What defines you? Is it your passions, your talents, your goals? More importantly, who defines you?

Babson believes you define you. And you are what we invest in. You, and your passions, your talents, your goals.

Babson College is where the YOU you envision becomes a remarkable reality. It’s where you get the instruction and the inspiration you need to chart your course, create your path, and define YOU.

www.babson.edu/defineyou
DO YOU WANT TO CONCEIVE, LAUNCH, AND MANAGE A REAL BUSINESS OR ORGANIZATION OF YOUR OWN?
Real business
Real experience
Real impact.

WOULD YOU LIKE TO TEACH ENTREPRENEURSHIP IN GHANA?

WICH CONCENTRATION WILL HELP YOU EXPLORE YOUR INTEREST IN FINANCE OR MARKETING?

EXPRESS YOUR PASSION
90+
clubs and organizations on campus.

 WHICH COMPANY WILL BE LUCKY ENOUGH TO HIRE YOU?

96% of Babson’s Class of 2011 was employed within six months of graduation.

ARE YOU READY TO DEFINE YOURSELF?

1 LEARN.
2 VISIT.
3 APPLY.
www.babson.edu/ugradapply

www.babson.edu/defineyou

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“Babson provides more than a business education. I want to express my entrepreneurial spirit and become a leader. The Babson community understands that and gives me the chance to prove myself—while supporting me all the way.”

– AMY MALINOWSKI ’13

This is an exciting time for you. You are deciding which school will serve as your launching pad. The questions are numerous—and important. Will I be comfortable here? Will I be successful? Will I discover my passion here? Will this school be the one to help me achieve my goals?

We believe the more you learn about Babson, the more you’ll understand that the answer to all your questions is YES. Trust us: We know what it takes to succeed at Babson, and Babson graduates are making an impact all around the world. As much as you believe you can do, we believe you can do more. And we give you every opportunity to prove it.
Our innovative methodology of Entrepreneurial Thought and Action® guides you as you learn the key skills needed to identify opportunities and take advantage of them. This mindset is interwoven throughout a curriculum that will provide both functional business and liberal arts knowledge and is evident in cocurricular activities.

Collaboration is key. After all, business is a team sport. The most successful organizations don’t just have a single leader at the top—they have talented people at every level. It takes entrepreneurship of all kinds to create great economic and social value in today’s world.

To that end, at Babson you’ll find a culture that not only is collaborative, but that also challenges you to venture outside your comfort zone. Imagine being surrounded by creative and enthusiastic students like you, as well as supportive and inspiring faculty. That’s the Babson experience, a defining experience designed to help you define you.

NO. 1 IN ENTREPRENEURSHIP 15 YEARS AND COUNTING ...
U.S. NEWS & WORLD REPORT

Imagine being surrounded by creative and enthusiastic students, and supportive and inspiring faculty. That’s Babson.

See current rankings at www.babson.edu/rankings
Learning about myself

Meaghan Toothaker ’15

“When I first got to Babson, I had no idea what I wanted to do. But I felt welcomed in its close-knit community and learned a lot about myself—especially in the first-year Foundations of Management and Entrepreneurship (FME) course, where students create businesses or organizations that sell products or deliver services that impact the community and then donate the profits to charities. My group started a business called Stamp Out Suicide. Though we did sell some products, our main goal was to raise awareness about suicide prevention.

“I was really impressed with how much support our idea got from Babson and particularly our FME professors and mentors. Professor Shankar never asked why; he asked how we could make our idea stronger, and what he could do to help us.

“Meet Professor Shankar at: www.babson.edu/shankar

As vice president of event planning, I organized a 5K race that attracted 200 people. We also made a video of students holding up signs on which they wrote a reason to live. We put it on YouTube and the response was phenomenal. We received a call from a student in Texas who asked if they could do the same thing.

“At the end of FME, we raised around $1,500 but instead of shutting down Stamp Out Suicide, we transformed it into a student club so we can continue to help people. I really enjoyed the teamwork aspect of FME and the experience of working for a cause was very inspiring.”
• The SPARK Peer tutoring program provides free one-on-one tutoring on six core required courses—and they even do live, on-air tutoring on Babson Radio!

