

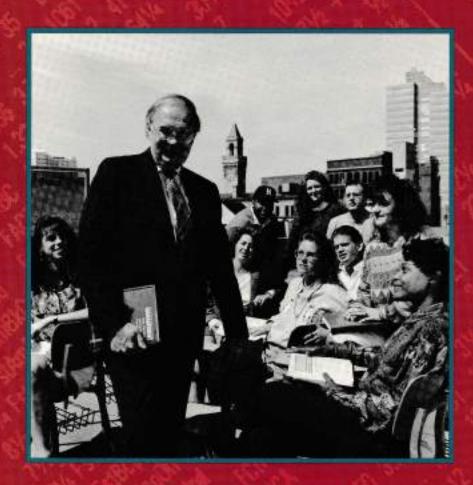
Nichols: A Business Plan That Works for Life

our growth and development as a college student is a bit like the growth and development of a business. You

begin with a smart plan. You work hard, drawing from rich resources and the experiences of those who have gone before. You build a solid foundation in the basics through the early stages and then you're ready to take off on your own.

At Nichols, your "smart plan" entails a well-balanced curriculum in business, public administration, or the liberal arts. You benefit from resources like our Personal Computer Plan and high-tech "electronic campus"; over 25 Cultural Events programs each semester; close mentoring relationships with outstanding professional faculty; and a friendly and involved campus community. What's more, you establish a strong academic foundation through our unique Freshman Seminar that gives you all the tools you need to flourish.

The bottom line? Nichols College is a great value. When you factor in the superior academic resources, personal attention, and special programs, you'll find that Nichols delivers a substantial return on your investment — and one that lasts a lifetime.



Classroom as Window on the Business World

A former vice president of a \$56 billion insurance company, Rick Hilliard once managed a senior staff of 38 with 2,500 employees reporting to him. Now he's an assistant professor of management at Nichols College.

Professor Hilliard's angle on the classroom? As this perch atop downtown Worcester suggests, his perspective on education encompasses day-to-day business reality. That means his teaching methods include personal case histories, translating textbook terms into "shop talk," and discussing articles from Business Week and The Wall Street Journal. It also means focusing on tough ethical questions and maintaining the highest academic standards.

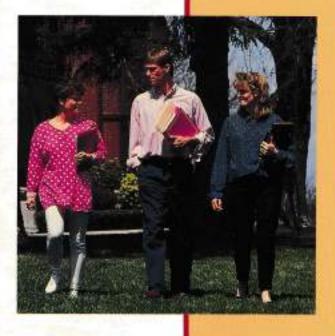
"I chose Nichols because I wanted to be on a one-to-one basis with my students, to sit and talk with them in the snack bar, and be able to act as a mentor," Professor Hilliard says. He uses his professional network in the financial community to help students arrange internships and job interviews, and enjoys coaching them along the way. "I'm very proud of them."

Strength and Uniqueness of Nichols' Curricula

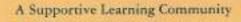
ith roots dating to 1815, Nichols College has a long tradition of preparing young men and women for

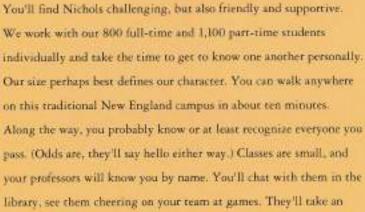
leadership in business, public administration, and related professions. Nichols enjoys a solid reputation for strong professional preparation in these areas as well as in the liberal arts.

Shaped by a faculty of accomplished scholars and former business executives, Nichols' curriculum reflects contemporary theory and professional practice. Recognizing that you'll encounter changing career demands, Nichols ensures that you receive a well-balanced program through the liberal arts "core." With expertise in



your specialty and a broad foundation in the liberal arts, you'll be prepared for success in wide-ranging careers—from Wall Street to entrepreneurship to public service.





active interest in how you're doing both personally and academically. You can turn to them for extra help, or just walk into Nichols' Learning Resource Center for tutoring in math, marketing, accounting, finance, and psychology. You'll find support from professional and peer tutors in the Writing Center especially helpful as you go through the intensive Freshman Writing Program.

