

# BABSON BUILD

## The Entrepreneurship Program for University Students



A ONE-WEEK UNDERGRADUATE PROPOSAL FOR:

Waseda University

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

With the enormous power of Entrepreneurial Thought and Action® underlying everything Babson College does, it is our mission to educate leaders who create great economic and social value – around the world. Established in 1919, Babson’s founder, Roger Babson, was an accomplished entrepreneur in his own right and instilled a culture of innovation and entrepreneurship at Babson that guides our activities today. Our teaching focuses on developing entrepreneurial leaders by giving them usable insight that will help them to foster growth and create value in their organization.

For the 23<sup>rd</sup> year, *U.S. News & World Report* has ranked our undergraduate school #1 in entrepreneurship, and in 2015, Babson received Money Magazine’s #2 pick for Best College in the United States. *Babson’s MBA program is currently ranked #1 in the US and/or worldwide for the 22<sup>nd</sup> straight year by U.S. News & World Report.* The *Financial Times*, *US News and World Report*, and *Princeton Review* have all recognized Babson’s MBA Program as # 1 in entrepreneurship worldwide.

Babson Executive Education has been ranked among the top executive education schools worldwide and in the top eight global custom providers by both the *Financial Times* and *BusinessWeek*. These rankings provide further evidence of Babson’s outstanding reputation in business education and entrepreneurship. Entrepreneurship at Babson is not just an academic discipline; it is an attitude and a way of living.



## 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. Since its inception in 1919 at the hands of financier and entrepreneur, Roger Babson, Babson College has been guided by the principle that entrepreneurial thought and action is “the most positive force on the planet for the generation of sustainable economic and social value.” 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.

### 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.**

### Entrepreneurial Thought and Action®

The ET&A session will explore entrepreneurial thinking and how it impacts our behaviors that lead to entrepreneurial action. We will emphasize entrepreneurship as a way of thinking and acting that goes beyond the traditional discipline boundaries as we know them today. We will examine how entrepreneurs act under increasing levels of uncertainty. There are often two choices when preparing to navigate an uncertain future. You can predict what will happen in the future or you can create the future. We'll talk about the need to be able to do both.

### Design Thinking

This session introduces design thinking as an approach to entrepreneurial action and innovation. Design thinking is a resource for opportunity identification, product and service development, and venture strategy formulation. Through a video case, we examine a social venture through the lens of design thinking to consider challenges in creating value for customers/users and requirements when undertaking an innovation process.



### Sample One-Week Schedule

Monday	Tuesday	Wednesday	Thursday	Friday
<i>Arrival</i>	Entrepreneurial Thought and Action®	Market Tests (Timmons Model)	Negotiations	Managing a Growing Business
Orientation	Design Thinking	Entrepreneurial Finance	Entrepreneurial Marketing	The Rocket Pitch Competition

### Market Tests

This session identifies an iterative process for launching a venture focused on market tests and experimentation in the marketplace. This approach combines both the creation and prediction sides of Entrepreneurial Thought & Action to identify low cost means of testing your opportunity, learning from the test, and then reshaping the opportunity to take the next, larger test.

### Entrepreneurial Marketing

A practical guide for those who are interested in launching new ventures, this session is interdisciplinary and will cover topics ranging from strategic marketing to finance and leadership. Participants will receive hands-on guidance and instruction into the process of refining their business plan, articulating the value proposition of their opportunity, and formulating their strategy to achieve enduring success in a realistic context.

### Entrepreneurial Finance

New ventures or existing companies pursuing new opportunities typically require resources. Entrepreneurial finance looks at the type of funding sources available at different stages of a venture's life. Financing events occur in stages and are matched to milestones the venture plans on achieving. New ventures run into trouble when they are undercapitalized, but counter-intuitively, can also have problems when they are overcapitalized. This session will examine the interplay between capital needed, valuation of the organization and strategy.

### Negotiations

This session explores the many ways that managers and entrepreneurs think about and practice conflict resolution—with peers, bosses, subordinates, suppliers, customers, outside agencies, friends, neighbors, and even family members. Even though many workplace interactions are not defined as a formal “negotiation,” this skill is both a critical managerial capability and the foundation of successful conflict resolution in daily life. The session features active participation in negotiation simulations and exercises, as well as thoughtful application of theory. Participants will have the opportunity to learn more about their own negotiating preferences and the consequences of the choices they make. In addition, they will be asked to accept and offer feedback on negotiation behavior that they demonstrate and observe.



