In this course, you will focus on developing yourself as an entrepreneur and cultivating leadership, communication, presentation, critical thinking, opportunity recognition, and analytical skills while working in a hands-on, team environment. You will explore and approach social, economic, and environmental issues as opportunities in the context of new venture creation.

Each student will acquire a unique understanding of the entrepreneurial process – a process of opportunity recognition, resource marshaling, and team building – driven by business methodologies in idea generation, feasibility analysis, and new venture communications.

The course is delivered with the integration of multiple themes: Entrepreneurs identify opportunity; Entrepreneurs make change; Entrepreneurs create solutions. Each team milestone relates to one or more of these themes. Students will understand an entrepreneurial approach to idea generation and problem solving for economic, social, and environmental issues as well as the areas of opportunity framed by these themes.

General Information

Course Learning Goals

- Students will understand an entrepreneurial approach to idea generation and problem solving for economic, social, and environmental issues and/or areas of opportunity that stresses the connection of personal passions and interests, and considers attainable resources and networks.
- Students will learn to utilize research to analyze opportunities and assess feasibility of ideas.
- Students will develop competency with business concepts, including Marketing, Sales, Operations Management, and Financial Accounting.
- Students will integrate learned concepts to develop an actionable initiative.
- Students will gain experience with team dynamics and leadership styles.
- Students will gain experience and best practices for effectively communicating ideas verbally and in writing.
- Students will gain knowledge of self by completing personality assessments as well as participating in a personal and professional goal setting clinic.

The deliverables in this course are based on these principles:

1. Entrepreneurs identify opportunity.  2. Entrepreneurs make change.  3. Entrepreneurs create solutions.
Disability Accommodations
Any student who feels he or she may need an accommodation based on the impact of a disability should contact Janai Mungalsingh at jmungalsingh1@babson.edu before the program begins. Janai will connect you to our disAbility Office to coordinate reasonable academic accommodations.

Religious Observances
Students facing a conflict between the requirements of this course and the observance of their faith should contact Janai Mungalsingh at jmungalsingh1@babson.edu before the program begins. Babson faculty will work with you to provide reasonable accommodations that ensure you can fully participate in the program.

Undergraduate Honor Code
The standards and expectations of the Babson Honor Code and its academic honesty and integrity policies apply to all credit-bearing courses at Babson College. For all of your coursework, you will be required to affirm your understanding of and commitment to the academic honesty and integrity expectations set forth in the code. You will be required to write the following pledge on every exam, paper, project, presentation, or other academic exercise, such as a quiz or homework:

   I pledge my honor that I have neither received nor provided unauthorized assistance during the completion of this work.

Guest Lectures
During the course, Babson faculty and professionals from different industries will be asked to share their expertise on areas relevant to the coursework and business development in the program. These sessions are mandatory and provide new concepts, perspectives, and introductions to more of the Babson Community.

Faculty and guest lecturers will also provide articles, book chapters, and other materials on Blackboard that you will need to read in advance of class. Please always check Blackboard for the most up-to-date reading materials.

Class Assessment and Deliverables

<table>
<thead>
<tr>
<th>Assessment/Assignment</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participation (individual)</td>
<td>20%</td>
</tr>
<tr>
<td>Business Ideation submission (individual)</td>
<td>5%</td>
</tr>
<tr>
<td>Milestone 1 presentation: The Business Idea (team)</td>
<td>10%</td>
</tr>
<tr>
<td>Milestone 2 presentation: Market Analysis (team)</td>
<td>10%</td>
</tr>
<tr>
<td>Milestone 3 presentation: Marketing and Sales (team)</td>
<td>10%</td>
</tr>
<tr>
<td>Milestone 4 presentation: Organization and Management (team)</td>
<td>10%</td>
</tr>
<tr>
<td>Milestone 5 presentation: Financial Projections (team)</td>
<td>10%</td>
</tr>
<tr>
<td>Final Presentation (team)</td>
<td>25%</td>
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</tbody>
</table>
**Late Work:**
All work is due on the date set in the syllabus. Due to the compressed nature of this program and strict timelines, late work will not be accepted under any circumstances. It is the responsibility of each student to reach out to Professor Lopez if they are concerned about meeting a required deadline in advance of the due date.

**Extra Credit:**
Given that the Babson Entrepreneurial Development Experience is a participation-based program, grades will be determined based on the amount of effort and energy put into the program. Extra credit will not be offered as full participation is expected of each student.

