

BABSON BUILD

The Entrepreneurship Program for University Students



A ONE-WEEK GRADUATE PROPOSAL FOR:

July 24 — 29, 2022 (MBA2)

Thank you for considering a collaboration with Babson College to provide a high-quality Entrepreneurship Education program for your students. This document will provide an overview of offerings, benefits, and terms and conditions of *Babson Build: The Entrepreneurship Program for University Students*.

Babson College: The Leader in Entrepreneurship

Since its inception in 1919 at the hands of financier and entrepreneur, Roger Babson, Babson College has been guided by the principle that entrepreneurship is the most positive force on the planet for the generation of sustainable economic and social value. Babson prepares and empowers entrepreneurial learners to create, grow, and steward sustainable value for themselves, their communities, and the world.

In today's rapidly evolving business world, leaders cannot rely on the past to predict the future. Amidst uncertainty, successful leaders recognize opportunity and create the future by balancing a deep understanding of business fundamentals and rigorous analysis with action, experimentation and creativity. This is the basis for our signature methodology, Entrepreneurial Thought & Action[®], which supports Entrepreneurship of All Kinds[®]. ET&A[™] is relevant in any context: whether innovating within a large corporation, solving global social issues, or starting a business.

For the 28th year, Babson is the #1 institution in the world for entrepreneurship education, as recognized by *The Princeton Review*, *Entrepreneur Magazine* and *U.S. News & World Report*. We were the first institution to make a strategic commitment to entrepreneurship education. Our faculty are experienced entrepreneurs and executives who teach students, faculty, and entrepreneurs from every corner of the globe.

Babson Build is offered by the **Babson Academy**, a unit at Babson College that provides access, inspiration and connection to educational institutions in order to empower the world's future entrepreneurial leaders.

About Babson

Babson Build: The Entrepreneurship Program for University Students is held on the beautiful Babson College campus, located just 20 minutes from downtown Boston. The College's 370-acre campus in Wellesley, Massachusetts is a vibrant and diverse community of more than 2,100 undergraduate and 900 graduate students, nearly 250 full-time and part-time faculty, and a staff of 670.

During **Babson Build**, time is allocated outside of the curriculum for recreation and the opportunity to explore Boston, a city rich in history and culture. Nestled into the New England area of the Atlantic seaboard, Boston and its surrounding areas offer something for everyone to enjoy: fine dining, sporting events, museums, shopping, harbor cruises, and much more.



A TRANSFORMATIONAL LEARNING EXPERIENCE

Babson's globally recognized Entrepreneurial Thought and Action[®] (ET&A) methodology teaches students to balance action, experimentation, and creativity with a deep understanding of business fundamentals and rigorous analysis.

Program Curriculum

Participant Profile

This program is designed for students from leading universities worldwide. The diversity of the teaching faculty will provide unique perspectives and entrepreneurial aptitude that will enrich the learning experience for all. At the end of the program, students will receive a certificate confirming their completion of **Babson Build**. It is therefore expected that students be present for all sessions. Course materials and lectures are taught in English, so students must be proficient in both speaking and reading English. Students are required to prepare for each class, contribute to class discussions, and be actively engaged in presentations and group work.

Program Overview

Babson Build is designed as a course to be delivered at Babson College. The course will include case studies, break-out sessions, videos, group presentations, and lectures, and is designed around complementary topics. Strong emphasis will be placed on acquiring knowledge about the primary and secondary topic areas of entrepreneurship, as well as the development of strong negotiation skills. Students will be expected to complete assigned readings within the program to further develop their knowledge about entrepreneurship.

Students will explore thought-provoking content and learn principles of Entrepreneurial Thought and Action. Leveraging Babson's leadership, **Babson Build** will provide current insights and perspectives on entrepreneurship. Upon completion of the program, certified students will:

- Have a more comprehensive understanding of the entrepreneur and the entrepreneurial mindset.
- Be motivated to engage in entrepreneurship activities and businesses.
- Understand the process and content sides of being an entrepreneur.
- Demonstrate the capability to learn from real cases studies and other interactive classroom workshops.
- Understand the value of experiential learning.
- Participate with innovative ideas in a business contest in order to understand how to work as a team and develop his or her entrepreneurial mindset and marketing techniques.
- Immerse themselves in the entrepreneurship culture and benefit from the networking and idea-sharing that is such a rich benefit of the program.