Strong Professional Preparation

Nichols combines a special concern for students with high academic standards. Liberal ares core requirements-in English, mathematics, behavioral and environmental sciences-reflect our broad educational goals. And top-notch faculty represent the College's emphasis on teaching, scholarship, and practical experience. In class, you'll gradually develop to a level where you'll write business plans or present Harvard Business School cases with your study group. But none of that will happen before you're ready. Because the program

challenges you as you build upon what you've learned before, your development will be a natural progression.

New Student Orientation

To lay the foundation for this natural progressionand begin college on a solid footing-all new students arrive on campus a few days early. This gives you a chance to get to know the school, meet some of your classmates, and get settled before classes begin. Freshmen meet in small groups to break the ice through fun events like the 'Wacky Olympics."

You'll also learn the ropes of life at Nichols—things like getting your ID, signing up for classes, and finding what you need in the bookstore



Accounting

Economics

Finance

Real Estate Finance

General Management

Small Business Management and Entrepreneurship

Management Information Systems

Marketing

General Business

B.S., Public Administration

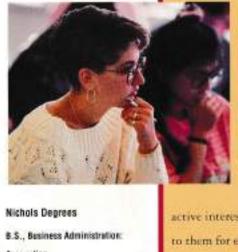
B.A., Liberal Arts:

History

Psychology

Industrial Psychology

Social Service



The Freshman Seminar

The second phase of preparing you for life at Nichols is the Freshman Seminar, a yearlong class taught by teams of faculty and upperclassmen. Here, in small groups (where you'll probably make some of your best friends), you'll learn effective study habits, test-taking and time-management techniques, improve your reading comprehension, discover the many uses of computers, and begin informed career planning. Seminar groups also discuss important social and health issues that every college student should understand. Students and faculty alike find the program vital to the smooth transition from high school.

Time



Cultural Events

To enliven and broaden your college experience,
Nichols provides an extensive calendar of cultural
events in the arts, sciences, and public policy. You
can choose from more than twenty-five events
each semester. Recent programs included a jazz
concert, a symposium on political term limitations,
a classic comedies series, a Spike Lee movie, and a
modern dance troupe. Each year, the Nichols College

Drama Club stages two student productions. And the College's own Institute for American Values brings in distinguished experts to speak on a variety of issues for its symposium series. From music to art to films—there's plenty of choice, and all events are free. Recent Cultural Events
"A Tour of Soviet Art"
"20th Century Art and Music"
"Women in the Arts"
Boston Comedy Company
Dan McLeod, mime

Asian-American Dance Theatre Ramon De Los Reyes Spanish Dance Theatre

The Maltese Falson

Short

Do The Right Thing
The Lenox Brass Quintet
Rebecca Parris, jazz
The Whittenpoots,
Yale University

Twelth Hight
Arnott Marionette Theatre
Stage Fright: Tales of Horror
Lee Cabral, storyteller

Taine, South American music

Internships and Study Abroad

Two exciting ways in which you can personalize your academic program—apart from the major and minor areas of study—are internships and study-abroad options. Internships in professional settings may be arranged through faculty sponsors according to individual interests. Many are available through the Washington, D.C. Semester, during which students live and work in the nation's capital. Nichols students also have a special chance to delve into other cultures and study liberal arts and international business

through the College's exchange program at Regent's College, London, England.





The "Electronic Campus"

A small teaching-oriented business college that's electronically networked. Nichols is ahead of its time. Not only does every student own a laptop computer, but every classmom in Davis Hall, every faculty office, every residence hall room—even commuters' homes—are on-line with Nichols' high-tech electronic campus.

The Nichols ACCESS network system enables you to hook into a vast communication network simply by plugging your personal computer into the system. Specialized software, complex databases, and other resources from the academic computing center can be sent directly to you and your classmates in your seats at Davis Hall. And you can access that same sophisticated information any time, right in your room, via modem.

What can you do with it? You can collect and analyze your own data. You can conduct sophisticated research projects. You can make use of extensive data sets, such as opinion surveys or cas libraries, to reinterpret original data. Ultimately, you can do as a student at Nichols what business professionals are doing in the 'real' world.

Personal Computers and Technology

iven the vital role of computers in every aspect of business, Nichols decided long ago that every graduate should be computer literate.

