



Babson Entrepreneurship Program

Experience the Best in Entrepreneurship Education at Babson College

Thank you for considering a partnership with Babson College to develop a program for your students. This document will provide an overview of offerings, benefits, and terms and conditions of the **Babson Entrepreneurship Program** to be managed by Babson Enterprise Programs at Babson College.

PROGRAM OVERVIEW

Babson will provide participants with an experience aimed at maximizing opportunity and success through stimulating classroom activities, hands-on faculty involvement, interactive group sessions, networking gatherings, and more. As participants in Babson's Entrepreneurship Program, students will learn from esteemed faculty at the **#1 institution in the world for entrepreneurship education**.

The **Babson Entrepreneurship Program** is structured in a three-week format. Engaging sessions will focus on such relevant topics as:

- ✓ *Entrepreneurial Mindset*
- ✓ *Opportunity Assessment*
- ✓ *Marketing for Entrepreneurs*
- ✓ *Entrepreneurial Business Plan*
- ✓ *Managing a Growing Business*
- ✓ *Financial Entrepreneurship*
- ✓ *Managing Growing Business*
- ✓ *Corporate Entrepreneurship*
- ✓ *Entrepreneurship in a Global Economy*
- ✓ *New Entrepreneurs and Detecting Business*
- ✓ *Hobbies into Entrepreneurship*
- ✓ *Negotiation*

ABOUT BABSON

U.S. News & World Report has ranked Babson the #1 school for entrepreneurship for 17 consecutive years. Babson was the first institution to make a strategic commitment to entrepreneurship education in the mid-1970's and currently has the largest dedicated faculty of entrepreneurship educators in the world. In 2010, Babson faculty were given an A+ rating in teaching quality by students in a survey conducted by *Bloomberg Businessweek* magazine. Through strategic partnerships with educational institutions, foundations, non-profits, governments, and NGOs around the world, Babson prides itself on advancing economic, social, and personal development through global entrepreneurship education. More than 800 students come to Babson through the program to learn entrepreneurship each year!



PROGRAM LOCATION

The **Babson Entrepreneurship Program** is held on the beautiful Babson College campus, located just 20 minutes from downtown Boston, Massachusetts. Time is allocated outside of the curriculum for recreation and the opportunity to explore Boston, a city rich in history and culture. Nestled into the New England area of the Atlantic seaboard, Boston and its surrounding areas offer something for everyone to enjoy: harbor cruises, historic tours, museums, shops, sporting events, renowned restaurants, and much more. Our Enterprise Education staff is always happy to make sightseeing recommendations.



PROGRAM GOALS

Students will explore thought-provoking content and learn principles of entrepreneurial thought and action®. Leveraging Babson's leadership, the **Babson Entrepreneurship Program** will provide current insights and perspectives on entrepreneurship. Upon completion of this program, certified participants will:

- ✓ *Be motivated to engage in entrepreneurship activities and businesses.*
- ✓ *Have a more comprehensive understanding of the entrepreneur and the entrepreneurial mindset.*
- ✓ *Understand the process and content sides of being an entrepreneur.*
- ✓ *Comprehend and develop the Business Planning Process.*
- ✓ *Demonstrate the capability to learn from real cases studies and other interactive classroom workshops.*
- ✓ *Understand the value of experiential learning.*
- ✓ *Participate with innovative ideas in a business contest in order to understand how to work as a team and develop his or her entrepreneurial mindset and marketing techniques.*

PARTICIPANT MIX

This program is designed for students from leading universities worldwide. The diversity of the teaching faculty will provide unique perspectives and entrepreneurial aptitude that will enrich the learning experience for all. At the end of the program, participants will receive a certificate confirming their completion of the **Babson Entrepreneurship Program**. It is therefore expected that participants be present for all sessions. Course materials and lectures are taught in English, so participants must be proficient in both speaking and reading English. Students are required to prepare for each class, participate in class discussions, and be actively engaged in presentations and group work.

PROGRAM CURRICULUM

The **Babson Entrepreneurship Program** is designed as a course to be delivered at Babson College. The course will include case studies, break-out sessions, videos, group presentations, and lectures, and is designed around complementary topics. Strong emphasis will be placed on acquiring knowledge about the primary and secondary topic areas of entrepreneurship, as well as the development of strong negotiation skills. Participants will be expected to complete assigned readings within the program to further develop their knowledge about entrepreneurship.