• Babson’s largest class size is 42 students.

• All first-year students participate in the First-Year Seminar where you’ll learn the ins and outs of Babson from a Peer Mentor, faculty member, and staff adviser.

• Dedicated staff provide personal and academic support. Class Deans encourage you to visit!

• Faculty often serve on boards of student and alumni businesses.
EXPERIENTIAL LEARNING: (RE)DEFINING ENTREPRENEURSHIP

In an ever-changing world, action trumps everything. That’s why we continue to enhance and expand our academic programs, and why we expect our students to help us redefine entrepreneurship for the world of today and tomorrow.

You will be guided and joined in this important work by our faculty of accomplished educators and experienced practitioners. All are involved in groundbreaking research and are accessible and supportive. They build strong mentoring relationships with students and help them define their experience at Babson.

Our academic offerings—26 in-demand concentrations that emphasize hands-on, experiential learning—are informed and infused top to bottom with Entrepreneurial Thought and Action. So whether your goals include marketing or accounting, finance or technology, founding new companies or directing nonprofits, you’ll have both the business skill set and the entrepreneurial mindset to distinguish yourself from the competition as you achieve your goals and lead those around you.
At Babson, you learn to think and act entrepreneurially from Day One. Babson’s signature learning experiences provide you with the opportunity to apply the skills you gain in class. Launching a business in your first year, participating in the second-year case competition, and completing a senior year capstone project allow you to gain a deeper understanding of business concepts while acting in a real business environment. Real business. Real experience. Real impact.

Babson is a living/learning laboratory where you’ll discover something new about yourself every day. In class, you’ll examine real-world business problems and propose solutions. You’ll have opportunities to gain actual experience as a consultant to an organization that you study and visit, making recommendations that could have real impact on that company.

Back on campus, you can run a current student club or organization, or start a new one. After all, the world doesn’t need people who are masters of hypothetical situations. It needs people with real-world experience who are prepared to hit the ground running. That’s learning by doing at Babson.
“Before I came to Babson, I was commissioned as an officer in the Singapore Armed Forces. With the surge in drone technology and unmanned vehicles, I realized that there was an opportunity in robotics for the defense industry. Since high school, I have also been interested in dance and exploring other cultures. When I got to Babson, I was excited to find that I could pursue all these interests.

“My adviser recommended the Technology, Entrepreneurship, and Design (TED) concentration, which is really hands on and combines courses at Babson with courses at the F. W. Olin College of Engineering, which is just a short distance from my residence hall. I also was involved in the Global Student Leadership Consortium, which promotes intellectual diversity at Babson, Wellesley, and Olin colleges.

“In addition, I was accepted into the Peer Mentor program. As an Army officer, I appreciated the opportunity to mentor soldiers in my command. And my mentor at Babson really helped me learn how to schedule my time and find the right resources on campus. I look forward to helping future students in the same way.”

“After all, I'm a member of the Babson Dance Ensemble, too. At Babson, I feel I can do it all.”

Ben Tang ’15
There’s a big world beyond Babson’s campus, and we will take you there.

To be a globally savvy and responsible leader, you need firsthand experience learning about cultures, organizations, and business practices around the world. Our global learning opportunities are designed to strengthen your knowledge, skills, and attitudes to create economic and social value everywhere.

Babson’s global offerings encompass study abroad programs, electives abroad, and service trips on every continent except Antarctica. Examples include teaching entrepreneurship to local students in Ghana or South Africa, taking a semester at partner schools such as Trinity College Dublin or Singapore Management University, or spending a summer studying at the London School of Economics and Political Science and doing an internship as part of the Honors Program. These overseas programs are an integral part of your academic program, and help you progress toward completing your degree, while helping you define your view of the world.

> DURING THE PAST THREE YEARS, WE’VE HAD STUDENT-ATHLETE REPRESENTATION FROM 11 STATES AND TERRITORIES AND 17 COUNTRIES.

> BUILD A HOUSE with Habitat for Humanity in El Salvador.

> SPEND YOUR BREAK EXAMINING THE LATIN AMERICAN BUSINESS ENVIRONMENT in Argentina and Uruguay.

