Professor Of The Year

Associate Professor Of Accounting

Richard A. Bruno
Competence in accounting is fundamental to good management. Understanding tax problems, budgeting, maintaining financial records, and using accounting records for reporting financial data are all basic to the modern management operation. Babson Accounting majors frequently become certified public accountants, financial executives, lawyers, or accounting specialists in the corporate business world, government, or nonprofit areas. Experience in accounting is a proven route to top management.
In today's complex society, economic forces, as well as social and political trends, exert a powerful influence on the course of human events. Most management decisions, whether in business, government, or nonprofit institutions, rely upon an understanding of how the economy functions.

Courses in conceptual economics and the application of concepts to reality enable the student to understand the functioning of the marketplace, the operation of the national economy and its problems, and the role of government.

A major in Economics provides an essential foundation for careers in business, government or academic life.
To succeed in business, a manager should know how to evaluate a firm's financial needs, to analyze the return on alternative uses of cash, and to plan its cash flow. A manager should also know how the money and capital markets affect a firm and economy, and how to manage risk. A Finance major acquires this knowledge.

Careers in the management of money are found in banking, insurance, government, nonprofit organizations, and a wide range of corporations.

The Investments major is for students who wish to manage their own or other persons' funds. Courses concentrate on the use of analytical techniques in evaluating and selecting individual securities against a backdrop of how the money and capital markets function.

Careers are found in insurance companies, trust departments of commercial banks, investment companies, pension funds brokerage houses, investment banks, and many of the large corporations.
Communication

Communication — a sharing of knowledge or a sense of quality — is a fundamental part of what it means to be human. The importance of communication in management settings cannot be overstated. In this major, considerable emphasis is placed on the improvement of one's speaking ability. Anyone involved in management, and particularly those interested in marketing, will find the study of communication complementary and valuable.

Coordinator: Professor Richard Flanagan
American Studies

The changing character and developing trends in American culture and society are examined in this major. It draws upon anthropology, sociology, history, political science, and humanities courses dealing with American culture. The American Studies major provides a solid base for anyone concerned with consumer behavior, public policy, and urban, social, and other problems relevant to managerial decision making and the societal roles of public and private organizations. It offers skills and information useful to responsible managers and well-educated, literate citizens in understanding their culture and society.

Coordinator: Professor John Mulkern

Society and Technology

Courses in this major are designed to help the student understand some of the technological problems facing society. These include the effects of ecological changes, urban processes, and changes in values and social problems brought about by technological advances. This program seeks to develop an understanding of technology as a major force in our society.

Coordinator: Professor Robert McKeon