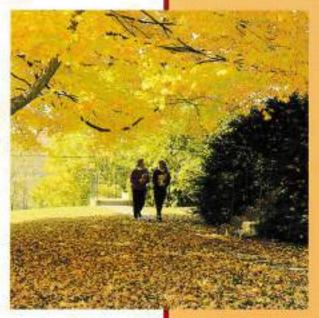


When you arrive for orientation, you'll pick

up your own personal computer—a state-of-the-art portable

"notebook" computer weighing about 6 pounds. It's yours to
keep. The complete package includes a printer, four software
programs, accessories, and a start-up package of supplies.

And there's a complete instructional program right on
campus.



What's the big idea? To integrate computers into the curriculum to enhance and sharpen the way you learn.

To give you the added advantage of extensive computer expertise when you enter the workforce.

Integration Throughout the Curriculum

Computers are integrated into the curriculum across all majors at Nichols, making the most of their practical applications in every aspect of business. In fact, our newest 'electronic classrooms' in Davis Hall enable you to hook up your PC right at your seat, while the teaching material appears in color on a wide screen that can display computer programs, graphics, and videos. Here,

classes learn the role of computers in the realms of business administration, public administration, and the liberal arts

The PC as a Learning Tool

PCs are valuable research and learning tools on campus. As you become familiar with its capabilities,

your PC will give you a whole new perspective on your studies as well as an active and enlightening learning experience. You can simulate and solve real-world problems to an extent often impossible in a traditional format. You can write and revise a detailed business plan, develop a spreadsheet, interpret complex data, run business simulations, design management information systems, conduct psychological testing, create graphics for class presentations, interpret statistics for market research, and add graphs and charts to your reports. The applications are endless.

The Nichols PC Package includes a state-of-the-art laptop computer, printer, all accessories and supplies, and PC Write, Lotus 1-2-3, PC Solve, and CoSession software.

Your PC Package

Each year, Nichols surveys up-to-date technology and selects a notebook computer for the incoming class. Equipment is the latest generation, IBM compatible, MS

DOS-based which the College can provide at significantly below retail price. Along with the PC, printer and accessories, the "package" you get at Freshman Orientation includes PC Write, Lotus 1-2-3, PC Solve, and CoSession software. These are the programs that enable you to write all your papers, create and use electronic spreadsheets, do mathematical problemsolving and statistical analysis, and communicate with the larger ACCESS network.



Davis Business Information Center



The Davis Center is the hub of computing activity on campus. Its resources are available to you 24 hours a day. (Well, almost.) The Center's hardware includes color monitors; letter-quality, laser, and dot matrix printers; a color pen plotter; and compact disc drives. The software library has almost one hundred programs. These include dBase IV Plus, Microsoft Bookshelf (thesaurus and other mini-refetences), the Max Bender Tax Library, Microsoft Excel, WordPerfect Office (an electronic mail and calendar program). Harvard Graphics; SPSS (statistical analysis), Storyboard, and

MultiMedia. All are the actual programs used daily in business across the country—the same ones you'll use in your career.

The Nichols ACCESS Network

The ACCESS (All-campus Computer Communication Educational Services System) network links the entire college campus electronically via dedicated computer and phone lines. The network places the Davis Center's entire software library at your command, including valuable databases and other resources. It also allows you to book up your computer by modern from wherever you are. That means you can sit at



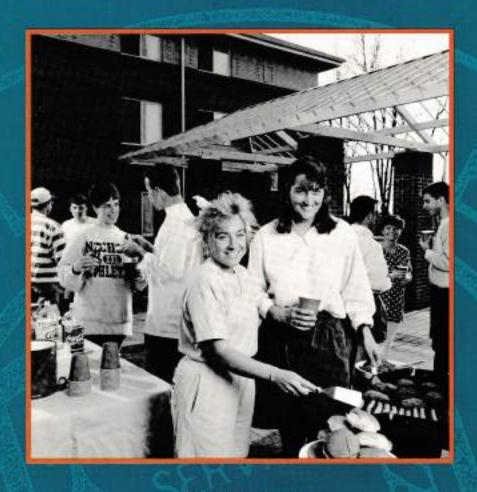


else's) and call up the software and the consumer preference survey you need for tomorrow's marketing project. You can also send and receive electronic mail ("E-mail") to students or faculty from anywhere on campus. The library is going on-line, too, placing the entire card catalog at your fingertips.