Babson Entrepreneurship Program
UDD – UG Young Leaders
Arriving Monday, July 11 – Departing Friday, July 29

Monday	Tuesday	Wednesday	Thursday	Friday
-----	Entrepreneurship Mindset & Personal Assessment	Personal Selling	Business Plans for Entrepreneurs	The New Entrepreneur Detecting Business
Arrive & Orientation	Opportunity Recognition	Cultural Activity	Entrepreneurship in a Global Economy	Free

Monday	Tuesday	Wednesday	Thursday	Friday
Free	Corporate Entrepreneurship	Innovation	Negotiation	Hobby into Entrepreneurship
Entrepreneurial Marketing	Multi Channel Strategy	Cultural Activity	Wrap Up	Free

Monday	Tuesday	Wednesday	Thursday	Friday
Free	Managing a Growing Business	Preparing for Business Plan	Entrepreneurial Tools	Rocket Pitch
Transformation Strategy	Finance for Entrepreneurs	Cultural Activity	Cultural & Social Aspects of Entrepreneurship	Free



POSSIBLE CLASS TOPICS TO INCLUDE:

Entrepreneurial Mindset

- *Entrepreneurial Mindset:* Entrepreneurship is an action-oriented discipline grounded in creative, innovative thinking and action. This session requires you to keep an open mind, think outside the box, re-evaluate your own views of entrepreneurship, and intellectually challenge your peers.

You will acquire a greater understanding of the entrepreneurial process – a process of opportunity creation, resource-marshalling, and team-building driven by communication, creativity, and leadership. When process and passion collide, the seemingly unconnected become connected. New ventures are born, stagnating businesses grow, and flailing businesses are reinvented.

- *Entrepreneurial Process and The Business Plan: Opportunity Identification, Formulation, and Market Entry:* Opportunity Identification, Opportunity Shaping and Opportunity Capture are at the heart of all entrepreneurial activity. Virtually all organizations have ideas. But many ideas lack the potential to become opportunities for various reasons—strategic fit, economic benefit, lack of expertise, etc. Even if they turn out to be opportunities, all ideas have flaws at the outset and they need to be shaped. The rigorous analysis of target markets (who?), customer value proposition (what?), value chain (how?) and related financial implications are all captured in the business plan. Institutionalizing a systematic process of gathering ideas, testing ideas for opportunities, shaping ideas via experimentation, prototyping, market testing and then finally orchestrating a market entry is a daunting task within most large organizations. The business plan is a critical tool for achieving buy-in from senior executives and other stakeholders on new ideas. Hence, it is imperative for employees at all levels of the organization to be exposed to this critical entrepreneurial activity that is at the heart of all growth activities of the firm.

Marketing for Entrepreneurs and Negotiation

- *Marketing for Entrepreneurs:* This session is intended as a practical guide for those who are interested in launching new ventures. Although it is part of the Marketing curriculum, this session is interdisciplinary and covers topics ranging from strategic marketing and tactical marketing to finance and leadership. Participants will receive hands-on guidance and instruction into the process of refining their business plan, articulating the value proposition of their opportunity, and formulating their strategy to achieve enduring success.
- *Negotiation:* This session explores the many ways that managers and entrepreneurs think about and practice conflict resolution—with peers, bosses, subordinates, suppliers, customers, outside agencies, friends, neighbors, and even family members. Even though many workplace interactions are not defined as a formal “negotiation,” this skill is both a critical managerial capability and the foundation of successful conflict resolution in daily life. Because negotiation involves individual abilities and not just intellectual understanding, we will look at personal skill and experiences. The session features active participation in negotiation simulations and exercises, as well as thoughtful application of theory. Participants will have the opportunity to learn more about their own negotiating preferences and the consequences of the choices



they make. In addition, they will be asked to accept and offer feedback on negotiation behavior that they demonstrate and observe. Equally important will be practice in formulating your own concepts about negotiations and extracting insights from experiences that will be useful in future negotiations.

Social Entrepreneurship

- This course integrates user-oriented collaborative design and entrepreneurship for the purpose of developing new products or services that contribute to the solution of a social problem. User oriented collaborative design is a proven six phase process designed to help you create products or services based on user needs; understanding the user is central to the design process.
- Designing new products and services for social sectors adds layers of complexity. The user is one among many stakeholders to which your product must provide value. Thus you will design products that yield both an economic and social value for multiple stakeholder groups, but you must determine who the most important stakeholders are and include these in the venture design process.
- Determining economic and social value is an entrepreneurship exercise. Keep in mind that solving social problems typically requires collaboration, partnerships, alliances, and even special funding. As a result, understanding the social problem from multiple stakeholder perspectives is an essential component of the entrepreneurship process.