BABSON BUILD OFFERS A DYNAMIC, FUN, AND UNFORGETTABLE LEARNING EXPERIENCE.

Innovation & Creativity: Entrepreneurial Thought and Action

Entrepreneurship is a way of thinking and acting. Examine how it impacts our behaviors, and learn how entrepreneurs act under increasing levels of uncertainty.

The Entrepreneurial Journey: Start › Scale › Exit

Entrepreneurship is more than just a great idea. Learn how to forecast—and finance—two or three steps ahead in order to smoothly scale, and even exit, an entrepreneurial venture.

Innovation Dynamics and Disruption

See how startups with limited resources are able to disrupt established incumbent firms, and understand the nuances of this phenomenon.

Business Model Innovation

Break down the key components of a business model, and learn how to spot and replicate successful business value propositions and strategies.



Sample One Week Schedule

Monday	Tuesday	Wednesday	Thursday	Friday
<p><i>Orientation</i></p> <p>Innovation & Creativity: Entrepreneurial Thought and Action</p>	<p>Innovation Dynamics and Disruption</p>	<p>Growing Pains: The Challenging Path to Increase Valuation</p>	<p>Work Groups</p>	<p>“Shark Tank:” Articulating Opportunities to Attract Resources and Funding</p>
<p>The Entrepreneurial Journey: Start › Scale › Exit</p>	<p>Business Model Innovation</p>	<p>Digital and Agile Marketing for Startups</p>	<p>Scaling Up Operations: Building Deep and Distinctive Capabilities</p>	<p><i>Departure</i></p>

Growing Pains: The Challenging Path to Increase Valuation

Understand the connection between the financial side of growing a venture and the decisions executives make about new ideas and innovations.

Work Groups

Participants will work in teams to produce compelling and succinct Executive Summary presentations for the program culmination. Key presentation objectives include: concise, clear, and comprehensive positioning, description of market, solution to the pain, customer identification, and value proposition.

Digital and Agile Marketing for Startups

Think like an entrepreneurial marketing manager as you master foundational aspects of segmentation, targeting, and positioning to build awareness for your product or service.

Scaling Up Operations: Building Deep and

Explore ways to scale an entrepreneurial venture and the benefits of growth, including more innovation, more productivity, and better employee benefits.

“Shark Tank:” Articulating Opportunities to Attract Resources and Funding

Bring together everything you’ve learned throughout Babson Build. Pitch your opportunity idea to your classmates and professors in a 10-minute demo.



JAY RAO — Faculty Director



Dr. Jay Rao is a faculty member in the Technology, Operations and Information Management Division at Babson College. His research and consulting focus is in the areas of Innovation, Implementation of Innovation Programs within Firms, and Customer Experience Innovation. He teaches in the MBA and Executive Education Programs. Prior to Babson, Dr. Rao taught at the University of Kentucky and at UCLA.

His research has appeared in *The Sloan Management Review*, *The Academy of Management Executive*, *Journal of Innovative Management*, *Production and Operations Management Journal*, *Quality Management in Health Care*, and the *Cornell Hotel and Restaurant Administration Quarterly*. He has written over a dozen business cases that range in topics from Innovation, Customer Service, Operations Strategy, Strategic Alignment, Supply Chain Management, and Quality Management. He has consulted for Benchmark Assisted Living, EMD Serono, FitLinx, Novartis, Lojack, Fidelity Investments, Boston Scientific Corporation and others.

LES CHARM — Lecturer, Entrepreneurship

Professor Charm has been a partner in the firm of Youngman & Charm (now Leslie Charm and Assoc.) since 1972. The firm specializes in directorship functions for firms owned and operated by entrepreneurs and assisting companies that are experiencing operating and/or financial problems. Youngman & Charm has operated in a variety of industries, channels of distribution, and has been involved in many successful financings and acquisitions and mergers.

