

Price-Babson Symposium for Entrepreneurship Educators



We develop students to think and act entrepreneurially in order to create opportunities that can change the world. Learn how we do this at Babson.

BABSON COLLEGE
| Babson Academy for the Advancement
of Global Entrepreneurial Learning

#1 FOR ENTREPRENEURSHIP
FOR 30 CONSECUTIVE YEARS
– *U.S. News & World Report*

Elevate Your Entrepreneurship Teaching

Today, as Babson's longest-standing program for entrepreneurship educators, Price-Babson Symposium for Entrepreneurship Educators (SEE) sets the standard, emphasizing how we teach entrepreneurship through the application of the Entrepreneurial Thought & Action® (ET&A™) methodology, action-based learning, student engagement, and doing through practice.

For decades, this program has prepared entrepreneurship educators to incorporate more active and experiential learning into their entrepreneurship teaching. And, it helps educators across the disciplines expand their understanding of entrepreneurship and build more entrepreneurial ways into their teaching. Led by the pre-eminent entrepreneurship educator, Heidi Neck, this immersive weeklong symposium will elevate your classroom instruction.



My goal is is that students leave Babson with the ability to identify and create opportunities and with the courage to act on them. Mindset matters.



— Heidi Neck
Jeffrey A. Timmons
Professor of
Entrepreneurship

Who Should Attend

Those teaching entrepreneurship of all kinds who want to elevate how they teach.

What You Will Do

- » Practice Entrepreneurial Thought & Action
- » Master action-oriented teaching
- » Build a network of like-minded educators
- » Develop confidence to teach more entrepreneurially
- » Explore best practices to expand and advance entrepreneurship education in your classroom and at your institution



Benefits of SEE

- » Elevate the art and craft of teaching entrepreneurship
- » Access Babson's renowned Entrepreneurial Thought & Action® methodology to learn how to develop the skill set and mindset to make change and break through uncertainty and challenges
- » Develop empathy for your students by participating in experiences that are similar to theirs
- » Build a network of international educators to stay connected and engaged with after the program ends



It was very helpful to have some highly intensive days at SEE. The reading material was interesting and up to date, and it was great to share challenges and ideas with like-minded educators. It was super inspiring to meet and learn from the Babson faculty. I got so many tips and tricks that I could implement when I got back to my classes. Great experience.

— Even Larsen

NTNU School of Entrepreneurship, Norway



As an experienced entrepreneurship educator, I found SEE has transformed my practice. It reinforced that some of the things I already do are valuable, it challenged me to embrace new approaches completely out of my comfort zone, and it introduced me to a powerful community of fellow SEE participants who continue to support and challenge me long after the course has ended.

— Richard Tunstall

Associate Professor & Academic Director of Enterprise, Leeds University, UK



Location

Babson College, Wellesley, MA

Logistics

This program starts with a welcome reception on Sunday at 6 p.m. and continues to Thursday at 1 p.m. with a lunch afterward.

Accommodations are from 4 p.m. on Sunday to 1 p.m. on Thursday.

Reserve your spot at the
next Price-Babson SEE

Learn more at:

babson.edu/pricebabson

Sample SEE Program Schedule*

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY
ARRIVAL	Welcome to Price-Babson SEE 48	8:15 a.m. Day 2 Intro	8:15 a.m. Day 3 Intro	8:15 a.m. Day 4 Intro
	8:30 a.m. The Mindset for Entrepreneurship Education	8:30 a.m. IDEATE Method for New Ideas	8:30 a.m. Customer Development	8:30 a.m. The Entrepreneurship Education Experience
	10 a.m. Group Photo & Morning Break	10 a.m. Morning Break	10 a.m. Morning Break	10 a.m. Morning Break
	10:30 a.m. Practicing Entrepreneurial Thought and Action® (ET&A™)	11 a.m. Rapid Prototyping: The Vitamin D Challenge	10:30 a.m. Don't Fear the Numbers	10:30 a.m. Rocket Pitch Event: Enhancing the Entrepreneurship Education Experience
	12 p.m. Lunch Break	12 p.m. Lunch Break & Babson Academy Optional Info Session	12 p.m. Lunch Break	12:30 p.m. Wrap Up and SEE Certificate Ceremony
	1:30 p.m. The Identity of Entrepreneurs	1:30 p.m. Opportunity Evaluation & Market Testing	1:30 p.m. ET&A in Action: The First Year Required Course, FME	
	3 p.m. Afternoon Break	3 p.m. Afternoon Break	3 p.m. Afternoon Break	
	3:30 p.m. The Entrepreneurial Educator as Improv Artist	3:30 p.m. Business Model Development	3:30 p.m. Experiential Learning – Creating the Experiences	
	5:30 p.m. Registration	5 p.m. Wrap Up	5 p.m. Wrap Up	5 p.m. Wrap Up
	6 p.m. Welcome Reception	6 p.m. Reception	6 p.m. Reception	6 p.m. Reception
6:30 p.m. Dinner	6:30 p.m. Dinner	6:30 p.m. Dinner	6:30 p.m. CELEBRATION DINNER! A New England Clambake (think lobster)	
	8 p.m. Workgroups	8 p.m. Workgroups		
			DEPARTURE	

*Babson Academy continually updates program content to best serve participants' needs. Course content may vary and is subject to change.

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