## Sample Session Descriptions



### Managing a Growing Business

Participants will study the challenges and opportunities associated with entrepreneurial management and growth. We will focus on the decisions of high-growth owner/managers in recognizing and choosing opportunities, obtaining and allocating resources, challenging and directing personnel, and adapting personal goals and corporate strategies to changing personal business conditions. In this process, participants will examine management challenges for companies that are preparing to become public.

### Rocket Pitch Competition

This concluding session integrates the content and experiences from the program. Students make Rocket Pitches which are critiqued by the faculty and peers. The objective is to strengthen students' venture concepts, addressing value proposition, business model, action plans/future planned experimentation in the market, and resource requirements.



### ANDREW “ZACH” ZACHARAKIS – Professor, John H. Muller, Jr. Chair in Entrepreneurship



Andrew Zacharakis is The John H. Muller, Jr. Chair in Entrepreneurship. He is the Director of the Babson College Entrepreneurship Research Conference and past president of the Entrepreneurship Division of the Academy of Management. He is also a past chair of the Entrepreneurship Department at Babson College and a past Director of the Arthur M. Blank Center for Entrepreneurship at Babson. His writings and research focus on two major areas of entrepreneurship: the venture capital decision-making process, and entrepreneurial growth strategies.

Zacharakis is the co-author of five books, *Entrepreneurship*, 3rd Edition, *Entrepreneurship: The Engine of Growth Volume 2*, *The Portable MBA in Entrepreneurship*, 4th Edition, *Business Plans that Work*, 2nd Edition, and *How to Raise Capital*.

### ABDUL ALI – Associate Professor of Marketing

Dr. Abdul Ali's research, teaching, and consulting focus on entrepreneurial marketing, new product management, marketing analytics, marketing strategy and marketing high-tech products. His work has appeared in *Management Science*, *Journal of Product Innovation Management*, *Managerial and Decision Economics*, *Journal of Business Research*, and *Marketing Letters*. He and his two co-authors published a book entitled, *A Casebook for Business Statistics: Laboratories for Decision Making* published by John Wiley & Sons. He also co-authored a chapter each on *Entrepreneurial Marketing* in two books edited by William Bygrave and Andrew Zacharakis. Dr. Ali is a member of the U.S. Global Entrepreneurship Monitor (GEM) team since 2008 and has also written chapters on *Innovation and Entrepreneurship in the United States GEM Executive Reports*. He was an Area Editor of *Marketing and Entrepreneurship* for the *Journal of Asia Business Studies* from Fall 2006 to Spring 2014.



### LAKSHMI BALACHANDRA – Assistant Professor of Entrepreneurship



Lakshmi Balachandra is a leading expert in improvisation, negotiation and entrepreneurial pitching. She is Fellow in the Women and Public Policy Program at the Harvard Kennedy School of Government where she examines the impact of gender on entrepreneurial success in acquiring early-stage funding.

Her research investigates the applications of improvisation and trust in negotiation and entrepreneurship. Her dissertation on entrepreneurial pitches and trust development in angel investors was awarded both a Graduate Research Fellowship from the Program on Negotiation at Harvard Law School and a Kauffman Dissertation Fellowship from the Ewing Marion Kauffman Foundation. Her paper on improvisation and leadership was awarded a Barry Armandi Best Student Paper award in Management Education from the Academy of Management.

### DENNIS CERU – Adjunct Professor, Entrepreneurship



Dr. Dennis Ceru is an Adjunct Professor at Babson College, where he teaches MBA courses in entrepreneurship and business strategy. Dennis has more than 25 years of experience delivering successful business and technology solutions through leadership and management positions in the high-tech, financial services, and healthcare fields. He is a recognized speaker and author on key topics in strategy and technology for the financial services industry and has been quoted extensively online and in print periodicals.

