

BABSON INSTITUTE

FOR TRAINING MEN TO BECOME BUSINESS EXECUTIVES

For many years, our clients have complained that most young men graduate from school or college absolutely unprepared for the business world. For this reason we have decided to operate a short course in Business Fundamentals. A catalog of the Babson Institute, containing full details, is now ready for distribution.

The Institute will open October 1, and offer an intensive one or two year resident training to develop the executive ability of young men who by inheritance or other circumstances are to occupy positions of authority, responsibility and trust.

The school will instruct by unique methods in these essentials for executive work.

Practical Economics and the Handling of Commodities.

Financial Investments and the Care of Property.

Business Psychology and the Management of Men.

Personal Efficiency and the Control of One's Self.

Courses include manufacturing, financing, banking, merchandising, domestic and foreign trade, investments, accounting, business management, labor problems, executive training, individual efficiency and specialized research work.

The Institute does not graduate experts in any one department of business; it aims rather to give basic principles of all departments and to show their inter-relations. Methods of instruction and many of the courses required are different from what has been attempted before. For example, thruout the two years the student is getting the fundamentals. He is also kept in close touch thru the Babson Reports with current tendencies and monthly changes in business conditions.

Experience shows that the fundamental basis of business success is the ability to get others to do what one wants them to do; that is, the ability to influence men. A two-fold benefit accrues to those who make a study of how to control others; for in so doing they unconsciously learn how to control themselves. Realizing that the power to influence men is greatly enhanced by an understanding of individual and mass psychology, the Institute has made this course one of its features.

The staff of instructors includes teachers of well-established standing, the experts of the Babson Statistical Organization, including Mr. Babson, and special lecturers from the business world. Details of various phases of business are given, not with the thought that the student plans to do routine work, but that he may oversee and check up those who do. The Institute is training executives, not clerks. Thruout the entire program the subjects are presented from the administrative point of view. An effort is made to impress upon the student that if he would survive in the keen competition of the business world, he cannot depend upon inherited wealth or position, but he must keep himself prepared both in body and mind to utilize opportunities and adapt himself to the conditions of success.

When you write for a catalog, it will be mutually helpful if you include the age and previous training, name and address of the young man you have in mind.

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