

BABSON COLLEGE

| Youth Impact Lab



CERTIFICATE IN YOUTH ENTREPRENEURSHIP EDUCATION

Empowering educators to lead the next generation of changemakers through entrepreneurship

» babson.edu/youthimpact

ABOUT THE YOUTH IMPACT LAB AT BABSON COLLEGE

The Youth Impact Lab focuses on creating a more equitable world by empowering educators to cultivate entrepreneurial youth leaders.

This work is designed to help address learning poverty and the lack of equal access to quality education (United Nations Global Goal #4) for youth from underserved and

economically disadvantaged communities.

With evidence demonstrating increases in mental health issues and decreases in resiliency levels (oftentimes correlated with low self-esteem, high stress, anxiety, and poor health), this is a critical and timely issue that will play a key role in the future of individuals, communities, and countries.

The Youth Impact Lab partners with educators, schools, communities, businesses, nonprofit organizations, educational systems, and other critical stakeholders to train them on how to deliver our **youth entrepreneurial changemaker program, EPIC** (Entrepreneurship Program for Innovators and Changemakers). EPIC is specifically designed to help youth strengthen their agency, critical thinking, and social-emotional skills aligned with the United Nations Global Goals. Babson is recognized by *The Princeton Review*, *Entrepreneur Magazine*, and *U.S. News & World Report* as the No. 1 school for entrepreneurship education.

Empowering Educators and Students in and Beyond the Classroom

We have put Babson's learner-centric approach to problem solving into the hands of educators and the youth they work with. Our goal is to help young leaders see problems as opportunities and work to create a more equitable future. To achieve this goal, we train educators to think and act like entrepreneurs themselves so they can model and teach the practice to their students. EPIC is rooted in Babson's belief that entrepreneurs can and should generate economic and social value.

We focus on social-emotional learning, helping youth develop grit, a growth mindset, social awareness, and critical thinking. These skills can play a positive role in academic achievement and career results, while supporting decreases in mental health issues and more.

United Nations Global Goals



CERTIFICATE IN YOUTH ENTREPRENEURSHIP EDUCATION



Our Certificate in Youth Entrepreneurship Education shows educators and youth development professionals how to help young people to think and act like entrepreneurs, to imagine and create what they want—in their own lives, in their communities, and worldwide. Our nine-week online Certificate in Youth Entrepreneurship Education is for middle and high school teachers as well as youth development professionals who want to empower students to develop the agency to see themselves as changemakers.

Our Certificate program provides participants with the content and pedagogical tools required to teach the EPIC curriculum. The EPIC program is specifically designed to inspire youth to address real-world local and global challenges that align with the Global Goals. EPIC helps students understand why the Global Goals matter and shows them how they can be changemakers by using Babson's renowned approach to opportunity identification and problem solving, Entrepreneurial Thought & Action®. Students learn how to apply this framework to address the greatest challenges individuals, businesses, and society face, such as inequality, sustainability, and globalization.

During the Certificate in Youth Entrepreneurship Education program, educators will:

- Learn to teach EPIC using a role-reversal methodology, experiencing the course in the same way as your students will
- Engage in the EPIC course asynchronously and synchronously using Babson's online learning management system, Canvas
- Receive coaching on how to deliver EPIC to your students
- Interact with peers and EPIC's faculty director during live weekly webinars
- Receive a toolkit to strengthen your ability to deliver the EPIC course to your students

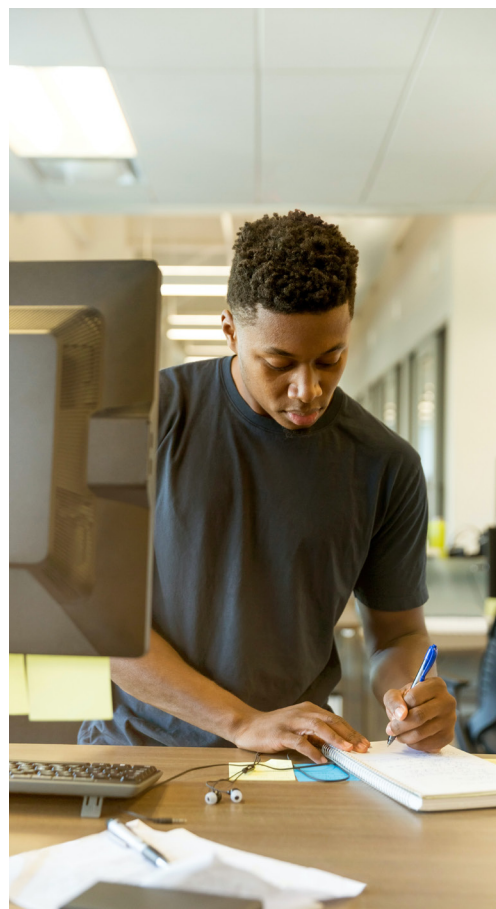
EPIC Trainer Certification and P.D. Points

Upon successful completion, participants will receive a certificate allowing them to deliver the course to their students. In addition, you will receive 40 professional development points (continuing education credits), as approved by the Massachusetts Department of Education, and become members of the Youth Entrepreneurship Educator Community of Practice—a network of like-minded youth educators.

