

1950 COLLEGE-BUSINESS EXCHANGE PROGRAM



*The Foundation for Economic Education, Inc.
Irvington-on-Hudson, New York*

This Program is designed to encourage an exchange of information between teachers and businessmen.

Many teachers move directly from academic training into the teaching profession without an opportunity for first-hand, on-the-job experience in business. Businessmen are frequently unaware of problems faced in the classroom.

Recognizing the benefits to be derived from an exchange of information, The Foundation is acting as a liaison for bringing these mutual interests together in the College-Business Exchange Program.

HOW THE PROGRAM WORKS

The Program is not a plan to train economists for business or to entice college teachers away from their academic profession. Rather it is to offer them an opportunity to become more proficient and effective in their continued academic work.

Under the Program, Fellowships are offered to teachers for a period of six weeks' study of a business firm during the summer.

The objective is to give the Fellow a fairly complete, over-all picture of the operation of a business firm. This is done largely through interviews