

DEPARTMENT of PUBLIC INFORMATION

James E. Murphy, Director - Area Code 219, Phone 284-7367

For release in AM's, Sunday, April 10th:

66/13

Notre Dame, Ind., Apr. 9 -- The University of Notre Dame and its College of Business Administration have received a gift of \$1,000,000 from Mr. and Mrs. John F. Healy, owners of a long-established Chicago travel agency, Vanderbilt Better Tours.

Rev. Theodore M. Hesburgh, C.S.C., Notre Dame president, who announced the Healys' gift tonight, said it will be used to inaugurate an undergraduate program in travel management, to establish a faculty chair in the department of marketing and to erect a new building which will provide additional classrooms, laboratories and offices for the University's business school.

The donors are both natives of San Francisco. Mr. Healy is a 1930 graduate of Notre Dame's College of Arts and Letters. His wife, the former Ramona Hayes, holds two degrees from the University of Chicago as well as the degree of Juris Doctor from the DePaul University Law School.

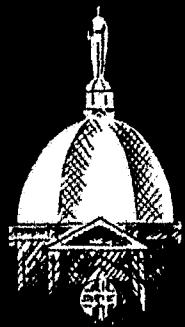
Father Hesburgh, in announcing their gift, said it will enable Notre Dame's College of Business Administration "to produce graduates with the special competence required for the mushrooming travel industry." He said the professor occupying the Hayes-Healy Chair will, in addition to teaching, "engage in research and writing which should result in better travel industry practice." Finally, he said, the Healys' benefaction "will provide handsomely for the growth of business education at Notre Dame. Their generosity is as broad as the world of travel they know so well."

According to Dean Thomas T. Murphy of the College of Business Administration, establishment of the Hayes-Healy undergraduate travel management program "recognizes the growing demand for managerial knowledges and skills in the fast-expanding travel industry at home and throughout the world." The program, to be administered by the College's department of marketing and leading to the degree of Bachelor of Business Administration, will include broad education in the arts and sciences, a business management core, a travel management concentration and a two-summer internship in the travel industry.

The travel management concentration, Murphy said, will consist of a year-long seminar plus individual courses in transportation, purchasing, market research, small business management, international marketing, geography, computing science and marketing strategy and policy.

Dean Murphy said a professor whose interest, background and talents especially qualify him to occupy the Hayes-Healy Chair, will be appointed to the faculty no later than September 1, 1967. In consultation with the administration of the College and the University, he will be responsible for creating, promoting and directing the travel management program. He will also engage in research and supervise the summer internship activities of the trainees.

While architectural details of the projected Hayes-Healy Hall are incomplete, Dean Murphy said it will be a two-story structure with dimensions of approximately 64 by 204 feet. It will be situated immediately north of the present Edward N. Hurley Building, the home of Notre Dame's College of Business Administration since 1931. The late Mr. Hurley, a lay trustee of Notre Dame, and his wife also were from Chicago.



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For release in PM's, Monday, April 11th:

66/14

Notre Dame, Ind., Apr. 11 -- Plans were announced today for a symposium on "Academic Freedom and the Catholic University" to be held at the University of Notre Dame April 22-23.

Eight speakers and a number of panelists will participate in the symposium which is a joint venture of the Notre Dame chapter of the American Association of University Professors, the University's Office of Academic Affairs, and the Academic Commission of the school's Student Senate.

"Recent events at various Catholic universities have raised serious questions," according to Prof. John Houck, AAUP chapter president. "Administrative practices in running departments, due process in dismissal, faculty participation in university government, freedom to teach are themes of the current uproar. One theme, academic freedom, is the most sensitive for the professional teacher. He wants to know the limits, if any, of academic freedom at the committed, Catholic university. Our symposium will explore this theme," Houck said.

The principal symposium speakers will be Prof. David Fellman, of the University of Wisconsin, national AAUP president; Rev. John L. McKenzie, S.J., of the University of Chicago Divinity School; Daniel Callahan, associate editor of COMMONWEAL; Sister Jacqueline Grennan, S.L., president of Webster College; Daniel Greenberg, political and education writer for SCIENCE; and Profs. Philip Gleason, Robert Hassenger and Frederick Crosson of the Notre Dame faculty.

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## Academic Freedom Symposium...2

The Notre Dame symposium, which is open to the public, will begin April 22nd at 3 p.m. in the Memorial Library auditorium with papers by Prof. Gleason, a historian, on "American Catholic Higher Education in the Twentieth Century" and by sociologist Hassenger on "The Impact of College on the Catholic College Student."