On-Campus Training

With training during Freshman Seminar and the resources of the Davis Business Information Center, you'll be a computer expert in no time. You'll receive 12 hours of training in word processing, spreadsheets, and mathematical problemsolving in the first six weeks alone. Other workshops and seminars are offered regularly to teach you as much as you want to know. Refresher and advanced courses meet on an ongoing basis throughout the year.





The Nichols Family

The Nichols campus will feel like your home away from home. In fact, this barbecue at Shamie Hall, our newest residence, is a good example of the casual and friendly campus life you'll enjoy at Nichols. It's an informal atmosphere where you'll be comfortable, get involved, and make lots of new friends. That's Lisa Johnson, Residential Life Coordinator, on the right, flipping hamburgers with Alicia Sweet, Class of '93, a member of the Hall Council.

Shamie Hall runs on a self-governing system that includes an elected president, vice president, treasurer, and secretary. The Hall Council plans social events suggested by residents. Recent events have included movie nights, aerobics classes, guitar performances, a campus-wide ping-pong competition—and even a six-week "Pitch" tournament (a popular card game).

"There's a positive feeling between students at Nichols,"
explains Lisa. "You see them developing close friendships, not based
on the Saturday night party scene that happens at many large
schools. Here, students mingle naturally. It's more like, 'C'mon
over, we're ordering pizza."

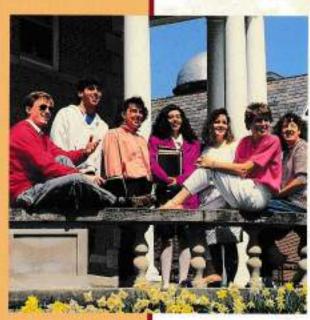
Quality of Campus Life

ife at Nichols involves a lot more than
academics and computers. You'll find this a
terrific place to spend four years. Perhaps because
of Nichols' size, a sense of camaraderic thrives here.
Students say it's like a family. In fact, many
freshmen have upperclass "big brothers and sisters." And
even Jean and Betty, who run the snack bar and serve worldfamous Nickie Chickie sandwiches, sometimes act as
surrogate moms.



You'll find people at Nichols active and involved. A large percentage of students participate in Bison athletics, and even the College president cheers on the teams.

More than 25 organizations—from WNRC radio to a volunteer fire department to Windfall, the campus literary magazine—keep students busy with all kinds of activities. (Of course, the fact that all students can keep cars on campus doesn't hurt your social life either.)



Student Clubs and Organizations

On a campus this close-knit, you almost can't help but ger involved.

More than 25 clubs and organizations provide plenty of opportunity to make a significant contribution and develop your leadership skills.

Options include: Student Government Association (SGA), run by elected officers and representatives who deal with issues from social events to student conduct; The Bison, a newspaper written, edited, and managed by students; Drama Club, which stages two shows each year acted and produced by students; WNRC Radio, which offers music and community programming by student DJs and reporters, and the Mayor's Council, which organizes concerts, outdoor movies, Homecoming and Spring Weekend festivities.

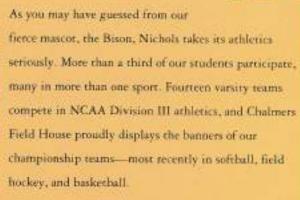
Richals fields fourteen NCAA Division III varsity teams.

Men's: Football Basketball Soccer Ice Hockey Latrosse Track and Field Teanis Baseball

Women's: Field Heckey Baskethall Soccer Softball Track

Coed: Golf Clubs exist for just about every business specialization. Nichols sponsors chapters of national honor societies in several professions, including Delta Mu Delta, the national honor society for business. If you have an interest you'd like to pursue, you can start your own club, too!

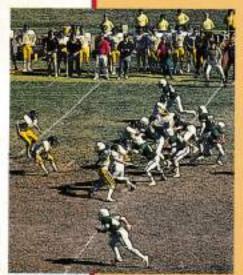




Not a varsity competitor? You can still participate in competitive club sports in rugby and alpine ski-racing, or join one of three cheerleading squads. Spirited intramural teams made up of students, faculty, and

staff compete in touch football, volleyball, basketball, softball and other activities. If team sports aren't your style, you can keep fit with Nichols' new wellness club, 'Body by Bison,' ski, swim, play tennis, or tee off on our 9-hole golf course right on campus.