> VARSITY SWIM TEAMS COMPETE IN PUERTO RICO EACH YEAR.

> THE BABSON ENTREPRENEURSHIP CENTER IN KANSAS CITY, RUN BY BABSON STUDENTS AND ALUMNI.

> Travel with faculty and staff to Ghana to TEACH ENTREPRENEURSHIP.

> STUDY ARABIC LANGUAGE AND CULTURE in Jordan.

> IN 2011–2012, BABSON OFFERED 82 STUDY ABROAD OPPORTUNITIES IN 39 COUNTRIES.

> BABSON STUDENTS REPRESENT 72 COUNTRIES.

> 7 OF 10 SENIORS GRADUATE WITH A BABSON INTERNATIONAL EXPERIENCE.

> 27% OF STUDENTS ARE INTERNATIONAL.

> STUDY ASIAN BUSINESS NETWORKS at an innovative university in Singapore.

> ALUMNI NETWORKING SOCIALS ARE HELD REGULARLY IN INDIA, ITALY, KOREA, LONDON, MEXICO, NEW YORK CITY, SAN FRANCISCO, SOUTHERN CALIFORNIA, PUERTO RICO, SWITZERLAND, AND THAILAND, TO NAME A FEW.

> BABSON BRIC: EMBARK ON A WHIRLWIND SEMESTER studying with Babson faculty in Russia, China, and India.

> BABSON FOUNDER’S DAY 2012 CELEBRATIONS WERE HELD ON-CAMPUS AND AROUND THE WORLD INCLUDING IN BANGKOK, THAILAND, AND MILAN.

> BABSON’S SOUTH ASIAN STUDENTS ASSOCIATION (ASA) RAISES AWARENESS OF SOUTH ASIAN CULTURE, HERITAGE, AND LANGUAGE. THEIR EXCITING SHOW EACH SEMESTER IS A MUST SEE!

> IMMERSE YOURSELF IN STUDENT LIFE at Stellenbosch University by joining the rugby team and studying economic issues.

www.babson.edu/defineyou
“WHEN I CHOSE BABSON, I THOUGHT I KNEW WHAT IT WAS ABOUT—AND WHAT I WAS ABOUT.

“It was going to become an accountant and use my skills to help a company succeed. But when I got here, I realized that Babson wasn’t just about business. Or, maybe it’s more accurate to say that business is about more than just numbers. Babson showed me that service is a valid business activity, and that Entrepreneurial Thought and Action can make a difference in the world.

“Sure, I learned how to crunch numbers but I also spent nine weeks in Ghana, first working on a sustainable design project with a team of engineering students, and then participating in an international development design event. I enjoyed gaining an understanding of other cultures, and realizing that I could use my business skills to create solutions for social issues.

“My career path has changed but not my ultimate goal: to make a difference. Babson taught me to widen my horizons and keep my mind open to opportunities. That’s what entrepreneurs do.”

WHERE TO NEXT? In summer 2012, Rayshawn redefined his future by heading to Rwanda to run the Babson Entrepreneurship Center there.

“SURE, I LEARNED HOW TO CRUNCH NUMBERS BUT I ALSO SPENT NINE WEEKS IN GHANA, first working on a sustainable design project with a team of engineering students, and then participating in an international development design event”

RAYSHAWN WHITFORD ’12

More at: www.babson.edu/rayshawn
Babson is a living/learning laboratory. The campus may have a traditional New England college look, but how our students live, interact, and grow is far from traditional.

Babson’s lively residence halls include our popular Special Interest Housing, home to students who share similar interests, such as women giving back, philanthropy, sustainability, and investment banking. Additionally, roughly 15 percent of our students are members of fraternities or sororities.

While there is a buzz of activity that goes on day and night, Babson also offers places for quiet reflection and spending time with friends. And Boston, a city of world-class culture and excitement, is just 14 miles away. Beaches, mountains, and areas for biking and hiking throughout New England are close enough for a fun day trip.
“You can feel the unique atmosphere the moment you step on campus. Babson is a tight-knit community where everyone is eager to help each other create, improve, and make the world a better place.

Elsewhere, students might think, ‘It would be nice if this could happen.’ Babson students immediately think, ‘How can I make this happen?’.”