The sessions will continue in the Center for Continuing Education auditorium at 8 p.m. with Prof. Crosson, head of Notre Dame's General Program of Liberal Education, discussing "Academic Freedom and the Committed University." He will share the platform with Father McKenzie whose topic will be "Academic Freedom and the Priest-Teacher."

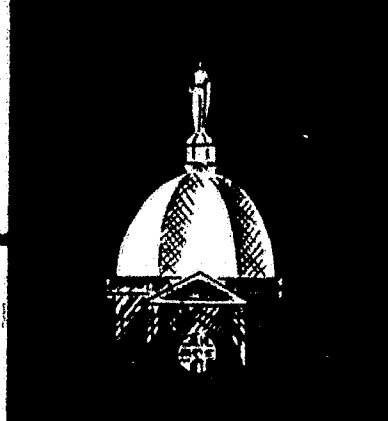
Sister Jacqueline will address the symposium in the library auditorium April 23rd at 9:30 a.m. on "The University and the Church: A Model for the Future." Mr. Greenberg will speak at the same session on "The Rocky Road to Academic Excellence."

The final symposium session will be held at 1:30 p.m. with papers by Mr. Callahan on "Student Freedom" and by Prof. Fellman on "Academic Freedom: The Value of Diversity."

Among those serving as panelists at the several symposium sessions will be Rev. John E. Walsh, C.S.C., vice president for academic affairs at Notre Dame; Dr. George N. Shuster, assistant the the president; Rev. Joseph B. Simons, C.S.C., dean of students; Rev. John Dunne, C.S.C., associate professor of theology; Dr. A. Edward Manier, assistant professor of philosophy; Minchin Lewis, retiring student body president; and Prof. Houck. Other panelists are to be announced.

The symposium chairman is Dr. Charles W. Allen, associate professor of metallurgical engineering.

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For release in AM's, Sunday, April 17th:

66/16

Notre Dame, Ind., Apr. 16 -- An international symposium on "Marx and the Western World" featuring speakers from both sides of the "iron curtain" will be held at the University of Notre Dame April 24-28, it was announced tonight by Rev. Theodore M. Hesburgh, C.S.C., University president.

Leading Marxist philosophers from Poland, Czechoslovakia and Yugoslavia as well as specialists in Marx's thought from the United States, West Germany, France and Japan will speak at the symposium to be held in Notre Dame's new Center for Continuing Education. It has been organized by Dr. Nikolaus Lobkowitz, associate professor of philosophy at Notre Dame, and will be held under the auspices of the University's Committee on International Relations.

Fifteen philosophers, political scientists, historians, theologians and sociologists are scheduled to address the five-day Notre Dame symposium. Included are Iring Fetscher, University of Frankfurt, Germany; Maxmilien Rubel, Centre d'Etudes Sociologiques, Paris, France; Wlodzimierz Wesolowski of Poland's Institute of Philosophy at Warsaw; Karel Kosik, Institute of Philosophy, Prague, Czechoslovakia; and Svetozar Stojanovic, University of Belgrade, Yugoslavia.

Other symposium speakers will be Gajo Petrovic, University of Zagreb, Yugoslavia; Robert C. Tucker, Princeton University; Gerhart Niemeyer, professor of political science at Notre Dame; Helio Juaguarive, Harvard University; and Helene Carrere d'Encausse, of the Centre d'Etudes des Relation Internationales, Paris.

Also presenting symposium papers will be Misamiki Inoki of Kyoto University in Japan; Rev. Gaston Fessard, S.J., French authority on and critic of Marxism; James L. Adams, Harvard University; George L. Kline, Bryn Mawr College; and Herbert Marcuse of the University of California at San Diego.

According to Lobkowitz and Dr. Stephen Kertesz, head of the Committee on International Relations and Franklin Miles Professor of Political Science at Notre Dame, Karl Marx was a "Western" thinker "whose impact on the non-Communist world-outlook is often underestimated." They said ideas and realities of the Communist World which can be traced back to Marx's thought "are often criticized though, under a different name, they have become an integral element of the Western World."

The Notre Dame scholars believe that if we are to understand both the Communist and non-Communist worlds as well as to encourage the "necessary and difficult dialogue" between them, there must be a better understanding of Marx's own thought as opposed to the Marxism developed by Engels, the Social Democrats, Lenin, Stalin and other Communist leaders. The dissociation of Marx's original thought from contemporary Communism, they said, "is by no means unproblematic, it is true; but there can be no doubt that it is about to become an important element both of our understanding of ourselves and of our discussion with Communist thinkers."

