

ABOUT BRYANT

Bryant is a four-year residential college for men and women seeking a liberal education for business. In 1971, the College will move to its new 220 acre campus in suburban Smithfield, Rhode Island, just a few miles from the City of Providence where the College was founded in 1863.

ENROLLMENT

Bryant currently enrolls approximately 2,000 students, including 1500 men and 500 women. The student body represents 27 states and 10 foreign countries. Large enough to offer its students a wealth of educational resources, it is small enough to allow close person-to-person relationships.

THE ACADEMIC PROGRAMS

Nationally accredited programs lead to the degrees of Bachelor of Science in Business Administration, Bachelor of Science in Business Education, Bachelor of Science in Office Administration, and Bachelor of Science in Law Enforcement. An Associate Degree is offered in the Two-Year Program of Secretarial and Office Education. The College also offers an MBA Graduate Degree.

BUSINESS ADMINISTRATION — Major concentrations in Accounting, Economics, Finance, Management, Institutional Management, Systems Management, and Marketing. (B.S. in B.A.)

BUSINESS TEACHER EDUCATION — Four and one-half year programs include a full semester of student teaching. (B.S. in Bus. Ed.)

OFFICE ADMINISTRATION — Four-year program leading to the degree of Bachelor of Science in Office Administration. (B.S. in O.A.)

LAW ENFORCEMENT — A four-year program leading to the degree of Bachelor of Science in Law Enforcement. (B.S. in L.E.)

SECRETARIAL AND OFFICE EDUCATION — A two-year secretarial program with major concentrations in executive, legal, medical, and secretarial accounting fields. (A.S. in Sec.S.)

MBA PROGRAM — A graduate program leading to the degree of Master of Business Administration. (M.B.A.)

For More Information Write To:
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Architect's rendering of central lounge area, "Unistructure"



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EXECUTIVE CAREERS For WOMEN



BULLETIN OF BRYANT COLLEGE

A COEDUCATIONAL COLLEGE OF
EDUCATION FOR BUSINESS LEADERSHIP

THERE'S ROOM AT THE TOP for WOMEN



Today, more and more positions of leadership are available to women. Recognizing that the human being is the ultimate resource, women are now being admitted to full partnership with men. They occupy key positions in journalism, publishing, fashion promotion, government, social institutions, personnel work, as well as administrative posts in business.

EDUCATED WOMEN ARE IN BUSINESS TO STAY

Women sit on the boards of great corporations and not by virtue of inherited positions. These women have shown an innate capacity to function in demanding situations and on high levels of decision-making. Educated women in business can and do conform to the highest standards of executive achievement. They can and do make major contributions to the economic as well as to the social fabric of America.

WOMEN IN BUSINESS HAVE COME A LONG WAY

Higher education for business was a revolutionary experiment when Bryant was founded in 1863 — and even more revolutionary was the education of women for careers in business. Before this time, American women could only venture outside the home as missionaries, teachers or nurses. An early Bryant College Catalog justified this daring innovation with the statement that, "As far as has been ascertained, there is no intellectual difference between men and women".

BRYANT-EDUCATED WOMEN IN TOP POSITIONS

Women graduates of Bryant's four-year degree courses in Business Administration can advance to positions of executive responsibility through studies that examine modern aspects of management, office administration, human relations in business, labor relations and personnel administration. Subjects in the liberal arts help women to develop a sound philosophy of life. The program is designed to provide a broad education as well as depth of specialization. A Bryant College education gives a woman an intellectual head-start for any and every area of business.

"EDUCATION THE KEY" SAYS THE WOMAN VICE-PRESIDENT OF NBC

Marion Stephenson, Vice-President of NBC and RCA, as Chairman of Bryant's Centennial Symposium

on "The Status of Women in America", declared that, "Flexibility of the human mind will provide the key to future success in business or any endeavor. To provide the necessary flexibility it is essential to have a good education with a strong emphasis in liberal arts". Sylvia Porter, famous financial analyst and writer, in her essay written for the Bryant College student newspaper, *The Archway*, said, "To meet tomorrow's needs, business and business education are now undergoing explosive growth and fundamental change. The Bryant College system of combining liberal arts courses and business training is a good illustration of the broad trend toward more sophisticated education and training for business". Both women are Honorary Alumnae of the College.

COMBINING A CAREER WITH MARRIAGE

Evidence confirms what many executives and professional women have individually expressed. Work and a healthy family life can be successfully combined. In today's world, the employed mother is an accomplished reality. A woman need not make an either/or choice between home and career.

THE CAREER WIFE OR THAT USEFUL "SECOND INCOME"

Today's economy being what it is, both young and old married couples find a "second income" not only a necessity but a welcome benefit in achieving family goals. Whether it be the purchase of a new home, education for the children, travel or other aims, it is highly desirable for the woman to become a "working partner." A sound business education makes it possible for women to enter, leave and re-enter the world of business. Also this kind of education provides women with an opportunity for a more interesting, more responsible and more remunerative position.

THE RESULTS OF TWO RECENT SURVEYS

The Bryant College Office for Career Planning and Placement has recently completed one survey and analysis of careers chosen by women graduates of the four-year Business Administration Program and is now also tabulating results of a questionnaire sent to corporations asking for job-potentials for women executives.



Interestingly enough, both the survey of graduates and the corporation questionnaire agree on the areas in which women excel. In order of choice they are — ACCOUNTANCY, both public and private; MARKETING, with emphasis on careers in merchandising and personnel work; and MANAGEMENT, with teaching and personnel aspects emphasized. Bryant graduates have proved that the educated woman can be considered equally for any given executive position if she is dedicated, ambitious and energetic.

EXECUTIVE OPPORTUNITIES FOR WOMEN

Accountancy • Marketing • Management • Transportation • Real Estate • Government • Finance • Banking • Advertising • Merchandising in Retailing • Buyer • Broadcasting • Insurance • Computer Management • Communications • Investments • Publishing • Personnel Management • Travel Agency Executive • Taxation • Community Relations • Institution or Restaurant Management • and many others.

These are some of the fields where those desirable "executive suite" positions exist — positions where a woman has the chance to use her brains and think creatively, where she can be a trusted executive or assistant.

