The Fast Track program curriculum consists of a combination of core courses, signature learning experiences and electives totaling 46 credits over 21 months.

SIGNATURE LEARNING EXPERIENCE: KICKOFF FOUNDATIONS The F.W. Olin Graduate School of Business at Babson College incorporates Signature Learning Experiences (SLEs) into the curriculum to develop entrepreneurial leaders. These educational experiences occur throughout the program, giving students the opportunity to integrate knowledge gained in the classroom and apply it to entrepreneurial decision making. The focus is not only on the development of the business skills necessary to be successful in an ever-changing global environment, but also to give students the skill set necessary to manage self and others in this context. The SLEs also emphasize the importance of strong communication skills and an ethical and societal approach to decision making—all in the context of a global economic environment. Courses designated as Signature Learning Experiences in Fast Track are: Kickoff Foundations, Managing Talent: Your Own and Others, Business Model Innovations, and Capstone.

KICKOFF FOUNDATIONS SLE 1 (1 CREDIT)

Five-day residency kickoff at Wellesley campus. Staying on-site is not required.
Includes orientation, business simulation (Techmark), team building, technology overview, creativity, entrepreneurship, and introduction to the core courses.

The Kickoff Foundations SLE will focus on Entrepreneurial Thought and Action®, team building, and technology. In addition to sessions on Ideas and Barriers to Innovation, students will participate in a competitive, computer-based simulation (Techmark), develop processes that will support virtual and in-person teamwork, take their first classes in Entrepreneurship and Leadership, and attend a variety of networking events.

CORE COURSES

CORE 1

Opportunity and Entrepreneurship (2 Credits)
This course focuses on the entrepreneurial process. Where do ideas come from? How do we design products or services to transform ideas into potential businesses that create value for our customers? What kind of business model generates the greatest profit? How do we launch and scale the business? Because entrepreneurial leaders need to be able to convey their ideas clearly and persuasively, you will develop your communication skills by getting feedback on individual and group presentations.

Creating and Leading Effective Organizations (2 Credits)
This course studies the core issues of entrepreneurial leadership: How to get things done when you can’t give orders, how to develop influence and build effective teams and organizations, and how to design and implement management structures and processes for high performance. There will be opportunities for practicing influence, stakeholder analysis, and action-planning skills.
CORE 2
Financial Reporting (2 Credits)
This course introduces financial reporting. You will focus on preparation and analysis of financial statements for external users. Financial reports are one measure of how successful the company has been in implementing its business strategy. Financial reports will be analyzed across companies and industries, providing linkages to entrepreneurial and strategic decision making.

Managing Talent: Your Own and Others SLE 1 (1 Credit)
This course is designed to help you build two competencies critical to your success as a leader and an entrepreneur.

• The ability to effectively deploy your talent. This means far more than getting a job. This means (1) developing a clear sense of your strengths, weaknesses, and passions; (2) connecting those capabilities and interests with opportunities in your environment; and (3) lifelong learning based on the experiences these connections offer you. A career is not an entitlement. It is a negotiated outcome that results in the creation of value for you and your world. Through experience, reflection, and feedback, you can continue to enhance your ability to create value, as you and others define it, over time.

• The ability to identify and help to develop talent in others. Through better articulating your talent, you will become more effective at grappling with one of the thorniest of all management challenges: identifying and selecting talent. Selection should not rely solely on intuition. Careful articulation of the talent needed to create value in a particular role is the foundation for a more systematic and objective approach to building an organization. Talent and opportunities are not static, however, and as such, it is essential to build coaching skills that facilitate the ability of others to learn from their experiences.

Follow-up research conducted by Babson faculty with Fast Track alumni demonstrates that this course makes a tangible difference in how individuals think about their leadership development and their ability to achieve learning goals and career milestones. Immersion in personal development planning, in tandem with the framework of talent management, catalyzes for many their ability and desire to manage and develop talent differently in their organizations.

CORE 3
Strategy (2 Credits)
This course focuses on strategic and competitive analysis to enable entrepreneurial action. How should we position our business strategically to compete effectively? What sources of competitive advantage can we create, exploit, and sustain? What capabilities do we need to launch the business, grow the business, and adapt successfully to changes in the environment? Students will need to demonstrate that they can write coherently about strategic developments and options.