— SHONEY YAKUBJANOV ’12
A favorite Babson tradition involves faculty and staff serving students waffles and tater tots at Midnight Breakfast during finals.

Students gather in Reynolds Campus Center for a different event every Thursday night—karaoke, trivia, acoustic music, and more. All planned by students!

At the annual campus-wide Multicultural Fair, you can share part of your culture through an exhibit or performance.

100% OF FIRST-YEAR STUDENTS LIVE ON CAMPUS IN OUR RESIDENCES.

FIVE PLACES ON CAMPUS TO GRAB A BITE TO EAT, INCLUDING THE AWARD-WINNING TRIM DINING HALL.

YOUR SENSE OF PLACE.

NO PLACE LIKE HOME.
There are countless opportunities to get active and involved, engaged and enriched, and we want you to become a part of our diverse community of people who work together to make an impact on the future and have fun in the present.

With more than 90 student clubs and organizations based on a wide range of academic, cultural, and recreational areas of interest, you can find a way to express your passion. Join, lead, or start your own—the important thing is to participate. Engaging with these organizations helps build strong connections with fellow students, provides personal growth, and enhances your Babson experience.

Babson also offers an extensive athletics and recreation program (Division III varsity sports, as well as intramurals and club offerings) and a rich atmosphere of arts and culture, including theater, music, dance, art exhibits, and easy access to the many cultural attractions and historic sites of nearby Boston.
The Babson community completes more than **27,000 HOURS OF VOLUNTEER SERVICE** each year.

On January 13, 2012, the Babson ice hockey team played Norwich University in the first Division III game at historic Fenway Park in Boston.

All 441 seats of the Carling-Sorenson Theater sell out each semester for performances by the Babson Players, AMAN, and the Babson Dance Ensemble.

**MORE THAN 1,000 STUDENTS PARTICIPATE IN ATHLETICS OR RECREATIONAL PROGRAMMING EACH YEAR.** Including: men’s and women’s rugby, coed softball, ping pong, golf, cheerleading, men’s and women’s ice hockey, martial arts, yoga, Zumba®, and more.

Zumba founder Alberto Perlman is a Babson alumnus. Class of 1998!
“I’ve had a passion for business since I was a kid. I dreamed of taking on the world, and Babson is helping me make that dream come true.”

“I’ve learned that the best way to get ahead is to get involved, and Babson supports you every step of the way. The entire curriculum forces you to go outside your comfort zone, but you have teams that help you, and, before you know it, you realize you did something you weren’t sure you could do.

“During your sophomore year, you have the chance to investigate companies, tour their facilities, learn their issues, and come up with solutions to their problems. Often, company executives will come in to listen to your presentation. You gain confidence in your abilities and make an impact at the same time.

“The first thing I got involved in at Babson was the class steering committee. We plan events that help to build community among classmates. But most important was joining the Accounting Club, where I’ve become the co-president. The club puts you in touch with potential employers and through those connections I was able to get a summer internship with PricewaterhouseCoopers.

“I know I can lean on my Babson experiences to help me be successful in anything I attempt.”

More at: www.babson.edu/tyler
Follow Tyler on Twitter @Tyler_Murphy
Because of Babson’s internationally respected academic programs, you will have many options during your time at Babson and when you graduate. And with Babson’s Center for Career Development (CCD), you will have the tools and support needed to explore those options, discover the best fit, connect with influences, and achieve your career goals.

CCD provides a wide range of programs and services to help you think creatively and strategically about your career goals, build job-search skills, and undertake an effective job search. Babson partners with employers to bring the most up-to-date industry knowledge directly to you. Employers come to campus to meet you face to face, and we prepare you with coaching on everything from how to conduct an interview to negotiating terms.

Employers understand the value of a Babson degree, and they’ll expect you to be able to hit the ground running. And: you will because of the experience you will have gained during internships, company trips, and in frequent discussions with professionals who specialize in specific industries.