Certificate Course Overview

The program is offered both virtually and as a hybrid (online and in-person). The format below includes examples of some of the topics covered.

WEEK	MODULES
Week One	Entrepreneurial Thought & Action The UN Global Goals for Sustainable Development
Week Two	Empathy Journeys in Your Community Envisioning a New Future: Ideation
Week Three	Understanding Customer Needs Entrepreneurial Leadership & Social Justice
Week Four	Prototyping Your Idea From Business Model to Rocket Pitch
Week Five	Explore the EPIC Educator Toolkit
Week Six	Marketing Basics & Customer Personas Finance & Funding Your Project
Week Seven	Building Engagement & Strong Teams Operations & Emotional Intelligence
Week Eight	Is It Feasible? Opportunity Analysis & Learning from Failure
Week Nine	Preparing & Presenting Your Social Impact Project



“The Certificate course has been an outstanding learning journey... It’s always a great disrupter to learn that you have so much more to learn. And I did learn just that with EPIC.”

Leslie Drew
Teacher and College Counselor
USA

“EPIC is a great way to provide organization to our students’ ideas. It allows them to experiment and work in teams to build a proposal to create lasting social and economic impact in their preferred areas.”

Gerardo Arias Fernández
High School Teacher
Costa Rica

ABOUT EPIC

Entrepreneurship Program for Innovators and Changemakers (EPIC) utilizes a learner-centric, “learn by doing” approach. Students work in teams to develop a solution that addresses a problem they see or experience in their community that is aligned to one or more Global Goals.

Social Impact Project

Student solutions become the Social Impact Project that they work on throughout the program. The project might be a product, venture, movement, or campaign. The EPIC curriculum helps students understand what it means to be an entrepreneur and exposes them to concepts like opportunity identification, creativity and idea generation, leadership, social justice, learning through failure, prototyping, marketing, and much more.

Improving Student Success & Measuring Impact

We focus on social-emotional learning to help youth develop grit, a growth mindset, social awareness, and critical thinking. These skills can play a positive role in high school graduation rates and academic achievement, while supporting decreases in mental health issues, drug and alcohol use, and incarceration rates. We measure the impact of the EPIC program through student data on entrepreneurial and learning self-efficacy, growth mindset, empathy, grit, critical thinking, social awareness and moral obligation, and social entrepreneurial intention. In addition, we measure our educators' teaching self-efficacy in the entrepreneurship domain. Our program is informed by this data.

Learning in Phases

EPIC's 15 modules are divided into three learning phases. During each phase, youth are encouraged to explore the following concepts

- 1. Inspiration:** Identify what inspires them and their teammates.
- 2. Ideation:** Generate, prototype, and test ideas that will make the world a better place, both locally and globally.
- 3. Implementation:** Turn their idea into reality by developing the concept into a business model. Students conclude the course by presenting their Social Impact Projects, demonstrating why the idea is an opportunity, how they will launch it, and how the initiative will generate social and economic value while addressing one of the UN Global Goals.



LICENSING THE EPIC CURRICULUM

Upon completion of the Certificate course, participants will have the option to license the EPIC curriculum from Babson on an annual basis. Licensing the EPIC curriculum is not a requirement. However, if a school and/or organization is interested in teaching the EPIC curriculum to their students, they are required to pay the annual licensing fee, in addition to the cost of training their educators through the Certificate program. Organizations sending more than 10 educators to the Certificate program will receive a complimentary Basic License for the first year they deliver the EPIC curriculum.

We offer two licensing levels for the EPIC curriculum, premium and basic.

Premium License: \$10,000

- One-year use of the EPIC curriculum, January 1–December 31 or July 1–June 30 of the calendar or fiscal year, via Babson College’s learning management system, Canvas
- Access for up to **90** students to participate in the EPIC course
- **Three** unique Canvas classrooms with access for two teachers per classroom (**six** teachers total)
- Choice of the English- or Spanish-language version of EPIC on Canvas for each class
- Access to Teens Unmuted, online sessions for EPIC students using Uncommon Table™ method
- Anonymized findings of EPIC pre- and post-course survey results
- Access to online Youth Entrepreneurship Educator Community of Practice for certified educators

Optional services:

- \$50 for each additional student after the first **90** students
- \$100 for each additional teacher per Canvas classroom after the first **six** teachers
- \$2,000 for each additional Canvas section after the first three Canvas classrooms
- Customized work with Babson community members including faculty and student mentors

