasures. The subject is introduced through a consideration of Communist propaganda techniques in general, with indications of their identifying characteristics.

IR-350 RESEARCH PROBLEMS IN INTERNATIONAL RELATIONS (1-2 hours)

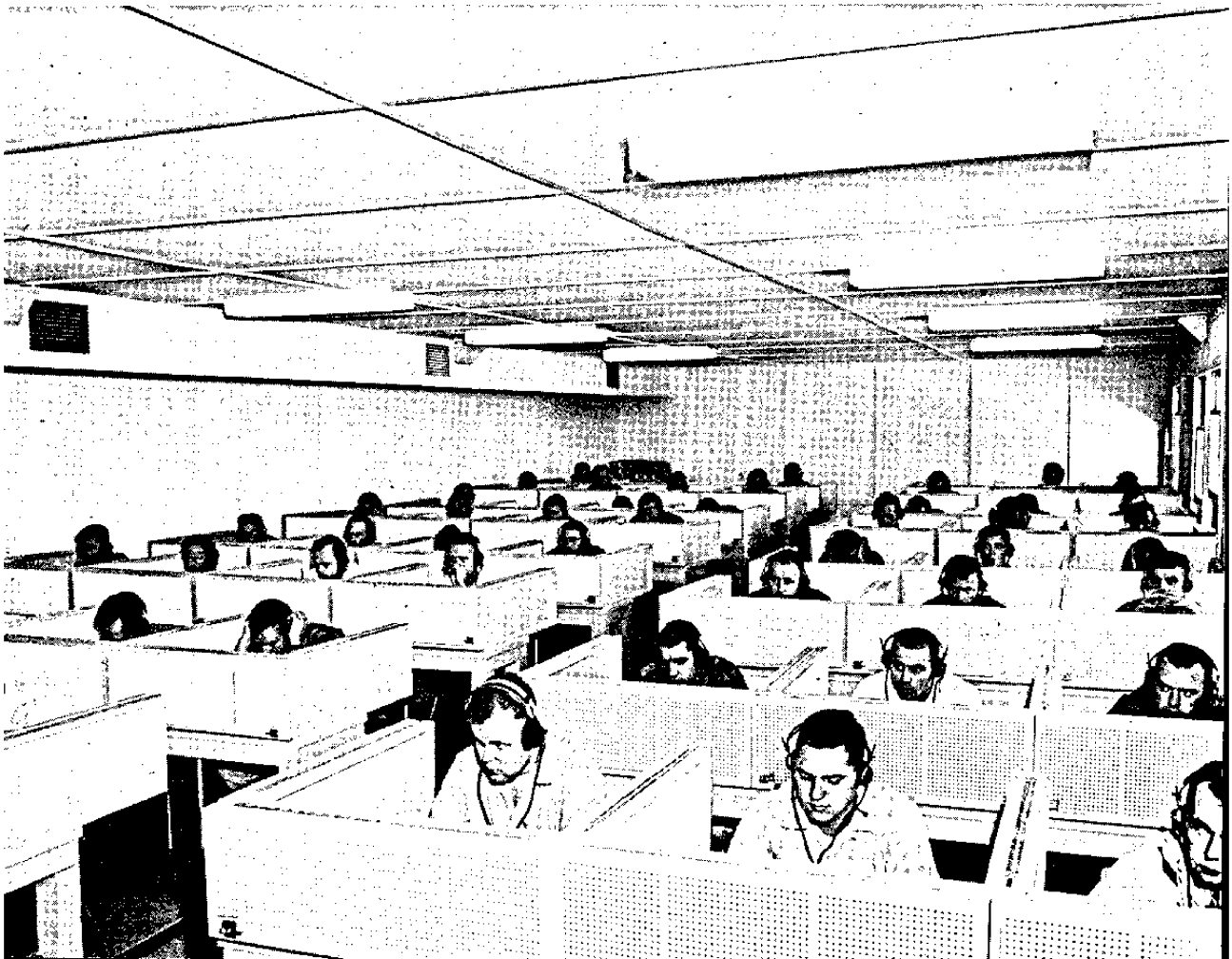
Directed research, within the limitations of materials available locally, on problems associated with international relations. This course, like the AR-350 course, is designed to provide facilities for additional study in fields of particular interest to the individual student, and, as such, is supplementary to the basic International Relations course.

Prerequisite: A university degree or completion of one semester of IR-200.