**Participation & Professionalism**
Class Participation and professionalism is an important component of your grade – in the classroom, in group meetings, and at guest programs. Participation in the course will represent 20% of your overall final grade. This grade is comprised of attendance, timeliness, and strictly following the technology rules that will be articulated at the beginning of the class. Being present and on time for class, projecting a professional image throughout the program, and being prepared to contribute new and thoughtful ideas to the conversation are important elements of your grade.

**New Venture Initiative**
Students are expected to conceptualize a venture that considers a community need or issue with which they are passionate and dedicated, and devise an action plan to accomplish it. This could be a social, civic, traditional or family business venture, service project, awareness campaign or other program that must be able to be implemented with resources available to the students. You will position your new venture initiative into the local community or greater world picture through corporate citizenship and business development, demonstrating an understanding of the feasibility for the right business idea and learning to identify opportunities and the methodology to successfully act on them. Students will participate in Milestone Presentations throughout the program and will ultimately share their projects at the final showcase event.

**Deliverable Breakdown:**

**Business Ideation**  
*Due date: Wednesday, July 13 by 5:00pm EST via Blackboard Individual grade.*  
No submissions will be accepted after 5:00pm.

All entrepreneurs start with an idea. It is important that you can clearly and succinctly articulate your idea to get the interest and attention you need to move forward. As such, you will write a memo describing your idea. Your idea can take on many forms and you are not limited to traditional business structures. The only requirement is that your venture must be your own idea and something that you could reasonable pursue. The submission will consist of three distinct parts:

1. Your name and your idea
2. The problem your idea will be solving
3. Your Entrepreneurial fit (tied to you Entrepreneurial DNA results, Your 16 Personalities result, and your passion)

Following the Business Ideation submission, each student will have an opportunity to pitch his or her individual idea to the rest of the course section on the evening of July 13 (after dinner). Once all of the pitches have been made, mentors will work with each section to form teams before the end of the evening. All students should be prepared to pitch their idea with their newly formed group in class on July 14.
Milestones (Team Grade)
A significant portion of each student’s grade will be based on the following Milestone Presentations. All Milestone presentations should use the following format:

- Slide 1: idea name, team members
- Slides 2 – 4 Required Milestone content
- Slide 5: Thank you, questions

These presentations should be no more than 5 minutes in length and will be delivered by the entire team in class. Each team will be required to submit a two-page executive summary along with their slides by 9am on the day of each specific Milestone Presentation. Each of these Milestones is designed to prepare students for their Final Presentation on August 2.

Students will create and present the following Milestones:

1. The Business Idea (Friday, July 15)
   - Business description
   - Problem being solved
   - Entrepreneurial fit

2. Market Analysis (Wednesday, July 20)
   - Size of market
   - Perfect customer
   - Competition
   - Competitive advantage

3. Marketing and Sales (Friday, July 22)
   - Mission / value statement
   - Branding approach
   - Marketing strategy
   - Sales strategy

4. Organization and Management (Monday, July 25)
   - Business organization choice
   - Org chart
   - Corporate culture and leadership

5. Financial Projections (Wednesday, July 27)
   - Income statement
   - Start up costs
   - Funding strategy

All slides and executive summaries are due via Blackboard by 9am on the Presentation date.

