Introduction

In our fifth volume of *Occasional Papers*, a dozen faculty from Rowan College’s School of Business Administration present their current research on a variety of business topics. This collection of articles holds a double appeal: some essays focus on education and enhancing the curriculum; others deal with challenging subjects of particular interest to the business community.

The first group of articles, which address new perspectives on business education, includes a study by Drs. Berhe Habte-Giorgis and Jooh Lee, in which they explore the application of Total Quality Management principles to higher education. Also, Drs. Larissa Kyj and Carol Welsh investigate the communications and math apprehensions of Accounting students, and Dr. George Romeo and Prof. Daniel Davis analyze skills crucial to the academic success of Rowan’s Business Administration students. Dr. William Enslin proposes an integrated approach to skill development in Management Practicum. And, finally, Dr. Razelle Frankl presents portfolios as an important tool for involving and assessing students in business courses.
In their articles, the second group of contributors takes us beyond the classroom and into the world of business practitioners. Dr. Thomas Michael probes the possibilities of social dreaming as a technique for business consulting. Drs. Larissa Kyj and Robert Pritchard consider applications of activity-based cost accounting. Dr. William Trainor discusses return-risk tradeoffs for investments in T-bills, T-notes, and T-bonds, and Dr. Robert Fleming evaluates the impact of LANs on small, medium, and large businesses.

Together, then, these nine articles provide significant insights into business as an academic discipline and as a profession. These authors, thoughtful teachers and active practitioners, along with the other members of the School of Business Administration, demonstrate an ongoing commitment to refining and continuously improving the academic preparation of Rowan Business students. Likewise, they show us their desire to meet the challenges of the business world and to build bridges between the classroom and the workplace.

Acknowledgments

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Thanks also to our very able editorial board—Kimble Byrd, Ben Christy, Christy Faison, Razelle Frankl, Tom Kloskey, Harold Lucius, and Robert Pritchard; and to our authors, whose expertise in and dedication to the worlds of business and education are powerfully reflected in these papers.
A very special thank you to Tom Kloskey, whose linguistic and computing talents are invaluable to the preparation of Occasional Papers.

Thanks once more to George Neff, whose Hollybush sketch graces our cover; to our Communications Department colleagues and secretary for helping with final proofreading; and to Rowan President Herman James, for his continuing encouragement and for permission to use the Hollybush name for our essay series.

Janice Rowan
Editor

Henry M. Rowan (left) is Chairman and CEO of Inductotherm Industries and benefactor of Rowan College. At right is Rowan College President Herman James. Mr. Rowan participated in the School of Business Administration’s 20th Anniversary Celebration as the luncheon speaker for the Business-Campus Connection, April 14, 1993.