Proof points

Babson College educates entrepreneurial leaders…

» Ranked No. 1 in entrepreneurship education by U.S. News & World Report (19 consecutive years at the graduate school; 15 consecutive times at the undergraduate school) and Entrepreneur magazine.

» Babson College was the first academic institution to: offer graduate and undergraduate courses in entrepreneurship; create an entrepreneurship center; run an undergraduate business plan competition; organize a conference to showcase global thought leadership in entrepreneurship research; develop a multidisciplinary integrated graduate curriculum that follows the life cycle of a business; provide an experiential venture creation undergraduate curriculum; develop and host a symposium for entrepreneurship educators; do away with traditional business plan contests and introduce instead a competition around Entrepreneurial Thought and Action®; and redefine entrepreneurship.

» In 2012, The New Entrepreneurial Leader was published; 23 Babson faculty members from across all disciplines contributed to the book about the critical need for Entrepreneurial Thought and Action® in organizations of all sizes and types. The book lays out a comprehensive new paradigm for reinventing management education to shape leaders who impact social and economic changes.

» Babson and Boston Mayor Thomas M. Menino have partnered to bring the nationally recognized Lemonade Day program to Boston. Babson and the City of Boston expect to involve up to 150 elementary and middle school students from across the city in their experiential learning program that teaches students how to establish a business—a lemonade stand. Improved financial literacy and life skills was celebrated on Lemonade Day, Saturday, May 5, 2012, when as many as 1,500 youth-operated stands operated across the city.

» Babson Executive and Enterprise Education delivers programs that subscribe to the methodology of Entrepreneurial Thought and Action to startup entrepreneurs, growing businesses, multinational corporations, governments, nongovernment organizations (NGOs), foundations, and other academic institutions.

» Babson’s Summer Study Programs allow high school students to use the summer to advance their knowledge of business and entrepreneurship, and understand how to make a difference in the world. Students become part of a collaborative collegiate community that works together to gain the tools and hands-on experience to impact and reshape organizations, industries, and the world. They practice Babson’s unique method of Entrepreneurial Thought and Action before they start applying to college.
Babson offers a several options for undergraduate summer study. The Babson Idea Generation Experience and Babson Entrepreneur Development Experience immerse students in classes and real world experiences to learn the ins and outs of starting a business. The Babson Service Learning Experience provides an opportunity to make a social impact while completing community service hours.

The Foundations of Management and Entrepreneurship course (FME) is a 7-credit, yearlong immersion into the world of business in which student teams invent, develop, launch, manage, and liquidate a business. Along the way, students study entrepreneurship, marketing, accounting, organizational behavior, information systems, and operations. The College provides up to $3,000 as startup money for these student businesses. Each team of approximately 30 students donates 180 hours, along with all profits, to a local community service agency of its choice. Agencies supported by FME businesses have included Special Olympics, Habitat for Humanity, Fidelity House, Cradles to Crayons, Boys and Girls Club, and Wellesley Housing Authority, to name a few. Since 1999, more than $350,000 has been donated by FME businesses to local charities.

Graduate Signature Learning Experiences (SLEs) reinforce and expand classroom learning through hands-on activities that require students to put theories into practice. Students learn to transform instruction into instinct so they can make real-world decisions in real time that have a real impact.

The John E. and Alice L. Butler Venture Accelerator serves all students looking to start or advance an entrepreneurial venture by providing an entrepreneurial community and support throughout the stages of developing their company including incubator workspace, peer mentoring programs, mentoring, and other valuable resources. Selected student businesses are given access to professional and semiprivate workspace to grow and manage their businesses between classes. 123 undergraduate students, 171 graduate students, and 18 alumni are currently participating.

Babson Entrepreneurial Thought and Action® Challenge (B.E.T.A.): Formerly the Douglass Graduate Business Plan Competition and the John H. Muller Jr. Undergraduate Business Plan Competition, the B.E.T.A. Challenge will be recognizing major milestones student businesses have achieved by taking action.

Rocket Pitch: An annual event where Babson and Olin entrepreneurs (students and alumni) are invited to pitch their business ideas to a large audience of students, faculty, entrepreneurs, investors, and service providers. Each entrepreneur is given three minutes and three PowerPoint slides to quickly and succinctly deliver the critical differentiating elements of their business ideas. Pitches happen in rapid succession in multiple rooms. Competitors can’t answer questions during their pitch, so an open networking reception follows the competition, allowing audience members to connect with the entrepreneurs directly. Each year, more than 100 students participate on the Wellesley campus. Rocket Pitch also is an annual event at the Babson San Francisco campus.

Summer Venture Program: A 10-week intensive experience designed to accelerate the development of student entrepreneurial ventures. This program is offered to Babson undergraduates and graduate students, and students of Franklin W. Olin College of Engineering and Wellesley College. Up to 15 teams are chosen to participate in the program each summer. Teams receive housing, workspace, mentors, a speaker series, and other resources to help their businesses develop throughout the 10 weeks. The program concludes with a Demo Day where each team presents in front of professional investors and the local community.

