



Entrepreneurial Mindshift

Being entrepreneurial is a way of thinking and acting that combines the ability to find or create new opportunities with the courage to act on them. This new and exciting online course will help shift your existing mindset to a more entrepreneurial one so that you are better able to navigate uncertainty and ambiguity while also identifying opportunities that will arise under such conditions. A mindshift requires practice, so that you can begin to develop the courage to act on entrepreneurial opportunities in the future. Register today and begin the mindshift.

KEY BENEFITS:

- » Gain the ability to differentiate between entrepreneurial and managerial thinking
- » Exposure to Babson's signature Entrepreneurial Thought & Action® methodology
- » Practice shaping ideas into bold opportunities
- » Begin to develop the confidence to act outside your comfort zone

PROGRAM FORMAT:

This interactive online course is a one-of-a-kind opportunity, including, live webinars, independent exercises, simulations, and videos.



Food Truck Challenge Simulation

You will be given the opportunity to run a successful food truck and experience the value of learning by doing, prototyping, and having the willingness to fail.

DATES:

Online January 18 –22, 2021

COURSE COST: \$395

- » Check with your school administrator to see if you qualify for a Collaborative Member discount code.
- » Cost includes access to the **Food Truck Challenge Simulation**.
- » Upon completion of the program, students will receive a certificate of participation from the Babson Academy.

REGISTRATION DEADLINE:

January 11, 2021 or

registration reaches capacity

FACULTY DIRECTOR:

Professor Heidi Neck

TO REGISTER:

babson.edu/mindshift

QUESTIONS:

BabsonAcademy@babson.edu

SCHEDULE:

Course consists of two, live 90-minute sessions (January 18 and 22) 9-10:30 a.m. EST and four hours per week of independent assigned work through Babson's Canvas platform.