

Information services

Contact: Arthur M. Merims
N. Y. Public Relations Mgr.

MOTOROLA INC.

New York Public Relations Office
Rm. 808 / 12 East 41st Street
New York, N.Y. 10017,

(212) 685-8154



PERMANENT FILE

MOTOROLA AND IIT LAUNCH UNIQUE IN-PLANT MBA DEGREE PROGRAM
AS GRADUATE SCHOOL COMES TO THE CORPORATE ENVIRONMENT

ADVANCE FOR RELEASE FRIDAY, FEB. 20, 1970

CHICAGO -- Motorola Inc., in cooperation with the Illinois Institute of Technology, has made it possible for the first time in educational history for a worker to earn a graduate degree without ever leaving his place of employment.

Professors from IIT's Department of Business and Economics will conduct classes on the premises of Motorola's Franklin Park plant leading to the degree of Master of Business Administration. Motorola, which is underwriting the program, will also reimburse participants for all tuition costs, provided they attain passing grades.

"This progressive relationship between IIT and Motorola is the only one of its kind in the United States," said Glen C. Hesselstine, Motorola's director of management development and training. "For the first time in educational history, an academic institution is teaching an entire graduate curriculum in the classrooms of a single corporation."

The degree program is designed for employes who desire broad preparation for executive and administrative positions. Its emphasis is upon breadth of training rather than specialization.

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Applicants must possess a Bachelor's degree from an accredited institution. Their past academic records must indicate the ability to do high-level graduate work. In addition, they must perform acceptably on the admission test for graduate study in business given by the Educational Testing Service, Princeton, N. J.

Twenty-five Motorolans, ranging in ages from 23 to 38, were accepted by IIT in the first class. They completed courses in Engineering Economics and Statistics in a pilot program last fall. Twenty-seven are enrolled in the spring semester in Business Law and Industrial Relations.

The degree program consists of foundation courses and core courses. There are eight foundation courses, any or all of which may be waived if the candidate has completed equivalent work previously. These include such subjects as principles of economics, quantitative analysis, statistics, and human relations in business. Eleven core courses are required, in such fields as quantitative methodology, behavioral science in management, marketing, corporate financial management, and operations management. The 11 core courses will span six semesters or three years of study.

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