Innovation & Growth Strategy

- The objective of this course is to introduce students to several of the key issues involved in one of the most important competitive weapons in today's business environment: developing and bringing to market successful new products and technologies. Ultimately, product and process innovation constitute the only reliable engine for growth. This course will help you better understand the factors that make product development projects successful, i.e. on time, on budget, and on target. You will develop your understanding of some of the key skill sets and best practices involved in organizing for innovation.

Managing a Growing Business and Rocket Pitch Presentation

- *Managing a Growing Business:* The objective of this session is to give student insights into the challenges and opportunities that are involved with entrepreneurial management and entrepreneurial growth. It will provide a series of concepts, frameworks and heuristics for managing entrepreneurially in organizations of all sizes and types. The session will also focus on how to anticipate and deal with the challenges that accompany starting and growing an entrepreneurial business. It is intended for individuals interested in growing their own companies as well as those who wish to grow and manage an existing company by creating value through innovation and opportunity capture rather than by just efficiently managing ongoing operations.

The session focuses on the decisions owner-managers make in recognizing and choosing opportunities, obtaining and allocating resources, challenging and directing personnel, and adapting personal goals and corporate strategies to changing personal business conditions. In this process the course examines management challenges that are commonly encountered at different stages in the development of a business—start-up, growth, change of direction, etc. Also considered are issues of particular importance to rapidly growing companies such as establishing and communicating vision, developing networks, managing



with limited resources, cash planning, leadership, delegation and professionalizing the business as it grows, while being careful to avoid stifling the entrepreneurial spirit as the organization becomes larger and more impersonal.

- *The Rocket Pitch:* The Rocket Pitch is a unique opportunity for **Babson Entrepreneurship Program** participants to deliver a quick presentation of their business ideas to an audience of faculty, entrepreneurs, and fellow students. Each team is given five minutes and five PowerPoint slides to quickly and succinctly deliver the critical differentiating elements of their business ideas. Pitches happen in rapid succession with time for questions allotted. A team of judges awards the best project. The unique format of five-minute “Rocket Pitches” generates excitement within the group and presents students with a truly entrepreneurial experience that is the perfect way to end the workshop.



POTENTIAL PARTICIPATING PROFESSORS

Andrew "Zach" Zacharakis is the John H. Muller, Jr. Chair for Entrepreneurship. Zacharakis' primary research areas include the venture capital process and entrepreneurial growth strategies.



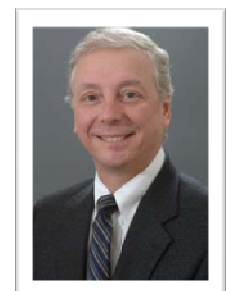
The editors of *Journal of Small Business Management* selected "Differing Perceptions of New Venture Failure" as the 1999 best article. Zacharakis' dissertation *The Venture Capital Investment Decision* received the 1995 Certificate of Distinction from the Academy of Management and Mr. Edgar F. Heizer recognizing outstanding research in the field of new enterprise development. Zacharakis has been interviewed in newspapers nationwide including *The Boston Globe*, *The Wall Street Journal* and *USA Today*. He has also appeared on the Bloomberg Small Business Report and has been interviewed on National Public Radio. Zacharakis has taught seminars to leading corporations, such as Boeing, Met Life, Lucent and Intel. He has also taught executives in countries worldwide, including Chile, Australia, China, and Germany.

He is the Chair for the Entrepreneurship Division of the Academy of Management. Professor Zacharakis actively consults with entrepreneurs and small business startups. His professional experience includes positions with The Cambridge Companies (investment banking/venture capital), IBM, and Leisure Technologies.



Bob Caspe is Adjunct Professor at Babson College. Bob has served as CEO and Chairman of several companies that he cofounded, in several industries. These include: medical electronics, machine vision, graphic arts, photojournalism, and consumer electronics. These companies have developed, under Bob's leadership, everything from integrated computer system products and software, to embedded systems and custom integrated circuits. Common threads throughout all of these companies are the fields of signal processing and imaging. Bob has an engineering background and has expertise as a software and hardware designer. As well he has a solid theoretical understanding of many signal processing algorithms. Over the years, he has developed a clear understanding of the marketing and growth issues that confront small companies.

Dennis Ceru is a full-time lecturer at Babson College, where he teaches MBA courses in entrepreneurship and business strategy. Dennis Ceru has more than 25 years of experience delivering successful business and technology solutions through leadership and management positions in the high-tech, financial services, and healthcare fields. He is a recognized speaker and author on key topics in strategy and technology for the financial services industry and has been quoted extensively online and in print periodicals.