Lobkowitz said the Notre Dame symposium on "Marx and the Western World" will be centered around four problems:

1. Which elements of Marx's original thought have become integral parts of what "Western" tradition and why?
2. Which elements of Marx's original thought did not become parts of Western thought, though perhaps they would have deserved to?
3. Which elements of Marx's original thought have been neglected by Communists and why?



4. How much of Western criticism of Communism, if adequately understood, turns out to be an implicit criticism of the Western World and its tradition?

The symposium will open April 24th (Sunday) at 8 p.m. with Fetscher presenting a paper on "The Young and the Old Marx." Lobkowitz will serve as chairman for the opening session.

The sessions will continue Apr. 25th at 9 a.m. with the first of three periods devoted to "The Philosophical Foundations." Rubel will explore the question, "Did the Proletariat Need Marx and Did Marxism Help the Proletariat?" His talk will be followed by Wesolowski's paper on "Marx's Concept of Class and Class Struggle." Notre Dame's Prof. Frederick Crosson will preside, and Prof. Alfred G. Meyer of Michigan State University will be the commentator.

Continuing at 2:30 p.m., the Notre Dame symposium will hear a paper by Kosik on "The Individual and History." Stojanovic will speak at the same session on "Marx and the Interpretation of Ethics." The head of Notre Dame's philosophy department, Rev. Ernan McMullin, will serve as chairman with Prof. A. James Gregor, of the University of Kentucky, in the role of commentator.

Dr. George N. Shuster, assistant to the president of Notre Dame and former president of Hunter College, will introduce Petrovic and Tucker to the symposium Apr. 26th (Tuesday) at 9 a.m. The Yugoslavian scholar will speak on "The Philosophical and Sociological Relevance of Marx's Concept of Alienation" while Princeton's Tucker will evaluate "Marx as a Political Theorist." The commentator will be Prof. Marx W. Wartofsky of Boston University.

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The first of two sessions devoted to "The Impact of Marx and Marxism on the Non-Communist World" will be held at 2:30 p.m. Notre Dame's Prof. Gerhart Niemeyer will assess "Marx's Impact upon European Socialism." In a companion paper Prof. Juaguaribe of Harvard will gauge "Marx's Impact upon Latin America." Prof. Vincent De Santis, head of the Notre Dame history department will preside with Rev. Mario Zanartu, of the University of Santiago, Chile, serving as commentator.

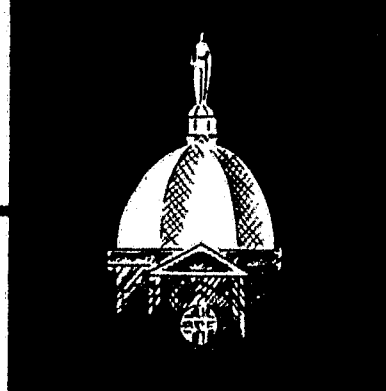
Under the chairmanship of Prof. Matthew A. Fitzsimons, editor of Notre Dame's REVIEW OF POLITICS, the symposium will continue Apr. 27th at 9.a.m. France's Helene Carrere d'Encausse will speak on "Marx and the Islamic World in the Middle East," and Prof. Inoki will present a paper, "Marxian Socialism in the Far East." Elisabeth Lam will be the commentator.

"Is Marx's Thought Relevant to the Christian" is the question to be explored by the symposium (Wednesday) at 2:30 p.m. A Catholic view will be offered by Jesuit Fessard with Harvard's Professor Adams presenting a Protestant view. The head of Notre Dame's theology department, Rev. Albert Schlitzer, C.S.C., will preside, and the commentator will be Prof. Robert S. Cohen of Boston University.

The final day of the Notre Dame symposium (Apr. 28-Thursday) will begin with Bryn Mawr's Prof. Kline presenting a paper on "Western Objections to Marxist Philosophy." In the last of the symposium papers, Prof. Marcuse will speak on "The Obsolescence of Marxism." Prof. Kertesz is scheduled to preside. The sessions will conclude with a general discussion at 2:30 p.m. led by Lobkowitz and involving all invited participants.

The "Marx and the Western World" symposium is open to the public with a nominal registration fee of three dollars covering all the sessions. Notre Dame faculty members and students will be admitted free of charge.





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For release in AM's, Sunday, April 24th:

66/17

Notre Dame, Ind., Apr. 23 -- The University of Notre Dame will inaugurate a Master of Business Administration Program in September, 1967, to help produce more and better managers for an increasingly automated and sophisticated world.

