PROGRAM OVERVIEW

Entrepreneurs of all kinds embrace uncertainty to create economic and social value everywhere. At the heart of successful and productive entrepreneurship is education—broadly defined as any activity designed to help entrepreneurs learn about, practice, and engage in entrepreneurial activity. Entrepreneurship—the Babson way—is teachable, learnable, and transferable. Therefore, we invite you to join our educator learning community by attending Babson College’s Price-Babson Symposium for Entrepreneurship Educators (SEE). The program develops an international cadre of innovative educators who have a desire to use entrepreneurship education as a vehicle for preparing a new generation of students to enter a more entrepreneurial world.

Those who are alumni of Price-Babson and other SEE programs include more than 3,000 educators and entrepreneurs from more than 650 institutions worldwide, including numerous academic institutions, government organizations, and foundations in more than 65 countries.
PROGRAM OVERVIEW
In an intensive four-day program, participants explore the art and craft of teaching and learning the Babson method of entrepreneurship called Entrepreneurial Thought and Action® (ET&A). The method comprises a portfolio of tools and approaches so entrepreneurs of all kinds can navigate increasingly uncertain environments and create opportunities. The method goes beyond understanding, knowing, and talking. It requires using, applying, and acting. ET&A, a teachable and learnable method, requires practice. Attendees of the program experience a variety of pedagogies that can help students practice entrepreneurship; co-create innovative ways for teaching entrepreneurship in today’s global environment; reflect on personal teaching philosophies and styles in order to improve as educators responsible for the development of the next generation of entrepreneurs, and build a personal resource base through networking with a global cohort of like-minded entrepreneurship educators who are dedicated to innovative, bold, and impactful teaching.

PARTICIPANT MIX
To ensure a balance of academic and practitioner perspectives, each participating institution is encouraged to send an academic member and an active entrepreneur as a “team” to the symposium. In selecting your Price-Babson team, please use these guidelines:

» The academic team member should recognize that teaching effectiveness and educational value in entrepreneurship courses can be greatly enhanced by educators who bring significant entrepreneurial experience to the classroom.

» The entrepreneur should expect to be involved in teaching and/or program development at your institution following Price-Babson SEE. Time commitment expectations should be clear and realistically explained prior to inviting the entrepreneur to attend the program.

» Babson encourages the academic-entrepreneur team because the intersection of theory and practice enhances the educational experience of the students we teach.

“Entrepreneurship will create a better world. It’s not just about new company, capital, and job formation, nor innovation, nor creativity, nor breakthroughs. It is also about fostering an ingenious human spirit and improving humankind.”

– Jeffry A. Timmons (1941-2008)
Founded Price-Babson SEE in 1984
CURRICULUM

Content Topics

» Entrepreneurial Thought and Action®
» Entrepreneurship Education Ecosystems
» Entrepreneurial Identity
» Idea Generation
» Design Thinking
» Market Tests and Business Models
» Entrepreneurial Finance
» Managing Growth
» Failure

Process Topics

» Experiential and Action Learning Pedagogies
» Teaching Entrepreneurially
» Case Method Teaching
» Managing Classroom Challenges
» Curriculum and Course Design
» Immersion-based Teaching
» Use of Technology in Classroom

PRICE-BABSON SEE FACULTY

Several outstanding Babson faculty will teach one or more sessions at Price-Babson SEE including:

» Heidi Neck
  Jeffry A. Timmons Professor of Entrepreneurial Studies
  Faculty Director, SEE Programs

» Candida Brush
  Chair, Entrepreneurship Division
  F.W. Olin Distinguished Chair in Entrepreneurship

» Leslie Charm
  Lecturer in Entrepreneurship

» Andrew Corbett
  Associate Professor of Entrepreneurship

» Yasu Yamakawa
  Assistant Professor of Entrepreneurship

» Andrew Zacharakis
  John H. Muller Jr. Chair in Entrepreneurship

ENTREPRENEURIAL THOUGHT AND ACTION®:
A METHODOLOGY FOR DEVELOPING ENTREPRENEURIAL LEADERS

WWW.BABSON.EDU/PRICEBABSON
RELATED OFFERINGS

» MODULES FOR ENTREPRENEURSHIP EDUCATORS
In addition to the flagship Price-Babson Symposium for Entrepreneurship Educators, Babson also offers a comprehensive and customizable suite of learning modules that prepare an institution’s educators to teach entrepreneurship. The modules provide deep dives into specific process and content topic areas, and Babson runs these customized programs at institutions around the world.

» SYMPOSIA FOR ENTREPRENEURSHIP EDUCATORS
The goal of the International SEE program is to foster regional entrepreneurial growth and economic development through entrepreneurship education. Developed and held in numerous countries throughout the world, SEE programs explore best practices in entrepreneurship education in a dynamic setting.

LOCATION
Participants stay on campus at the award-winning Babson Executive Conference Center. Babson College’s campus is located on 370 acres of wooded, landscaped grounds just 20 minutes from downtown Boston. Logan International Airport in Boston provides a convenient location for domestic and international flights. Our staff can advise you on transportation logistics between the airport and Babson.

FOR MORE INFORMATION OR TO REGISTER
» Please visit www.babson.edu/pricembson or contact Tammy Lamenzo at tlamenzo@babson.edu or 781-239-5147.
» Note: Registration is on a first-come, first-served basis. Registration is limited to 60 participants (30 teams).
» The Price-Babson SEE registration fee of $3,150 per person* includes program materials, meals, accommodations, and evening receptions.
» A 10 percent discount is offered for three to five participants from the same institution.