Data, Models, and Decisions (2 Credits)
This course prepares students to identify variation, measure, and manage data to make informed decisions. Topics include numerical and graphical description of data, confidence intervals, hypothesis testing, regression, decision analysis, and simulation. Applications to economics, finance, marketing, and operations illustrate the use of these quantitative tools in applied contexts. The course utilizes spreadsheet, statistical, and simulation software.

CORE 4
Introduction to Financial Management (2 Credits)
This course introduces analytical approaches to estimate the shareholder value impact of tactical and strategic managerial decisions, methods to raise capital to fund those initiatives, and financial securities used to hedge corporate risks.

Law (1 Credit)
This course teaches students to create business structures and make business decisions that
effectively manage legal issues in order to create and capture value for their business while managing law-related risks.

CORE 5
Defining, Offering, and Delivering Value to Customers (2 Credits)
This course provides frameworks and analytical techniques that the enterprise should use to develop a discerning sense of the market and to engage the market in a way that distinctive value is created for and delivered to the customers.

Managerial Economics (2 Credits)
This course provides a framework for systematic analysis of consumer’s and firm’s choices in light of global market dynamics to create and capture value given the firm’s and industry’s market structure.

CORE 6
Managing at the Crossroads: International Economics, Business, and Government (2 Credits)
This course is an international macroeconomics course that focuses on the interactions among credit markets, goods and services markets, and foreign exchange markets. This global framework is used to explain changes in a nation’s economic health, its economic impacts on foreign countries, and the effects of government and central bank policies.

Global Connections Through Technology (2 Credits)
This course is an information technology course that educates knowledge workers to use information and technology to think and act entrepreneurially to create and sustain social and economic value in a global environment.

BUSINESS MODEL INNOVATION SLE 3 (1 Credit)
Rapid changes in technology (digital convergence of data, voice, and video), greater concern for the environment, significant productivity increases in manufacturing and globalization of services are all causing tectonic shifts in several industries—publishing, music, telecommunications, retail, health care, and even government and nonprofits. During a 30-year period of one’s career, a manager can easily expect to be involved in at least three or four significant business model changes, even within the same industry. During this 3½-day interactive, executive-style workshop, students will explore different approaches to developing new and innovative business models in for-profit, nonprofit, and social enterprise contexts. A multidisciplinary approach will be used that integrates concepts and tools from entrepreneurship, innovation, technology, finance, marketing, engineering, sustainability, and design thinking.

CORE 7
Technology and Operations Management (2 Credits)
This course introduces students to the fundamental components of a firm’s operating systems, be it a mature enterprise or an early-stage company. The course introduces the new methods and models to analyze, diagnose, and improve operations activities for both manufacturing and service firms. We examine key issues for competitiveness including operations strategy, innovation, product and process design and development, global supply chain management, quality management, and sustainable operations. Developing a strong appreciation for the contribution of technology and operations to a company’s market success is an essential element of effective decision making for entrepreneurs and leaders of all types of organizations.

Measuring and Managing Strategic Performance (2 Credits)
This course focuses on the connection between strategy execution and profitability. Students develop skills in quantitatively grounded logical analysis in order to be able to:

- Judge the financial feasibility of plans for launching new businesses or for redesigning existing ones.
- Grow profitable and sustainable ventures.
- Create business models that make money.
ELECTIVES  (12 Credits Total)
Actual electives will be determined after cohorts are polled on their interests. Electives in the Fast Track program are 3 credits each.

Elective Set 1 (7 weeks)
Two electives may be taken in this time frame.

Elective Set 2 (7 weeks)
Two electives may be taken in this time frame.

A choice of general management courses completes the selection of electives for building a customized MBA and may include:
- Brand Management
- Capital Markets
- Entrepreneurial Finance
- Global Strategic Management
- M & A for Entrepreneurs
- Managing a Growing Business
- Measuring and Achieving Strategic Results
- Negotiations
- Strategic Corporate Investment

In addition to the Fast Track-specific blended electives, students may choose from the following options: on-campus electives (day and evening courses), blended/intensive electives, selected Babson Executive Education courses, Electives Abroad, Management Consulting Field Experience projects (MCFE), and independent research projects.

CAPSTONE SLE 4 (6 Credits)
The Corporate Entrepreneurship Capstone course has three learning objectives:
- Integrate and apply accumulated learning experiences since the beginning of the Fast Track MBA program.
- Explore creativity, innovation, and entrepreneurship in greater depth—in corporate and in greenfield settings.
- Develop a penetrating understanding of the process required to create something of significant value out of almost nothing.

Students form teams and develop a business plan based on either a project identified within their companies or a greenfield project.