"For wisdom is a defence and money is a defence; but the excellency of knowledge is, that wisdom giveth life to them that have it."

Ecc. 7:11
“The essence of Babson Institute training is threefold: (1) to teach the fundamental techniques of business; (2) to train the mind in habits of practical and logical thought; and (3) to develop the priceless gift of leadership in industrial and community life.”

DR. EDWARD B. HINCKLEY, President

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BABSON INSTITUTE OF BUSINESS ADMINISTRATION

Babson Park · Massachusetts

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BABSON INSTITUTE offers two courses of study, a one-year course for which a certificate is given and a three-year course leading to a Bachelor of Science Degree in Business Administration.

The one-year course is designed to prepare the student for a business career in as short a time as possible, yet give him a sound basic business education.

The degree program is planned to meet the needs of the men who want a broad college education emphasizing professional preparation for business.

The first and second years are largely devoted to business subjects. The third year includes required and elective business subjects together with a number of subjects in the field of general education, therefore...
Accounting:
  Basic
  Cost
  Tax
  Intermediate
  Advanced
Auditing
Biographies
Budgetary Control
Business Cycles
Business Organization and Functions
Business Reading
Comparative Government
Credit Management
Economic History
Economic Theory
English
Ethics
Executive Techniques
Finance:
  Principles
  Corporate
  Statements
Fire and Casualty Insurance
Foreign Language
Government and Business
Industrial Organization
Industry Analysis
International Relations
Investments
Investment Banking
Investment Cycles
Labor and Management Relations
Law
Logic
Management
Management Policy
Manufacturing
Marketing
Market Analysis
Money and Banking
Personnel Management
Philosophy and Religion
Production
Psychology
Purchasing
Real Estate Management
Salesmanship
Sales Management
Science in Industry
Seminar Problems
Social and Economic Trends
Sociology
Statistics
Statistical Applications
Supervising and Training
Written and Oral Reports

Education in the truest sense is the development of the individual's ability to think clearly and effectively. The plan of instruction at Babson utilizes sound and tested means of giving the individual every opportunity for growth and development. This is achieved through counselling with instructors, up to date but proven aids to learning and contacts with business executives.

From its founding Babson has maintained a faculty of recognized competence. Realizing that a plan can be no more successful than the people who carry it out, it is required that the faculty be able teachers, have practical business experience and desire to counsel youth embarking on their own careers.

Emphasis is placed on the conference method because it is recognized that each student is an individual with interests that are to a great extent peculiar to him alone. Thus wide latitude is permitted for participation in discussion and the exercise of individual initiative. The use of case materials and problems develop habits of correct thinking, of open-mindedness and of problem solving. Both materials and methods of instruction emphasize judgment and ability to think as the major ends to be achieved.

In addition to case and problem material, business training is related to the actualities of current business practices by a co-ordinated schedule of visits to banks, stock exchanges, factories, marketing institutions and other business agencies. The field trips taken under the guidance of instructors afford an unusual opportunity for relating study and laboratory work to the requirements of vital business problems and the current methods employed by leading business organizations in meeting them. The trips provide first hand observations of processes, methods, machines, and organizations which are subsequently made the basis of class discussion or of written reports.

A program of visual education is carefully coordinated with parts of the general plan of instruction. Sound motion pictures are shown for the most part, although they are supplemented by other methods of projection. These visual aids are geared to course work in a manner that students may visualize those processes, techniques and industries which cannot be seen in person.

Classroom lectures are supplemented by the visits of successful business executives in all lines of business activity who speak on current problems, requirements of certain jobs and opportunities in their fields. In addition to clarifying the student's knowledge of staff functions in business, these meetings provide invaluable insight into various types of positions for which he may eventually have aspirations.
ROGER W. BABSON
FOUNDER OF THE INSTITUTE
CHAIRMAN OF THE CORPORATION
ROGER W. BABSON
BABSON PARK, FLORIDA

To the Graduates of 1947:

Many of you are asking yourselves: "What line of work shall I enter?" Naturally I cannot answer this en masse, since all of you have different capabilities and opportunities. The main thing is not to attempt NOW to go into business for yourself. Insist, however, on getting a job in some line of work in which you will be happy. Real efficiency and true happiness are synonymous. If there is a business in which your family is interested, you are fortunate, because fathers, brothers and friends can be of great help to you.

Be willing to start work at $40.00 a week, if necessary; forget yourself and give your best to helping your employer in every way possible. This does not mean to tell him how to run his business, but it does mean that you should be the first to be at the plant or office and the last to leave every night—giving him more than he gives you. Most business men are hungry for good executives who know their stuff and have initiative (self winders) energy, courage and loyalty. If you will develop these qualities you will be pushed ahead.

Now, a word on where to locate: The best opportunities are in the U.S. cities of 10,000 to 30,000 people situated in the Central West. Avoid large cities; they are on the decline. During your business life time decentralization will be the watch word. I do not advise farming as a business—except in some very special circumstances—but all families should aim to own—a small farm which they can visit once a year. Hence let me offer some good investment advice:

(1) If you now live in a farming community, continue to live there and urge your children to settle there and bring up a good family. Support its churches, schools and newspapers. Do not neglect the great opportunities which God has given you.

(2) If you do now live in a farming community, then during the next depression when good farms are selling at 50 cents on the dollar, buy one which is properly located. Rent it on fair terms to some family of good character which loves farming. Help that family to make a living and be happy thereon. If you are obliged to put back into improvements most of what you get in rent, be satisfied, so long as there is one room in the house reserved for your use in an emergency. (Remember there may be a World War III when our large U.S. cities can be bombed.) Once each year visit this family. It will do both you and them good. Investments can yield returns more desirable than money.

Wishing you all the success you deserve (I can do no more),

Your friend,

Roger W. Babson

DEVELOPING A COMMUNITY FOR THE IMPROVEMENT OF BUSINESS CONDITIONS
To President Hinckley

To President Edward B. Hinckley we respectfully dedicate the 1947 BABSONIAN. As we come to know him more, we see his plan for Babson Institute develop: a plan of many ideals that leads to the advancement of the Institute.

From a great fund of scientific and liberal knowledge, combined with practical administration, Dr. Hinckley has made great strides since June, 1946, toward the goal of the Institute — that of successful training in Business Administration. With him as our helmsman, the set of the sail on the Babson ship is assured.

As he has pledged himself to the betterment of Babson Institute, we pledge to him our whole-hearted support.