THE BABSON
ENTREPRENEURSHIP TOOLKIT

» ENTREPRENEURSHIP 101 ONLINE

FEBRUARY 3–28, 2014 / $750
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DEVELOP A FOUNDATION FOR BUILDING YOUR VENTURE

Launching and growing a venture requires an ability to embrace uncertain and ever-changing market conditions through action and experimentation, as well as reflection, self-understanding, and analysis.

Entrepreneurship 101 Online helps you apply this proven effective entrepreneurial process in order to create and grow businesses. So, whether you are a current or potential entrepreneur, a career changer, or seeking new approaches in your organization, you will develop the mindset and self-understanding you need to get started.

CREATE NEW OPPORTUNITIES

Learn the steps you need to follow in order to succeed in the uncertain environments that you will face on your journey to growth and value creation. You’ll develop the entrepreneurial mindset needed to navigate ambiguity and generate opportunities using Babson’s unique method of Entrepreneurial Thought and Action®, the process of balancing action and experimentation with planning and analysis.

GAIN PRACTICAL KNOWLEDGE

Explore the critical components of the entrepreneurial process with hands-on and practical sessions. By focusing on proven entrepreneurship practices, you will acquire knowledge and methods that you can apply to all your entrepreneurial endeavors, including launching new business ventures.

PERSONALIZE YOUR EXPERIENCE

Strongly encouraging practice over theory, the program allows you to focus on developing new ideas for potential businesses. You will create fast, cheap market tests to qualify opportunities, and leave the program with actions already taken and a plan in place for next steps.
Entrepreneurship 101 Online is an interactive, four-week, Web-based program providing a holistic perspective on the principles of entrepreneurship. This program is hands-on and practical in nature, combining lively discussions, self-paced learning, engaging activities, and weekly virtual class sessions with Associate Professor Andrew Corbett. In this way, you are able to learn at your pace and according to your unique needs, while live sessions are freed up for practice, application and group work.

The program curriculum is designed to take participants through the critical components of the entrepreneurial process. Program modules include: Entrepreneurial Thought and Action®—Babson’s Approach to Entrepreneurship; Self-Understanding and Ideation; Market Testing and Experimentation; and Taking Action, in which you complete a business model canvas for your venture. With a fundamental understanding of the principles of entrepreneurship, participants are challenged to apply learning and take action. This online program is perfect if you are unable to travel to the Boston area, or if you simply prefer flexible learning for an extended period of time.

Register now at www.babson.edu/eship101online

THE ON-LINE FORMAT
DURATION: 4 WEEKS (10 HOURS)

Have immediate plans to launch or grow your venture? Add an hour of one-on-one consulting with a faculty member from Babson’s Entrepreneurship Division. Consulting takes place via Web conference within three months of your program participation. Please contact us for details.

EXTEND THE LEARNING: ENTREPRENEURSHIP 101 ONLINE PREMIUM
Recognized locally and nationally with numerous curriculum development and teaching awards, Andrew Corbett, Babson associate professor of entrepreneurship, leads Entrepreneurship 101. He combines his experience as an entrepreneurship researcher with his work as a curriculum builder and MBA director to create a program that provides you with the foundation you need to advance your entrepreneurial ambitions. A proponent of experiential learning, Corbett also uses his decade-plus experience in marketing and strategic management positions in the media and publishing industries to bring a real-world context to his teaching.

Corbett is both an associate professor of entrepreneurship and the director of the John E. and Alice L. Butler Venture Accelerator at Babson College. Prior to working in academia, he spent more than a decade in marketing and strategic management positions within the media and publishing industry. And, before coming to Babson, he was the MBA director and associate professor at the Lally School of Management & Technology at Rensselaer Polytechnic Institute in Troy, New York. He also has taught at the University of Colorado and Bentley College. Corbett also is currently a general editor for the Journal of Management Studies.

Corbett has been recognized for his excellence in teaching on numerous occasions. In 2011, in addition to again being named the Outstanding Professor of the Year by the Lally School’s MBA Class and he also was awarded the Excellence in Undergraduate Teaching Award by the Epsilon Delta Sigma Management Honors Society at Lally. He was recognized with the McGraw-Hill Innovation in Entrepreneurship Pedagogy Award by the Academy of Management for his development and delivery of entrepreneurship courses.