Babson College Fund: The Babson College Fund (BCF) is an academic program in which specially selected students from both the Undergraduate and Graduate schools manage a portion of the Babson College endowment. The program builds students’ investment research and portfolio management skills, and offers practical experience.
» The Center for Women’s Entrepreneurial Leadership (CWEL) at Babson College is dedicated to investigating, educating, and celebrating women entrepreneurial leaders of all kinds. We provide high-impact educational programs, create powerful collaborations, and fund and disseminate action research that impacts lives, enhances careers, and evolves organizations.

» From Day One is a marketplace of social innovation and a day of service created to introduce students, faculty, and staff to expertise, resources, ideas, and entertainment around how they can make a difference at Babson and beyond. The day is aimed at exposing the Babson community to social innovation and what it means to be a change maker.

» More than 100 undergraduate and graduate student-run clubs and organizations that provide real-world entrepreneurial leadership experience.

» Babson has partnered with MassChallenge to create Graduate Student Business hatchery space in Boston’s Innovation District. As part of the Babson Venture Accelerator, hatcheries provide a vibrant atmosphere conducive to sharing ideas and information among student teams, faculty, executives in residence, and visiting entrepreneurs. The hatcheries function like incubators where student entrepreneurs have access to professional and semiprivate workspace to grow their businesses.

» The Management Consulting Field Experience (MCFE) program connects Boston-area organizations with talented Babson students who work as consultants to address a current business challenge. Students gain valuable experience while providing your organization with creativity, insights, and results.

...who create great economic and social value...

» In 2011, Babson community members provided more than 27,000 hours of service through our Bernon Center for Public Service.

» Babson is a signatory to the United Nations Principles for Responsible Management Education. This formally identifies social value as a top priority in both the graduate and undergraduate programs and reinforces Babson’s commitment to educate leaders who create great economic and social value everywhere.

» Babson Board Fellows is an experiential learning program that places Babson MBA students and recent alumni volunteers as nonvoting members of local nonprofit boards. The nonprofits benefit from fresh insight as well as from student contributions to board committees and special projects. Students benefit from exposure to board-level decision making, mentorship, and through works on projects. This year, Babson Board Fellows is delighted to partner with organizations ranging from the Charles River Center to Special Olympics of Massachusetts.

» Food Sol is an action tank catalyzing triple-bottom-line innovation in the food system. A healthy food initiative is a clear fit for a school of public health, nutrition, or agriculture. But as the leader in Entrepreneurial Thought and Action™, Babson teaches its future leaders how to convert complex challenges into opportunity—for social, environmental, and economic value creation. Thus, leveraging Babson’s signature methodology, Food Sol creates a productive, action-oriented environment by convening the right sets of players to tackle Big Food Dilemmas, collaborate across sectors and perspectives, and design the approaches that will drive triple-bottom-line business success in food.

» Micro Supply Chain Project: Entrepreneurs and artisans in developing countries face barriers due to a lack of
infrastructure, systematic burdens, corruption, inefficient government, and limited markets. This partnership among MIT, Made By Survivors, an organization that helps survivors of human trafficking; and the Babson Social Innovation Lab will create mobile applications for managing micro-supply chains that will change the future for marginalized people in developing countries by enabling them to succeed in the global marketplace.

» Babson serves as the lead educational institution in the Goldman Sachs 10,000 Small Businesses initiative, a $500 million investment that provides small business owners with greater access to business education, financial capital, and business support service. We also are a partner on the Goldman Sachs 10,000 Women initiative, designed to provide a business and management education to underserved female entrepreneurs in developing and emerging markets.

» The Babson Entrepreneurship Ecosystem Project is an action-research project that develops the entrepreneurial capacity in defined localities by bringing together the policies, structures, programs, and climates that foster entrepreneurship.

» Babson was selected as an Ashoka Changemaker Campus for our commitment and ability to serve as an enabling environment for social entrepreneurship; providing individuals with access to the resources, role models, learning opportunities, and peers needed to actualize their full potential as social entrepreneurs and changemakers. Ashoka awarded its 2011 Social Innovators Award to Babson for innovation in teaching social entrepreneurship.

» Global service learning projects including:

• A two-week trip to the Western Cape region of South Africa where eight Babson students partner with students at Stellenbosch University to deliver developmental entrepreneurship courses to high school students living in disadvantaged circumstances in townships left from the apartheid era.

• A two-week mission during Babson’s winter break in which students teach entrepreneurship and business to high school students and adult learners in Ghana, Africa.

• A two-week journey to Uganda with Babson Global Outreach through Entrepreneurship (BGOE), a student organization, to work with local business owners and residents to increase self-sufficiency, improve efficiencies, and launch business ideas.

» Babson has been named to the 2012 President’s Higher Education Community Service Honor Roll, the highest federal recognition a college can receive for its commitment to volunteering, service-learning and civic engagement.

…everywhere.