Rev. Theodore M. Hesburgh, C.S.C., University president, tonight (Saturday) announced the formation of a graduate division in the College of Business Administration "in response to the rapidly growing need for high-calibre managerial talent both at home and abroad in the public as well as the private sector."

He cited new technologies for the production and distribution of goods and services in this country which "are forcing new and more sophisticated patterns of organization and management practice." On the other hand, he pointed out, the economic development of the emerging nations "is in large measure contingent upon the availability of people with the skills and courage required to organize and manage a host of new enterprises."

Notre Dame's entry into the field of graduate business education was announced at the close of a two-day meeting of the Advisory Council of the College of Business Administration. William H. Coleman, Cleveland, chairman of the board of The Wheelabrator Corporation, is chairman of the 39-member advisory group which convenes semi-annually on the campus, and Anthony G. DeLorenzo, Detroit, vice president for public relations, The General Motors Corporation, is its vice chairman.

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According to Dean Thomas T. Murphy, professional education for management "is and will continue to be the fastest growing segment of American education at the master's degree level." Notre Dame believes it can make a significant contribution to the field, he said, by its insistence on education for social and ethical responsibility as well as professional competence. The modern organization, Murphy asserted, "has enormous capacity for good or evil depending largely upon the technical competence of its decision-makers and the value system which they employ in formulating its policies and programs."

Notre Dame's Master of Business Administration Program will have a full-time, two-year curriculum, Dean Murphy said. Beginning in the fall of 1967, it will enroll annually approximately fifty liberal arts, business, science and engineering graduates from colleges and universities throughout the United States and abroad. Murphy said the MBA Program "does not seek the development of staff specialists." Rather, he explained, "the emphasis will be placed on the foundation, organization, operation and control of a business enterprise with special attention to the manager's responsibility for 1) diagnosing, isolating and defining problems; 2) developing and evaluating alternative courses of actions; and 3) making practical and ethical decisions."

Dr. John R. Malone, assistant dean of the College of Business Administration, said the Notre Dame MBA Program will be centered around a four-semester Business Enterprise Seminar which he compared to the moot court of a law school or the clinic of a medical school. The seminar will be "situation-oriented," he said, and will operate as a "testing ground" for all hypotheses, theories and concepts developed in other areas of the program. It will be directed, he said, by a single instructor with broad experience in top management with the participation of other members of the graduate faculty.

Malone said the curriculum of the MBA Program will embrace management functions in courses such as "Research and Development" and "Manufacturing and Materials Control." It will also provide advanced instruction in important management tools including "Computer Science and Operations Research" and "Accounting and Cost Control." The MBA Program will also prepare the future manager for the environments in which he will work with courses on "The International Business Community," "The Political Legal Framework," "The Economic Climate" and "Ethics and Social Responsibility." Finally, it will encourage self-development through independent study programs and elective courses in business, social science and the humanities.

Eventually, it was disclosed, Notre Dame's MBA Program will be quartered in the Hayes-Healy Hall, a two-story building to be erected adjacent to the existing College of Business Administration. The new structure, to be underwritten in part by a recently-announced gift of \$1,000,000 from Mr. and Mrs. John F. Healy, Chicago, Ill., will have a variety of special equipment and facilities including an instructional computer, teaching machines, an organizational behavior laboratory, case discussion rooms, closed-circuit television and audio-visual devices.

Notre Dame's business school was founded in 1920 with Rev. John F. O'Hara, C.S.C., later to become president of the University and Cardinal-Archbishop of Philadelphia, as its first dean. The late Dean James E. McCarthy headed the college during its period of greatest growth, from 1925 to 1955. Under James Culliton (1955-62), now a member of the U. S. Tariff Commission, the college shifted its orientation from that of trade and foreign commerce to one of management and administration. Today Dean Murphy heads a college of 37 full-time faculty members, 1,200 students and approximately 10,000 alumni. The college is a member of the American Association of Collegiate Schools of Business.

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NEWS RELEASES FOR APRIL, 1966

66/13	4/10	\$1,000,000 gift from Mr. and Mrs. John F. Healy for the College of Business Administration
66/14	4/11	Symposium on "Academic Freedom and the Catholic University" April 22-23
66/15	4/	Members of faculty and administration address 115 gatherings for Universal Notre Dame Night
66/16	4/16	International symposium on "Marx and the Western World" April 24-28
66/17	4/23	Master of Bysiness Administration (MBA) Program to be inaugurated in Sept., 1967