Residence Life

As a student living on campus at Nichols, you'll choose from 12 houses and residence halls. Each has its own special character and appeal. Houses range in size from 10 to 20 students, and the halls accommodate anywhere from 40 to 250 residents.

The largest of these is Shamie Hall, our nowest residence with separate wings for men and women adjoining common lounges. Though larger than the other options. Shamie is popular for its comfortably sized rooms with private bathrooms and showers, its group study areas, and its social atmosphere. Each class is allotted one quarter of the spaces available.

Wherever you live, residence life at Nichols is marked by friendliness, opportunities for personal growth, and concern for the individual. All residences are guided by live-in resident advisors and governed by the residents themselves, led by elected officers or Hall Council members.



If you plan to live at home and commute to Nichols, you'll still play an important role in campus life. Commuters make up almost 25 percent of the student body and are every bit as involved in arhletics, social events, and extracurricular activities as residents. Commuters play on intramural teams, work as DJs, hang out on weekends, and study with classmates in Shamie Hall study rooms. Commuters also run their own club which puts out the campus directory, organizes all-College

> social events, and takes freshmen commuters under its wing. Because they gather there between classes, commuters call Alumni Hall, the student center, their doem.

Campus Safety

A word or two about safety: Nichols' location in a peaceful, rural area certainly precludes many of the safety concerns presented by urban settings. We're

perched on a rolling hill in a small New England town. Incidents are rare. We do, however, have an ample security force patrolling the campus day and night, as well



Academic Honor Societies Zeta Alpha Phi (Nichols College) Omicron Delta Epailan (Economics)

Delta Me Delta (Business Administration)

Mu Kappa Tau (Marketing)

Clubs and Organizations

Accounting Club

The "N" Club

Ambassadors Club

Rugby Club

Drama Club

Marketing Club

Economics Club

WMRC Radia

Finance Club

Ski Club

Bison's Den

The Bison (newspaper)

Mayor's Council

The Ledger (yearbook)

Amnesty International

Peer Educators

BACCHUS

Windfel/ (magazine)

Campus Ministry

Student Government Association

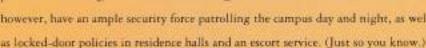
Wings

Data Information Systems Club Public Administration & History

Volunteer Fire Department

Society for the Advancement of Management

Commuters Club





Groomed for Success

Larry Downs' reputation as a tough but fair professor precedes him. A consummate professional with years of top-level marketing experience at General Foods, Pfizer, and Warner Lambert in New York, Professor Downs normally dresses the part. The day he walked into his advertising final in this get-up, it took several minutes before students could believe it was him (some still aren't sure).

You see, students had poked fun at his formal dressing habits in the school paper, and Professor Downs decided to do them one better. It didn't change the fact that he's hard-nosed about high standards, professionalism, and self-discipline. But it does illustrate the special rapport that exists between students and faculty at Nichols.

And what makes the smiling man in jeans so tough? I never lecture. I assign questions and problems relating to marketing concepts and strategies as homework, and I just stare calling on students in class. The people who are doing the work identify themselves quickly. Those who aren't become the first I'll call on next class." (Don't worry, you won't have him until you're at least a junior.)

Personal Growth

he kind of growth that results from positive personal relationships between students and faculty at Nichols is difficult to capture on paper. It's in the changes that take

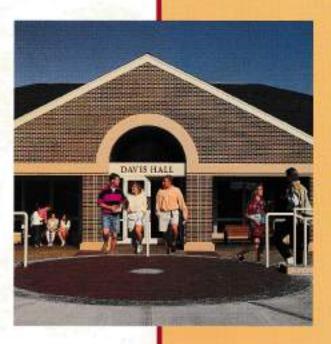
place as you progress from a somewhat uncertain freshman to a well-prepared and confident senior. It's in the phone calls Nichols professors get, across distance and years, from successful alumni still wanting to touch base or get career advice they can trust.



The Colloquium

Over 70 students each year participate in a colloquium affiliated with Nichols' respected institute for American Values. They have the unique opportunity to meet in an informal setting with experts in public policy, government, and business who are quests on campus for the institute's seminars and presentations. Hosted by IAV Director Robert C. Fischer at his campus residence, the Collegulum provides a chance to interact with persons of national regulation in an intimate environment.