EXPLORE your interests and the career resources available to you.
DISCOVER your passion by engaging in career, academic, and cocurricular offerings.
CONNECT your passion to opportunity by building key skills and relationships.
ACHIEVE the career you envisioned! Make it happen!
“Babson students have proven to be highly impactful in serving McGladrey’s diverse client base. The preparedness for their professional careers is evenly matched with their enthusiasm to make a difference in the world and their local communities.”

–KARIN GILMARTIN, CAMPUS TALENT ACQUISITION LEADER, MCGLADREY LLP

**MAKING IT WORK**

**OF BABSON’S CLASS OF 2011 WAS EMPLOYED OR IN GRADUATE SCHOOL WITHIN SIX MONTHS OF GRADUATION.**

96%

**$50,478**

AVERAGE STARTING SALARY OF BABSON’S CLASS OF 2011 (national average = $43,991)

**NO.1 FOR RETURN ON INVESTMENT BY BLOOMBERG BUSINESSWEEK, 2012,** second consecutive year, of 850 colleges and universities

**1,015 COMPANIES WORK WITH THE CENTER FOR CAREER DEVELOPMENT TO RECRUIT BABSON STUDENTS.**

**FIRMS THAT HIRED THE MOST GRADUATES:**

PricewaterhouseCoopers / EMC / Deloitte / Fidelity Investments / Hanover Insurance / Boston Scientific / Brown Brothers Harriman / My Media Info / Sun Products / L’Oreal / Anheuser Busch InBev / Ernst & Young / Rothschild / Bank of America / Goldman Sachs

Follow the Center for Career Development on Twitter @BabsonGradCCD
AMANDA IGLESIAS, ’09, M’10
Product Marketing Manager, HubSpot

“I chose to go to Babson because while I knew it would be challenging, I also knew I would be well supported. I came from a small high school in Miami and when I visited I fell in love with the Babson community. The Office of Academic Services made me confident that whatever path I chose, Babson would be behind me all the way.

“Prior to and during my senior year, I worked for a wealth management group doing financial analysis and business development. Then, in one of my graduate courses, the CEO of HubSpot was the guest lecturer. I became very excited about the concept of software as a service, and joined HubSpot shortly after graduation as a technical support associate. Five months later, I was asked to join the consulting team as an inbound marketing consultant and a year after that I joined the marketing team as a product marketing manager.

“I actually credit my Philosophy professor, Brian Seitz, with helping me to advance so quickly. He taught me the importance of questioning everything. Why do things this way? How can we do things better? I apply the lessons I learned at Babson every day and it has helped me make an impact in my career.”

More at:
www.babson.edu/amanda
YOU’RE ON YOUR WAY:

VISITING BABSON: THE DEFINITION OF FIT
You’ve read our words, met some of our people, and seen our pictures. Can you see yourself here? Do you think Babson is a fit? The best way to answer that question more definitively is to visit. Onsite, on Babson soil, you can experience firsthand the unique vibe of our community. For more information about visiting Babson, go to www.babson.edu/ugradvisiting.

TOURS AND INFORMATION SESSIONS
Come visit us! See our website for the most up-to-date information and for our expanded summer tour schedules. Tours and information sessions are not offered at certain times of the year. Registration is not required.

During the academic year:
> Student-led campus tours—Monday through Friday, 10 a.m. and 2 p.m.
> Group information sessions—Monday through Friday, 1:15 p.m.

INTERVIEWS
Interviews for prospective first-year and transfer students are recommended, but not required. Please visit our website for more information and dates of availability.

www.babson.edu/ugradvisiting
APPLYING TO BABSON: A DEFINING MOMENT

You’ve learned about Babson—now we want to learn about you. First, you’ll need to apply; we offer an easy and personalized process, giving you a number of options.

HOW TO APPLY
You can submit either Babson’s application or the Common Application and Supplement. Information and links can be found online at www.babson.edu/ugradapply.

First-year Applicants
Babson offers three fall application plans for first-year applicants: Early Decision, Early Action, and Regular Decision. Early Decision (ED) allows students who have chosen Babson as their top-choice college to apply early and receive a decision in mid-December. ED applicants agree to enroll at Babson, if admitted. Babson’s nonbinding Early Action (EA) plan is designed for applicants who view Babson as one of their top choices but would like more time to make their enrollment decision. Regular Decision is the most popular of Babson’s admission plans. Last year, more than half of admitted students were admitted through Regular Decision.

