Several years ago I found that undergraduate teaching was the academic responsibility that challenged me most and brought the greatest inner reward. I deliberately decided to identify with the undergraduate while being advised by many colleagues that the true academician should do research and advise graduate students. I have never regretted the decision and have had the pleasure of witnessing an awakening among agricultural economists to the great need for inspired undergraduate instruction. The American Farm Economics Association in 1963 and 1966 sponsored conferences like this one for teachers of undergraduate students. With that background you can understand that I was pleased to accept your invitation to discuss "Teaching Trends in the Social and Management Sciences" at this Conference.

In this discussion, I want to develop just two points: (1) Recent trends and developments in the social sciences that are important to biological and physical agriculturists, and (2) The significance of social science to agriculturists.

TRENDS AND DEVELOPMENTS

In discussing the first point -- recent trends and developments in the social sciences that are important to biological and physical agriculturists -- I will emphasize economics, for two reasons: 1) as an economist, I can speak with greatest familiarity about economics; and 2) except for rural sociology offered in a few colleges of agriculture, agricultural economics is the only social science that has found an important place so far in the professional training of agricultural students.

Agronomy and the Social Sciences

The agronomists were the first agricultural scientists to seek economic and social explanation for some agriculturists.

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