

BABSON COLLEGE

Unlock Educator and Student Potential

Applying Experiential Entrepreneurship Pedagogy

There are as many ways to teach entrepreneurship as there are educators and entrepreneurial ideas. At their core, entrepreneurship educators share a common dream of equipping their students with confidence in their entrepreneurial skills. Imagine the possibilities for a world led by entrepreneurial leaders with capabilities like opportunity identification, risk assessment, and creative problem solving.

Designed for faculty who are actively teaching entrepreneurship courses, Babson Academy's Applying Experiential Entrepreneurship Pedagogy program was developed with this kind of future in mind. Participants in this online program will explore how to improve the student experience, including how to create lesson plans, solicit teaching feedback, and collaborate with educator peers. The program is capped at 20 educators, and you will work closely with a small group of four to five fellow participants during the eight weeks.

With an understanding of the neuroscience of learning, and faculty guidance from the #1 school for entrepreneurship, this online program will give you everything you need to implement a practical action plan and strengthen your entrepreneurial teaching.

**#1 IN ENTREPRENEURSHIP
FOR 28 CONSECUTIVE YEARS**
— *U.S. News & World Report*



WHEN:
March 14–May 8, 2022



COST:
\$1,195*



CAPACITY:
Small cohort of 20 educators

Meet the Faculty



Beth Goldstein, Ed.D
Faculty Director,
Adjunct Lecturer

Babson College's Beth Goldstein has spent more than 30 years helping entrepreneurs, executives, educators, and students launch and grow their ventures and careers. She holds a doctorate in education from Johns Hopkins University where she researched the role entrepreneurship educators play in helping their students develop confidence, a growth mindset, and entrepreneurial grit. She is the author of three books on entrepreneurship and marketing, including *Entrepreneurial Marketing: A Blueprint for Customer Engagement*; *Lucky By Design*; and *The Ultimate Small Business Marketing Toolkit*.

*Babson Collaborative members enjoy a 10% discount

HOW IT WORKS »

With a laptop, webcam, and headset, participants will be joining the Applying Experiential Entrepreneurship Pedagogy program from all over the world. Throughout the program, each educator in the cohort should actively be teaching an undergraduate or graduate-level entrepreneurship course at their institution, and can pilot the takeaways from program in their classrooms. This eight-week program includes four live online sessions, each running 60 minutes.

Sample Sessions Topics

Activating the Learning Process

Explore the neuroscience of learning, andragogy vs. pedagogy, and the role of reflection, metacognition, and mental models to support student engagement and learning.

Learning Is Socially & Contextually Relevant

Discover why learning is social. Learn how to support entrepreneurial self-efficacy in the classroom and engage multiple diverse views on learning.

Entrepreneurship Pedagogy & Content Knowledge

Incorporate the five practices of play, empathy, creation, experimentation, and reflection into your pedagogy, and align pedagogy with content knowledge.

Designing Practice-Based, Student-Centric Classroom Experiences

Create experiences that make learning stick, as well as student-centric tools and frameworks for success. Discuss how to apply new pedagogy in your classroom.

Assessing Entrepreneurial Learning Through Knowledge Demonstrations

Reflect on tools and strategies for assessing learning, and review their pedagogical applications.

Shaping Your Entrepreneurial Classroom

Review and discuss how to shape your e-classroom experience, and share your individual e-pedagogy plan.

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“The course material, content, and methods are exceptionally useful, and beautifully organized and delivered. I hope you will be running this course again so lots more entrepreneurship educators around the world can benefit!”

– Past Participant

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