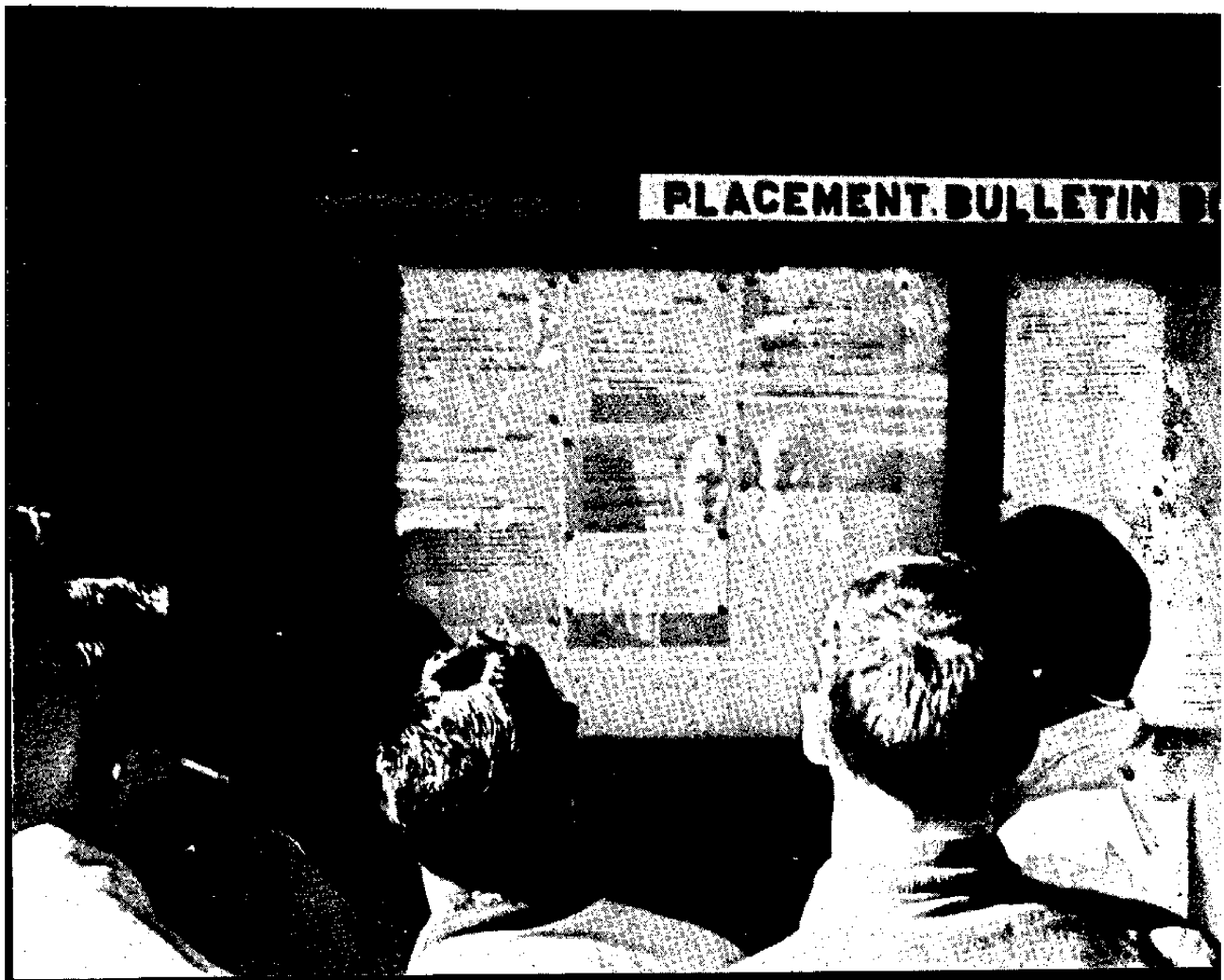


The Language Laboratory





Career Planning