At Nichols, you'll be known personally by your professors, and you'll probably count them among your most important influences. Many are former top-level executives who will

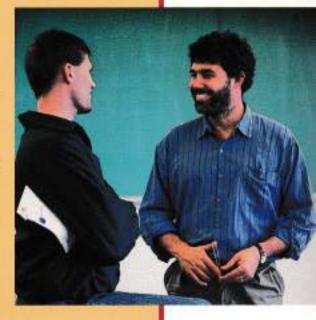


share their business experiences and real-world insights. Still others are accomplished scholars and researchers. All are dedicated to teaching and to helping you reach your utmost potential.

Student-Faculty Relations

Students at Nichols brim with praise for their professors: "They would do anything for you." "They really care, not just academically but about the whole person." Professors, in turn, describe the atmosphere as "benevolently challenging," and "competitive and caring." Everyone agrees that teaching, student-faculty relations, and student support are key elements of a Nichols education. The commitment of faculty to work closely with students spills over into the

comfortable give-and-take of daily life (and special events like the annual student-faculty softball game).





Nichols Alumni

Joseph Ronchetti '62, President/CEO. Elizabeth Arden, Inc.

Deborah Nurse '78, President/CEO, Central Credit Union Trust

James Lyons '80, President, Analytical Planning Services

Caroline McKenney '83, Marketing Director, Holyoke Hospital

Alice Belden '85, '92, Materials Manager, Rogers Corporation

David Ethier '85, Financial Planner, IDS/American Express

David Lotgren '86, CPA, Price Waterhouse

Andrew Michienzi '86, Stockbroker, Dean Willer Reynolds

Bruno Mazzotta '87, Account Executive, E.F. Hutton

Mary Cahill '90, State Auditor/Medicare, Blue Cross/Blue Shield

Albert Tucci '90, Marketing Manager, Digital Equipment Corporation

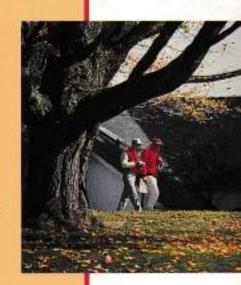
Advising and Career Planning

At Nichols, advising and career planning begin in your very first semester. As part of the Freshman Seminar, you'll begin by identifying your skills, values, goals, and preferences through the College's computerized "Discovery" program. You'll also be assigned an

academic advisor who, along with career counselors, will guide you through course selection, choosing a major, and defining career goals. When the time comes to begin the job hunt, you can attend resume writing workshops, conduct mack interviews, and sign up for real job interviews with some of the over 60 corporate representatives who visit campus each year.

Alumni Success

Nichols graduates succeed in all kinds of business, from large corporations to entrepreneurial ventures. Many take over family businesses. Others go into public service, and an increasing number pur their liberal studies degrees to work. As a graduate, you'll value the Nichols alumni network and discover that the family feeling fostered here continues throughout your life. The fact that several Nichols graduates often work for the same company illustrates not only the strength of the network, but also the satisfaction of employers. With Nichols graduates, employers know what to expect and they come back for more. Like thousands before you, Nichols College will prepare you for success in the *real* world.



What Next?

We strongly suggest that you visit Nichols to experience for yourself this friendly and involved college community. Tour the campus; sit in on classes; talk to some professors and students; and find out whether Nichols College is right for you.

Throughout the year, we have open houses, career days, arhletic interest days, and other special events you might find fun and informative. To arrange a visit, or for more information, please call us at (508) 943-2055, or write:

Nichols College Office of Admissions Dudley, MA 01571-5000

Nichols Course List **Abnormal Psychology Accounting Information Systems** Accounting Seminar Accounting for Nonprofit Organizations Advanced Techniques for Leadership and Management Advanced Topics: Database Applications & Theory Advanced Accounting Advanced COBOL Programming Advanced Expression **Advanced Federal Taxes** Advanced Statistical Analysis Advanced Theory of Unit Operations **Advanced Writing** Advertising American Architecture American Legislative Processes American Literature I, II American Military Experience American Urban History **Analytic Methods in Business** Art & Design in the Age of Technology Auditing Basic French I, II **BASIC Programming** Basic Spanish I, II **Biblical Literature** Business Law I, II **Business Policy** Celculus I, II Case Methods in Human Services Class, Status & Power **COBOL Programming** Cognitive Psychology College Mathematics I. II Comparative Political Systems Comparative Religions Composition and Literature 1, 11 Computer Orientation Computer Principles **Consumer Marketing**