Basic License: \$5,000

- One-year use of the EPIC curriculum, January 1–December 31 or July 1–June 30 of the calendar or fiscal year, via Babson College’s learning management system, Canvas
- Access for up to **40** students to participate in the EPIC course
- **One** unique Canvas classroom with access for two teachers
- Choice of the English- or Spanish-language version of EPIC on Canvas for each class
- Access to Teens Unmuted, online sessions for EPIC students using Uncommon Table™ method
- Access to online Youth Entrepreneurship Educator Community of Practice for certified educators

Optional services:

- \$50 for each additional student after the first **40** students
- \$100 for each additional teacher per Canvas classroom after the first **two** teachers
- \$2,000 for each additional Canvas section after the first Canvas classroom
- Customized work with Babson community members including faculty and student mentors

CUSTOMIZED PROGRAM AND CURRICULUM DESIGN

Working closely with educators, schools, communities, businesses, nonprofit organizations, educational systems, and other critical stakeholders, we co-create innovative entrepreneurial leadership programs that strengthen your educators’ and students’ agency, confidence, perseverance, curiosity, and grit, empowering them to solve sticky real-world problems. Programs and curriculum can be custom designed to meet your needs,

delivered at your location or on the Babson campus outside of Boston, Massachusetts, USA. For example, we have created programs for entire organizations and for specific stakeholders like parents, administrators, and/or business leaders and executives.

For more information, please email us at youthimpactlab@babson.edu to learn how we can custom design a program for your organization.

BABSON OLYMPIAD

Students who complete the EPIC program are eligible to participate in the Babson Olympiad. The Babson Olympiad is a virtual high school pitch competition that brings together teams of young entrepreneurs

worldwide to compete for funding and other resources to support their ventures. Educators will be trained to run the competition at the local level before presenting their winning teams to compete in the Babson Olympiad.

BABSON SUMMER STUDY FOR HIGH SCHOOL STUDENTS

In addition to our programs for educators and youth development organizations, we offer our Babson Summer Study program directly to rising high school juniors and seniors. Our Summer Study program is a credit-bearing, four-week online course designed to help youth develop a strong entrepreneurial mindset and see themselves as innovators and changemakers. By strengthening their understanding of the United Nation's Global Goals, they develop the competencies and confidence to address problems, seize opportunities, and create change that leads to their desired future. Students work with peers from around the globe as they strengthen their grit, agency, and entrepreneurial skills, allowing them to enroll others in their vision, confidently master difficult topics, and embrace other points of view, all while earning four college credits from Babson College. Summer Study is held online in July with applications opening six months prior to the launch of the course.

“Taking part in Summer Study was one of the best decisions I have made. It has opened up the world of entrepreneurship for me. Entrepreneurship used to be a distant goal that I did not know if I could achieve, but now I feel as though I have the skills and tools necessary to make a start.”

Asa M.
United Arab Emirates

“Summer Study was an amazing way to push myself past my comfort zone and meet passionate, like-minded students who drove me to reach my full potential as a leader.”

Sanjana D.
USA

“Babson Summer Study is life changing! It pushed me [to] my limits, inculcated a sense of passion to respond to societal challenges, and equipped me with the mentality to solve global challenges. It is truly empowering!”

Vani M.
India

“Babson Summer Study really taught me a lot about important human skills, especially the ability to take adversity in stride and learn from mistakes, and also the crucial ability of accepting the vulnerability of my true self and admitting personal failures. I also learned how to view the world in the scope of empathy and how to take action to start or change something I cared [about] right away without [fear] of failure.”

Lexie W.
China

BABSON COLLEGE

MEET THE YOUTH IMPACT LAB DIRECTOR



Dr. Beth Goldstein is a researcher, educator, and entrepreneurship expert. She has more than 30 years of experience helping entrepreneurs, executives, educators, and students worldwide launch and grow their organizations and careers. Deep in the practice of living and teaching entrepreneurship, Beth is driven to support adult learning, viewing this as the cornerstone of success and change. Beth has

conducted extensive research on the role entrepreneurship educators play in helping their students develop entrepreneurial self-efficacy, entrepreneurial social intent, a growth mindset, and entrepreneurial grit.

As the director of the Babson Youth Impact Lab, which is housed within the Institute for Social Innovation, Beth is deeply committed to social justice and equity issues. She specializes in researching and delivering experiential training programs that cultivate entrepreneurial thinkers with the confidence needed to lead courageously and build innovative and purpose-driven organizations. Beth has authored three books on entrepreneurship and marketing and holds a doctorate in education from Johns Hopkins University, an MBA from Boston University, and a BA in economics and sociology from Brandeis University.

CONTACT US

Please visit our website at babson.edu/youthimpact or email us at youthimpactlab@babson.edu.

BABSON COLLEGE

| Youth Impact Lab