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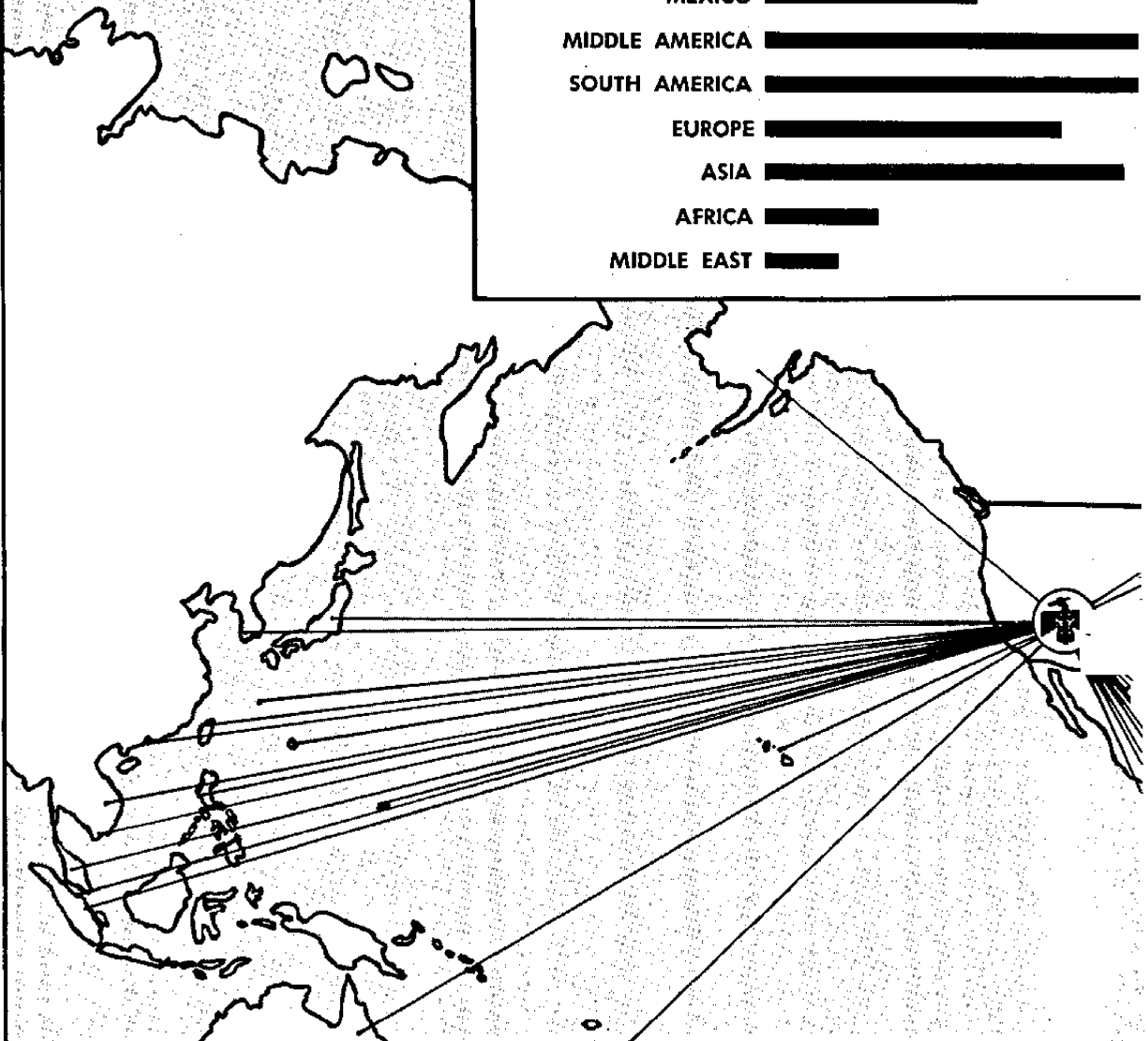
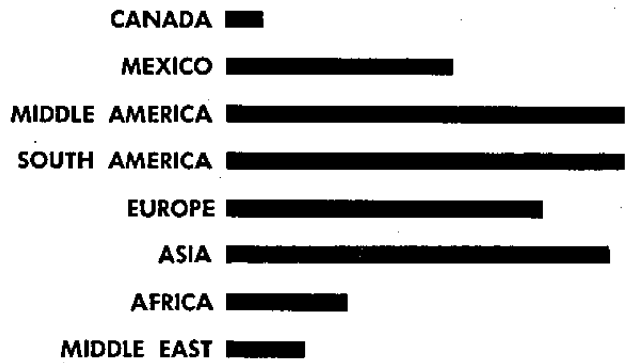