He is the President and CEO of Strategic Management Associates, LLC, a company dedicated to providing business leaders with the tools necessary to expand and manage growth. His areas of expertise center on developing and implementing tactical action plans to achieve strategic goals, designing work flows to reduce



inefficiency and optimize performance, aligning business operations and people for optimum effectiveness, and change management. In partnership with The SBANE Educational Center he developed and leads The CEOs Group, an innovative executive leadership program for growing entrepreneurial companies.

Dennis earned a Ph.D. in psychology and education from the University of Southern California and a B.A. in psychology and biology from Boston University.

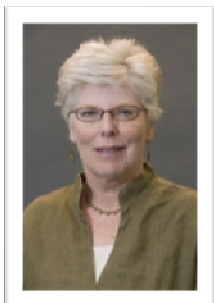


Michael Gordon has had extensive experience in diverse areas of entrepreneurship, science and education. He holds a Ph.D. in Chemistry from the Massachusetts Institute of Technology and a Bachelor of Science from Worcester Polytechnic Institute. After twelve years in research, development and management at Polaroid Corporation and Celanese Plastics Company, he pursued a career in entrepreneurship. He founded four companies: a plastics injection molding company; a company which made products for the control of static electricity (Plastic Systems, Inc); a network for entrepreneurs and investors (the Venture-Preneurs Network); and a private investment and consulting firm (Quantum Ventures). One of his companies, Plastic Systems, Inc., was sold to a public British company. He is currently building an internet venture, AngelDeals.com, a virtual global network which brings capital resources to emerging ventures.

He holds several patents and publications, and during his career in chemistry, he discovered a unique chemical reaction. He has developed a unique framework for the essential entrepreneurial thriving forces and a value chain for competitive advantage for multi-divisional corporations.

Dr. Gordon has had extensive teaching/speaking engagements, nationally as well as internationally in Southeast Asia, Latin America and Europe.

Mike has lived and worked in the Dominican Republic, Mexico, and Finland, and speaks Spanish. He lives in Philadelphia, with his wife, Maria, and their two children



Anne Donnellon is an Associate Professor of Management at Babson College. She teaches leadership, negotiation, teamwork, and organizational design in the Graduate School of Business and in Babson Executive Education. She has served as curriculum coordinator in the MBA program and is the recipient of the Kennedy Award for Teaching Excellence. She is the author of *Team Talk: The Power of Language in Team Dynamics*, published by Harvard Business School Press. The book has been translated into several languages, and has served as the basis for both an interactive corporate training product entitled *Teams That Work*, and two Harvard ManageMentor books, *Leading Teams* and *Keeping Teams on Target*.

Dr. Donnellon is the co-author of *The Post-Bureaucratic Organization* and has also published numerous articles in journals such as *Administrative Science Quarterly*, *Strategy and Leadership*, and the *Journal of Product Innovation Management*. Her several book chapters include "Power, Politics and Influence: Savvy and Substance in Organizations"



in the Portable MBA in Management. She had developed many teaching cases on companies as diverse as Honeywell, 3M, Petroleos de Venezuela, Standard & Poors, Gillette, and YPF S.A.

Dr. Donnellon teaches in many executive education programs and has consulted to numerous companies including AT&T, Bell Northern, Chubb & Son, Dow Chemical, EMC, Lucent Technologies, McKinsey, and Pfizer, Inc. She has also worked with several small, entrepreneurial firms and led management development seminars for entrepreneurs through the Small Business Association of New England, the Center for Women and Enterprise, and the International Fund for Ireland. A popular speaker, Dr. Donnellon has addressed such organizations as Caisse d'Epargne, Conference Board, Fidelity Investments, Merrimack Pharmaceuticals, Molecular Technology, and New England Media Group. The subjects ranged from performance management, organizational change, entrepreneurial leadership, cross-functional teamwork, and women's leadership.

Her international work includes seminars and speeches for St. Gobain, Invest Northern Ireland, Chalmers Institute of Technology and the University of Gothenburg, Petroleos de Venezuela, Siemens, the Royal Bank of Canada, and Bell Northern. Dr. Donnellon's areas of expertise include: leadership and influence, negotiation and conflict management, teamwork, and organizational change. Current research projects focus on influence in global organizations and women's networks. Previous to joining the Babson faculty, Dr. Donnellon taught at Harvard Business School for six years, and the University of Colorado. She earned her B.A. at the University of Cincinnati, her M.A. at Columbia University, and her Ph.D. at Pennsylvania State University.