January Enrollment
First-year applicants can apply to take a gap semester and enroll in one of a limited number of January G.A.P. slots. During the fall semester, you can volunteer, travel, or serve an internship—providing valuable experience and perspective for starting your education. For more information on this option, visit www.babson.edu/ugradjanuary.

Transfer Applicants
Transfer applicants may apply for January or September admission after having completed at least one full semester of college at the time of application.

Note: If you are a student from outside the U.S. whose native language is not English, you must submit standardized testing scores (SAT or ACT with writing) and the results of the Test of English as a Foreign Language (TOEFL) or the International English Language Testing System (IELTS).

WHEN TO APPLY / ADMISSION AND FINANCIAL AID DEADLINES

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FINANCIAL AID AND SCHOLARSHIPS
Financial aid is awarded in the form of grants, scholarships, student loans, and work-study opportunities. Babson College awards $34 million in undergraduate financial aid annually—$27 million of which comes directly from Babson grants and scholarships. We are able to meet approximately 95 percent of students’ demonstrated financial need and 50 percent of Babson students receive financial aid. Our admission process is need blind, so applying for financial aid has no effect on your chances for admission. We encourage you to apply.

How to Apply for Financial Aid
To apply for need-based aid (available to U.S. and Canadian citizens and U.S. permanent residents), complete the College Scholarship Service (CSS) PROFILE online at www.collegeboard.com. Be sure to list Babson College when you apply.

U.S. citizens and permanent residents also should complete the Free Application for Federal Student Aid (FAFSA) at www.fafsa.gov.

Some of Babson’s merit scholarship programs require a supplemental application. More information about all of these programs and their application procedures is available at www.babson.edu/ugradaid.

It is very important to apply for financial aid by Babson’s deadline to ensure that you receive full consideration for federal, state, and Babson funds. Student Financial Services will work with you along the way, and we’ll connect you to the best educational financing options available.

FINANCIAL AID AT BABSON HAS MADE A WORLD OF DIFFERENCE.”
— TYLER MURPHY ’13

95% WE MEET 95% OF BABSON STUDENTS’ DEMONSTRATED FINANCIAL NEED.

QUICK FACTS
• Tuition, Average Room and Board: $55,618
• Middle 50% range of SAT score: 1830 to 2120
• Babson awards $27 million in undergraduate grants and scholarships each year.
• Undergraduate School Population: 2,007
• Male/Female Ratio: 56/44
• Multicultural Students: 27%
• International Students: 27%

www.babson.edu/ugradapply
www.facebook.com/babsoncollege
Follow the Office of Admission on Twitter @babsonadmission

www.babson.edu/definetyou
WE’VE DEFINED BABSON.

IT’S TIME TO DEFINE YOU.

It’s the chance of a lifetime, the chance to define what you’ll do—what you’ll accomplish, what impact you’ll make—during your career and your lifetime.

Moving forward with your exploration of all that Babson has to offer you is as easy as 1-2-3.

1 LEARN 2 VISIT 3 APPLY www.babson.edu/ugradapply

WE LOOK FORWARD TO HEARING FROM, MEETING, AND LEARNING MORE ABOUT YOU.

www.babson.edu/defineyou

Babson College prohibits discrimination on the basis of race, color, national or ethnic origin, ancestry, religion, sex, sexual orientation, age, physical or mental disability, and evidence of other protected status. This policy extends to all rights, privileges, programs, and activities, including admissions, employment, education, and athletics. Babson is accredited by AACSB International—The Association to Advance Collegiate Schools of Business, the European Quality Improvement System (EQuIS) and the New England Association of Schools and Colleges (NEASC). Babson College reserves the right to make changes in the courses offered, requirements for graduation, tuition, fees, and room and board. Such changes, when made, become effective for all students.

Entrepreneurial Thought and Action® is a registered service mark of Babson College.

This brochure is printed on recycled paper enriched with 100% post-consumer recycled fiber. The paper is manufactured Carbon Neutral, with 100% renewable electricity and a Certified Sustainable Wood Product (FSC) product.