What Price Your BABSON EDUCATION

The program at Babson Institute leading to the Bachelor of Science degree in Business Administration is planned to meet the needs of men who desire, at the same time, both a substantial college education and special preparation for a business career. While professional subjects receive major emphasis, they are balanced with more general studies which broaden the student's background and increase his capacity to meet the problems and responsibilities of citizenship in both business and private life.

During the first two years, emphasis is placed on such tool subjects as ACCOUNTING and STATISTICS, and on those basic principles and functions of PRODUCTION, DISTRIBUTION, and FINANCE which underlie and motivate the control and organization of all business activity. Thus, the student is equipped to think and to adjust himself to the varied opportunities and responsibilities confronting most men during a successful business career.

The student's first step is to fill out his application. Each applicant is interviewed by the Director of Admissions.
It's that first view of the campus that makes up many minds.

As usual, there is a great deal of confusion at orientation time.

Books are the student's most valuable friend.

The classroom takes on the atmosphere of a Board meeting.

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Opportunity is provided during the third year for the student to specialize in any one of the six major fields: Accounting, Distribution, Economics, Finance, Investments and Production. Thus, his program may include 18 term-hours of specialized work in the particular field of his individual choice.

The subjects in liberal arts are distributed throughout the three years. All along the way, specific business courses are balanced by studies in cultural fields which should be familiar to educated persons as individuals and as citizens in a free society. These cultural subjects include English, Speech, Economics, Psychology, Government, History, Philosophy, Logic, Ethics, and Science in Industry.

God has his place in the business life.
The Chapel is a favorite spot.

All learning is not in the classrooms or the textbook.
Business does not function in a vacuum. Today it has to operate in the midst of social and economic complexities where science, language, government, economics and ethics are continually entering into daily problems. The professional and personal contacts involved in a successful business career are certain to confront a man eventually with situations and problems which require, to deal with them effectively, a broader background than is afforded by an education in business subjects alone.
Rascals are always sociable, and the chief sign that a man has any nobility in his character is the little pleasure he takes in others' company.

- - SCHOPENHAUER