From 1977 through 1990, Professor Charm was Chairman and President of a major distributor and specialty retail chain. He has been active in other specialty marketing companies, and served as a member of the Board of Directors of the International Franchise Association. He was a Director of the National Association of Corporate Directors, New England. He is currently on the board of several firms, all of which are owned or controlled by the founder or family, where he generally sits as the lead Director. Professor Charm has taught throughout the world on a variety of topics regarding entrepreneurship and governance. He is on the President's Council at Babson, and is the recipient of the Appel Award for Entrepreneurship.



LAUREN BEITELSPACHER — Associate Professor, Marketing



Lauren Skinner Beitelspacher (Ph.D., University of Alabama) is an Associate Professor in the Marketing Division at Babson College. Her research interests include: buyer-supplier relationships, retail management, and the retail supply chain. Her work has been published in numerous scholarly journals including: *Journal of Marketing*, *Journal of Applied Psychology*, *Journal of Retailing*, *Journal of the Academy of Marketing Science*, *Journal of Business Research*, and *Industrial Marketing Management*. She has also presented her work at numerous conferences and won several best paper in track awards at the American Marketing Association, Society for Marketing Advances and Academy of Marketing Science conferences. Her research concentrates specifically on the relationships with retailers and manufacturers. Whenever possible, her research focuses in the athletic, outdoor, and sporting goods industry.

Lauren is very involved in pedagogical contributions for principles of marketing and retail management. Lauren is also actively involved in the marketing community. She is the co-chair of Retail and Pricing Special Interest Group for the American Marketing Association.

WILJEANA GLOVER — Associate Professor

Wiljeana Glover is an Assistant Professor of Technology, Operations, and Information Management and is the Faculty Director of the Schlesinger Fund for Global Healthcare Entrepreneurship at Babson College. Professor Glover studies the effectiveness of improvement and innovation techniques to advance operational performance. She conducts research studies and engages students in teaching activities in partnership with healthcare delivery organizations in a variety of countries, including the U.S., Mexico, Israel, South Africa, Uganda, and Haiti. She has also worked with manufacturing and other service organizations.

Professor Glover has published in numerous academic journals including *Healthcare Management Review*, *BioMed Central (BMC) Health Services Research*, *IEEE Transactions on Engineering Management*, *International Journal of Production Economics*, and *International Journal of Production Research*.

She completed her Ph.D. at Virginia Tech and postdoctoral studies at the Massachusetts Institute of Technology (MIT). Prior to her academic career, she worked as an Associate Consultant with Stockamp and Associates, implementing revenue cycle and process improvements in hospital settings.

ED MARRAM — Lecturer, Entrepreneurship

Professor Marram has developed a reputation for outstanding academic and technical accomplishments. An Adjunct Professor at Babson for 20 years, he regularly lectures on Entrepreneurship and issues facing high-growth businesses in both graduate level and Executive Education programs. He was an entrepreneur in the high-technology sector for more than 35 years; he was the founder, President and C.E.O. of GEO-CENTERS, INC., a high technology, professional services firm, which he sold in 2005. GEO-CENTERS, INC. was recognized twice by Inc. magazine as one of the fastest growing, privately-held companies in the United States.

In 1999 and 2000, Professor Marram was appointed to the Summer National Defense Science Board. He currently serves on the College Advisory Council, College of Natural Sciences and Mathematics at the University of Massachusetts, Amherst and the Chemistry Advisory Group at Tufts University.

**JEAN-LUC BOULNOIS — Adjunct Lecturer**

Jean-Luc G. Boulnois has over 30 years of international leadership experience in the medical device industry, where he developed early-stage companies, participated in an Initial Public Offering, and led several mergers, acquisitions, and financing rounds. Dr. Boulnois' focus has been on high growth opportunities, either through innovation, unique business models, or strategic expansion.

Dr. Boulnois is the President and CEO of Quadrature, a medical device strategic consulting firm.

From 2005 to 2016, Dr. Boulnois was Chairman and Chief Executive Officer of Microline Surgical, a Boston-based international surgical products company that designs, manufactures, and markets worldwide minimally invasive electro-surgical instruments. Dr. Boulnois has been involved with Microline for over 20 years, a period of growth in revenue and profits exceeding 15% year-on-year. In 2004, as Venture Partner, he joined Dover Medical Ventures, a Boston-based venture fund in creation dedicated to financing early stage medical device enterprises.