Contemporary Manufacturing

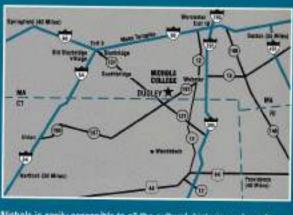
Contemporary Public Policy Corporate Finance Cost Accounting Counsaling Psychology Courtship, Marriage & Discrete Math Structures **Educational Psychology Effective Communications Effective Speaking** Entrepreneurship **Environmental Hazards** Environmental Policy & **Environmental Science** Ethics, Marality & Institution Experimental Psychology I. II Federal Taxes **Fiction Writing** Foundations of American Political Philosophy Freshman Seminar Fundamentals of Music **General Business Elective** General Psychology Government Finance & Fiscal **Government and Business Government Personnel** Systems **Great Artists** Historiography History of American Economic Life History of Economic Thought History of European Economic Life History of Psychology Honors Independent Study **Human Biology Human Resources** Management Independent Study Industrial Marketing Industrial Psychology Inflation, Employment, and

National Income

Insurance

Intermediate Accounting I. II. III Intermediate Spanish I, II Intermediate Freech I, II International Economics International Management International Marketing Introduction to Public Administration Introduction to Political Science Introduction to Systems Analysis Introduction to Architecture Introduction to Drawing Introduction to Painting Introduction to Poetry Introduction to R.O.T.C. Introductory Accounting I, II Introduction to U.S. Army **Inventory Management** Investments **Labor Relations & Collective** Bargaining Law and Society Literature Elective **Literature Seminar** Management of Operations **Management Seminar** Managerial Accounting Managerial Cost Analysis Managing Innovation and Manpower & the Contemporary **Marketing Research Marketing Seminar** Master Planning Material & Capacity Requirements Planning Mathematical Analysis Mathematics for Liberal Arts Manufacturing Systems, Technology & Integration **Military Law** Military Skills - Tactics & Communications **Modern Drama Modern Fiction** Money, Banking and the

Economy



Nichols is easily accessible to all the cultural, historic, and sports attractions of New England's major cities. The beaches of Cape Cod and mountains of Vermont and New Hampshire are just a couple of hours away

Molivation and Productivity Music Appreciation I. II Natural Resources Occupational Stress Analysis Operating Systems & Data Communications Operations Analysis Organizational Behavior Paper & Presentation **PASCAL Programming** Personality and Adjustment Prices and the Market System Principles of Finance Principles of Macro Economics Principles of Management Principles of Marketing Principles of Micro Economics Principles of Purchasing Problems in Business Finance Problems of Philosophy Production & Inventory Management **Production Activity Control** Production Management Productivity Management Psychological Tests & Measures Psychology of Adolescence Psychology of Childhood Psychology of the Exceptional **Public Administration Seminar** Public Service Internship Quantitative Economics Quantitative Methods in Psychology Real Estate Finance & Investment Real Estate Fundamentals **Review Mathematics** Sales Management Security Analysis Seminar in Economies Seminar in Policy Administration Seminar in Real Estate

Seminar in Small Business

Sensation and Perception

Services Management

Sex & Gender: Women in Management Small Business Finance Small Business Management Social Problems Social Psychology Sociology Special Topics: Psychology & Secial Service Special Studies State and Urban Government Statistical Analysis Statistical Quality Control Structured Systems Design & **Techniques in Math Modelling** Technology & the American Dream The American West The Environment The Physical World The Short Story Topics from the American Revolution Topics from the Civil War & Reconstruction **Twentieth Century Europe** United States History 1945-United States History 1929-45 United States History from 1877 United States History to 1877 Urban and Regional Economics **Urban Seciology** Vietnam & Contemporary Washington Internship **Washington Seminar** Western Civilization from 1715 Western Civilization to 1715 World Literature I, II