Final Presentation Due date: Tuesday, August 2. Team deliverable: Live presentation to Professor Lopez and panel, hard copy of PowerPoint slides, and a two-page executive summary. Entrepreneurs are often forced to reshape their new venture initiative multiple times. The purpose of the final presentation is to take the key points and data from your venture and present it for further development. You will be evaluated on the process, plan, and story that you tell.
<table>
<thead>
<tr>
<th>Date</th>
<th>9am – 10:30am – Malloy 201</th>
<th>11:00am – 12:30pm – Malloy 202</th>
</tr>
</thead>
</table>
| Friday       | **Topic:** ET&A  
**Professor:** David Lopez  
**Pre-Work:** N/A                                                                 | **Topic:** Opening Reflection and Setting Tone  
**Professor:** Denning Aaris  
**Pre-Work:** See Blackboard                                                                 |
| July 8, 2016 |                                                                                           |                                                                                             |
| Monday       | **Topic:** You, Inc.  
**Professor:** David Lopez  
**Pre-Work:** See Blackboard                                                                 | **Topic:** Ethics, Reputation, and Political Capital  
**Professor:** Katrin Fischer  
**Pre-Work:** See Blackboard                                                                 |
| July 11, 2016|                                                                                           |                                                                                             |
| Tuesday      | **Topic:** Design Thinking (3 hour combined course session)  
**Professor:** Sinan Erzurumlu  
**Pre-Work:** See Blackboard  
*Please note: this special combined class will take place in the Needham/Wellesley Room in Olin Hall* | **Topic:** Engaged Sustainability  
**Professor:** Sinan Erzurumlu  
**Pre-Work:** See Blackboard                                                                 |
| July 12, 2016|                                                                                           |                                                                                             |
| Wednesday    | **Topic:** Business Models and Ideation  
**Professor:** David Lopez  
**Pre-Work:** See Blackboard                                                                 | **Topic:** Re-framing Failure: Your New Asset  
**Professor:** Emily Weiner and Cheryl Kiser  
**Pre-Work:** See Blackboard                                                                 |
| July 13, 2016|                                                                                           |                                                                                             |
| Thursday     | **Topic:** Team Dynamics  
**Professor:** David Lopez  
**Pre-Work:** See Blackboard                                                                 | **Topic:** Entrepreneurial Law  
**Professor:** Dick Mandel  
**Pre-Work:** See Blackboard                                                                 |
| July 14, 2016|                                                                                           |                                                                                             |
| Friday       | **Topic:** Milestone 1 Presentations  
**Professor:** David Lopez  
**Pre-Work:** See Blackboard                                                                 | **Topic:** Learning from Leaders: How Levi’s Creates Economic and Social Value  
**Professor:** Jason McBriarty  
**Pre-Work:** See Blackboard                                                                 |
| July 15, 2016|                                                                                           |                                                                                             |
| Monday       | **Topic:** Market Analysis  
**Professor:** Ken Demma  
**Pre-Work:** See Blackboard                                                                 |                                                                                           |
| July 18, 2016|                                                                                           |                                                                                             |
| Tuesday      | **Topic:** Market Analysis Field Trip  
**Professor:** N/A  
**Pre-Work:** See Blackboard                                                                 |                                                                                           |
| July 19, 2016|                                                                                           |                                                                                             |
| Wednesday    | **Topic:** Milestone 2 Presentations  
**Professor:** David Lopez  
**Pre-Work:** See Blackboard                                                                 | **Topic:** Social Media Matrix  
Leah Hurley  
**Pre-Work:** See Blackboard                                                                 |
| July 20, 2016|                                                                                           |                                                                                             |
| Thursday     | **Topic:** Marketing and Sales  
**Professor:** David Lopez  
**Pre-Work:** See Blackboard                                                                 | **Topic:** Team Check-in/Group work  
Emily Weiner, Janai Mungalsingh, and Peer Mentors  
**Pre-Work:** See Blackboard                                                                 |
<p>| July 21, 2016|                                                                                           |                                                                                             |</p>
<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Professor</th>
<th>Pre-Work</th>
</tr>
</thead>
</table>
| Friday July 22, 2016 | **Topic:** Milestone 3 Presentations  
**Professor:** David Lopez  
**Pre-Work:** See Blackboard | **Topic:** Made By Survivors: Entrepreneurial Approach to Combatting Modern Slavery  
**Professor:** Elizabeth Goldberg  
**Pre-Work:** See Blackboard | |
| Monday July 25, 2016 | **Topic:** Milestone 4 Presentations  
**Professor:** David Lopez  
**Pre-Work:** See Blackboard | **Topic:** Branding and Social & Economic Concepts  
Craig Bida and Emily Weiner | |
| Tuesday July 26, 2016 | **Topic:** Entrepreneurial Finance  
**Professor:** David Lopez  
**Pre-Work:** See Blackboard | **Topic:** The Financial Services Ecosystem  
**Professor:** Mark D’Annolfo  
**Pre-Work:** See Blackboard | |
| Wednesday July 27, 2016 | **Topic:** Milestone 5 Presentations  
**Professor:** David Lopez  
**Pre-Work:** See Blackboard | **Topic:** Developing Effective Communication and Presentation Skills  
**Professor:** Paul Horn  
**Pre-Work:** See Blackboard | |
| Thursday July 28, 2016 | **Topic:** Goal Setting Clinic  
**Professor:** David Lopez  
**Pre-Work:** See Blackboard | **Topic:** Storyselling: The Entrepreneurial Approach to Career Success  
Donna Sosnowski and Vicky Keller  
**Pre-Work:** See Blackboard | |
| Friday July 29, 2016 | **Topic:** Wall Street Field Trip  
**Professor:** N/A  
**Pre-Work:** See Blackboard | | |
| Monday August 1, 2016 | **Topic:** Final Presentation Preparation  
**Professor:** N/A  
**Pre-Work:** See Blackboard | | |
| Tuesday August 2, 2016 | **Final Presentations**  
**Pre-Work:** See Blackboard | | |
| Wednesday August 3, 2016 | **Final Showcase** | | |