Management

An understanding of human behavior is vital to success in any field. This major examines the interaction of organizations and employees with emphasis on the psychology of leadership, communication, decision making, and adjustment to change.

Problems in collective bargaining, the design of strategy, and the social, legal, political, and ethical implications of organizational courses of action are considered.

Management majors find employment in a variety of people-oriented fields, leading to positions in general management.

Entrepreneurial Studies

The Entrepreneurial Studies major is for students who seek to become entrepreneurs or who want to work with entrepreneurs in a special capacity such as consultant, financial analyst, or venture capitalist.

Students learn to identify and evaluate new ventures, acquire capital and other resources, and start develop, and possibly divest a business interest.
Quantitative Methods

Successful completion of this program will give the student a solid background in the quantitative and computer techniques for decision making which are becoming increasingly important in management. When this major is combined with another area as a double major, it enhances the individual's employment opportunities.
Marketing

The Marketing concentration examines consumer behavior, communications, and all operational areas in marketing as they affect the ability of managers to develop effective marketing programs for their organizations' products and/or services. Special emphasis is given to the techniques and applications of marketing research and to the social, legal, and ethical aspects of marketing.

Babson Marketing majors receive a sound foundation in marketing which can lead to positions in sales, marketing management, advertising, and marketing research.