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The Foreign Service of Business

The Business Council for International Understanding is conducting five courses this year, all at American University in Washington, D.C.

One such course begins this month.

Since 1958, the council has been running a sort of foreign service school open to executives (and their wives) engaged in international activities. It could be called business' and industry's school for foreign service diplomats. More than 700 executives and wives of executives have been graduated so far. They now are resident in 66 different countries, scattered about the earth. The occupations range from technical specialists to managing chiefs of overseas operations. Their firms represent a cross section of American business and industry, from oil

to soft drinks, from steel and rubber to chemicals and banking.

The house publication of Standard Oil Co. of New Jersey recently made this report: "A recent check of (BCIU) graduates indicates that fewer than 1 per cent have failed and been brought back from overseas assignments."

That's quite a record, reflecting both the quality of instruction and the quality of those instructed.