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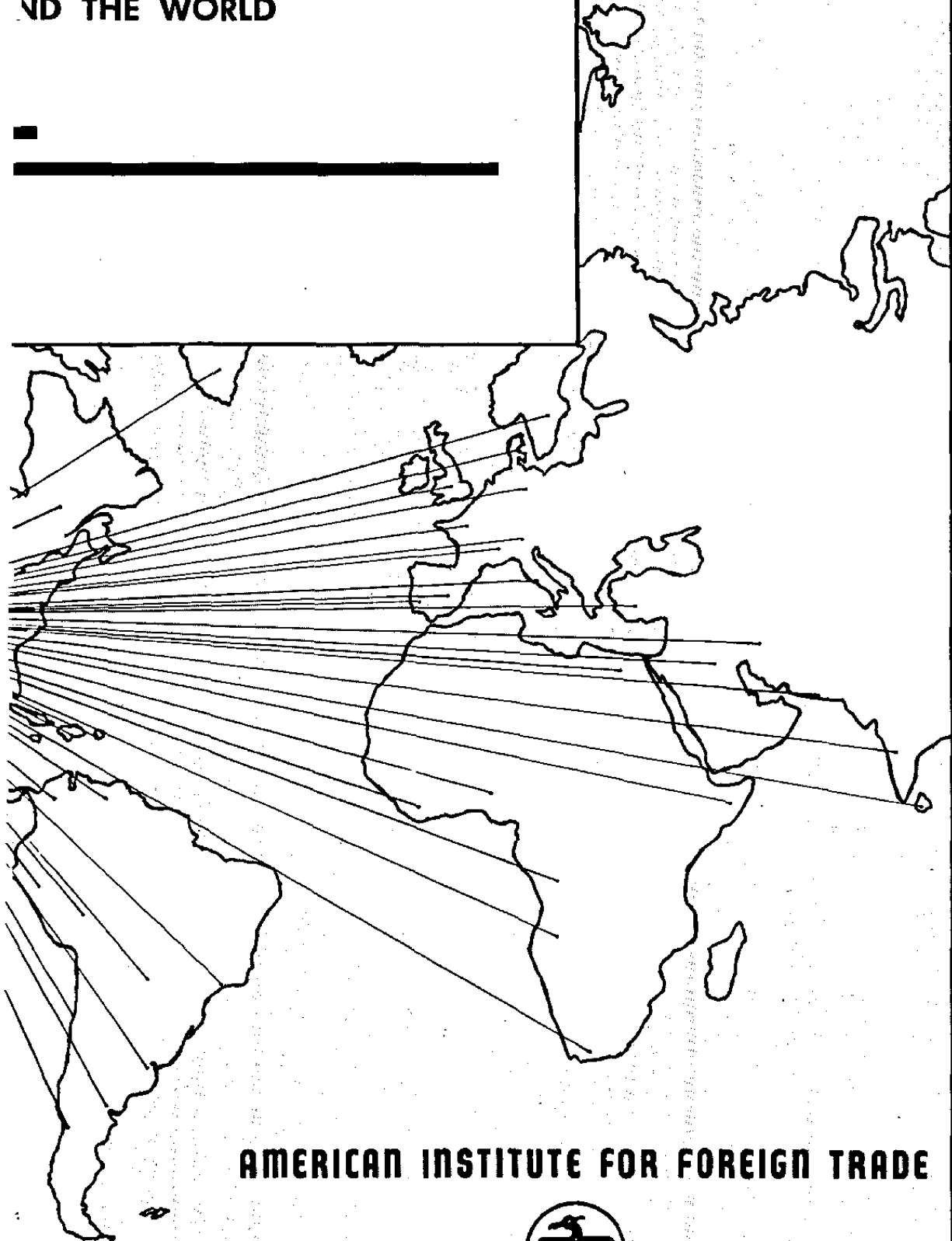
THUNDERBIRDS



LOCATION OF AIFT ALUMNI IN THE FOREIGN FIELD

Afghanistan	1	El Salvador	2	Korea	3	Portugal	5
Alaska	2	England	9	Lebanon	7	Puerto Rico	57
Angola	2	Ethiopia	1	Liberia	4	Singapore	4
Argentina	33	Formosa	1	Madagascar	1	South Africa	3
Australia	4	France	13	Malaya	1	South Viet Nam	1
Austria	1	Germany	14	Marianas Islands	3	Spain	4
Bahamas	6	Ghana	1	Mexico	58	St. Lucia	1
Barbados	1	Greenland	2	Morocco	3	Sweden	1
Belgian Congo	2	Guatemala	8	Nepal	1	Switzerland	13
Bolivia	2	Haiti	4	Netherlands	3	Syria	1
Brazil	65	Hawaii	9	Netherlands West Indies	3	Thailand	8
Burma	1	Honduras	3	New Zealand	1	Trinidad	1
Canada	8	Hong Kong	6	Nicaragua	4	Turkey	1
Canal Zone	3	India	5	Nigeria	2	Uruguay	1
Chile	14	Indonesia	3	Norway	1	Venezuela	84
Colombia	36	Iran	1	Okinawa	2	Travelling representatives	66
Costa Rica	8	Iraq	1	Pakistan	3		
Denmark	2	Italy	7	Panama	28		
Dominican Republic	2	Jamaica	3	Paraguay	5		
Ecuador	7	Japan	22	Peru	23		
Egypt	1	Kenya	1	Philippine Islands	17		
						TOTAL	748
						TOTAL COUNTRIES OR	
						POSSESSIONS	78

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