» A highly diverse student body, hailing from 45 states and 57 countries (non-U.S. students comprise more than 25 percent of undergraduates and 40 percent of full-time MBA students), carries the Babson experience all around the world. Our global yet closely connected alumni population networks across 110 countries.

» More than 35 languages are spoken on campus.

» 103 study abroad programs in 35 countries offered to undergraduate and graduate students.

» Approximately 25 percent of Babson Executive Education’s open enrollment participants are international.
» Babson Executive Education designs and delivers customized programs for clients in locations around the globe including Switzerland, Germany, France, Brazil, Russia, Scotland, Ireland, China, Korea, and Saudi Arabia. About 30 percent of our custom clients have headquarters outside of the U.S.

» Babson’s Symposia for Entrepreneurship Educators are developed for and held in numerous countries and regions around the world including: Argentina, Chile, China, Ecuador, Ireland, Malaysia, Puerto Rico, Russia, Scotland, Switzerland, Venezuela, Costa Rica, and the United States.

» The Saltire Fellowship Program, delivered through Babson, equips Scottish fellows with the skills and attitude required to take entrepreneurial leadership roles within Scottish businesses. The goal of the program is to foster economic growth in Scotland through Entrepreneurial Thought and Action.

» Through a partnership with Santander Bank, Babson developed an online course for undergraduate students in Brazil. Entrepreneurial Action provided training in entrepreneurship and business creation, delivered with an accompanying business competition. Through the program, Babson and Santander introduced entrepreneurship to 5,000 students in Brazil.

» Founded by Babson, the Global Consortium of Entrepreneurship Education (GCEE) is the catalyst and convener for entrepreneurship education throughout the world. The consortium prepares leaders to create value generating opportunities for a better world providing a framework for collaboration for member institutions and a vehicle for securing access to the best of today’s and tomorrow’s entrepreneurship education.

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» Babson is assisting in the creation and operation of all aspects of the new Abu Dhabi School of Management, a project of the Abu Dhabi Chamber of Commerce and Industry. The new school will grant MBA and undergraduate degrees in business with a focus on entrepreneurship.

» Babson is working with Shiv Nadar University to bring Entrepreneurship Education to India. Shiv Nadar University will offer three distinct residential entrepreneurship management programs starting in August 2013. These include: a BBA, four-year program with the option to travel to Babson or complete the program in India; MBA, two-year program with the option to travel to Babson or complete the program in India; MS in Entrepreneurship, one-year program with a mandatory Babson component. At the end of the respective programs, successful students will obtain a degree issued by Shiv Nadar University and a certificate issued by Babson College. The partnership also will pave the way for the Center of Entrepreneurship at SNU. The center would be established as an integral part of the school to engage in entrepreneurship research, incubation programs, outreach programs, and case studies for students to architect the future of Indian enterprises.

» Teaching Entrepreneurial Thought & Action (TETA) is a 12-day program designed by Babson faculty to help
professors from business schools in China, Hong Kong, Taiwan, and Singapore prepare current and future generations of their business leaders for a world that demands entrepreneurial activity to revitalize global economies. This is the first faculty development program designed to provide Chinese educators with the tools to develop business leaders who create Entrepreneurship of All Kinds™. Sixty academics from 24 Greater China business schools participated in March 2012.

» Through our Symposia for Entrepreneurship Educators (SEE), we teach educators from institutions around the globe. Since 1984, we have trained more than 2,300 academics and entrepreneurs from 605 academic institutions, government organizations, and foundations in 57 countries, to teach entrepreneurship combining theory and practice to tens of thousands of students each year.

» Since 1981, the Babson College Entrepreneurship Research Conference (BCERC) has convened scholars from around the world to advance knowledge, and impact the practice of entrepreneurship. Each year, more than 350 entrepreneurial scholars attend the conference to hear the presentation of more than 220 papers.

» Co-founded by Babson in 1999, the Global Entrepreneurship Monitor (GEM) reports on entrepreneurial activity in more than 59 countries, covering 95 percent of world GDP. GEM is the seminal data source verifying the impact of entrepreneurial activity on economic development.

» Founded by Babson in 2005, the Successful Transgenerational Entrepreneurship Practice (STEP) project (involving 32 countries) is the only global research study addressing the needs of family enterprises.

» Babson is a partner on the Diana Project (involving 33 countries) a multiyear and multiuniversity study of female business owners and business growth activities. Two of the five leading female scholars who have written the Diana Project are key members of the Babson community, Patricia Greene, professor of entrepreneurship, and Candida Brush, Entrepreneurship Division chair and director of The Arthur M. Blank Center for Entrepreneurship.

» Our current institutional marketing campaign is inviting the world to help extend the definition of entrepreneurship, and in doing so, help shape how the market views and values entrepreneurs. The new definitions from around the globe are being captured in a virtual hub at define.babson.edu. More than 93,000 people from all 50 states and 142 countries have been to the site since it launched to the public in mid-January 2012. Paid advertising related to the campaign is focused in Boston and San Francisco primarily and Washington, D.C., New York City, and Miami secondarily.

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