He is the President and CEO of Strategic Management Associates, LLC, a company dedicated to providing business leaders with the tools necessary to expand and manage growth. His areas of expertise center on developing and implementing tactical action plans to achieve strategic goals, designing work flows to reduce inefficiency and optimize performance, aligning business operations and people for optimum effectiveness, and change management. In partnership with The SBANE Educational Center he developed and leads The CEOs Group, an innovative executive leadership program for growing entrepreneurial companies.

### BRADLEY GEORGE – Associate Professor of Entrepreneurship

Bradley George is an Associate Professor and the former holder of the John A. Hornaday Term Chair in Entrepreneurship. Professor George has a Ph.D. in Strategic Management and Entrepreneurship from Indiana University, an MBA from the University of Northern Iowa, and a B.S and M. Eng. in Mechanical Engineering from University of Louisville. His research focuses primarily on the areas of strategic decision making processes and research methodology. His research has appeared in the Journal of Management Studies, Entrepreneurship Theory & Practice, Frontiers in Entrepreneurship Research, and Venture Capital: An International Journal of Finance. He was awarded the Stevens Institute of Technology Wesley J. Howe Award for the best paper on the topic of Corporate Entrepreneurship at the Babson College Entrepreneurship Research Conference in 2008 for his paper entitled “Is IPO the Death of Innovation”. His work also appears in the book Life Cycles of New Ventures: A Cross-National Investigation and he has co-authored three teaching cases in entrepreneurship. His areas of interest and expertise include strategic decision making, the role of governance structure in corporate innovation, sustainability and research methodology.



### DAVID LOPEZ – Adjunct Lecturer, Entrepreneurship



Professor David Lopez is a multi-faceted executive with progressive increases in responsibility from direct contributor to senior management levels. Professor Lopez has a record of significantly improving sales and employee productivity, performance and recognition. He is a visionary, creative and results-driven leader with strong financial insights and analytical, communication, and interpersonal skills. His experience with startups, turnarounds and ongoing businesses is coupled with budgetary responsibility up to \$450 million.

A team builder and effective communicator, Professor Lopez has demonstrated the ability to establish and maintain C-level relationships, reengineer processes and develop multi-functional teams to support strategic initiatives and produce meaningful and measurable growth. Skilled at handling management, finance and business development challenges, Professor Lopez excels at leveraging his knowledge with a tireless work ethic to deliver results.



## AGREEMENT

This document confirms that Waseda University has entered into an Agreement with Babson College to participate in a 1-week program:

### ***Babson Build: The Entrepreneurship Program for University Students – UG2***

**Dates:** Arriving Monday, July 15, 2019; Departing Saturday, July 20, 2019

**Location:** Babson College, Wellesley, Massachusetts

**Program Fee:** Delivery of the program will be charged at \$1,670 USD per participant.  
(Fee reflects Collaborative Member Discount)

For groups of 5 or more, a faculty member may attend the program and stay in the dormitory free of charge. This individual will serve as Group Coordinator and will be responsible for the cost of his or her own meals.

***Included in the fee:***

- ✓ A 1-week academic program.
- ✓ Program design, case discussions, classroom and materials, and program administration.
- ✓ Accommodations at a Babson College dormitory.
- ✓ Three meals per week day at a Babson Dining Hall.
- ✓ Sessions to be held in classrooms on Babson College campus.
- ✓ Welcome reception with food and non-alcoholic beverages.
- ✓ Transportation to the city of Boston for exploration.
- ✓ Transportation to the Wrentham Village Premium Outlets.
- ✓ Transportation to and from Logan Airport (one pick up & one drop off per program).

***Misc. Expenses:***

Any out-of-pocket expenses associated with the program will be billed at cost. Such costs would include shipping or mailing of advance reading materials to participants. Incidental personal expenses will be charged to individual students.

***Important Note:***

We are holding these dates for you contingent upon receipt of the signed agreement. We strongly encourage you to return the agreement as soon as possible in order to guarantee your participation in the program. A final “head count” is due to us no later than April 15, 2019. After that date, there is no guarantee that we can accommodate additional students. The comprehensive participant list is due to us in the template provided by June 1, 2019.

***Terms of Payment:***

Ninety days prior to the start of the program, Babson will invoice Waseda University one-half of program fees. The remaining one-half plus miscellaneous expenses will be invoiced at the conclusion of the program. All payments shall be net of all local, regional, or national taxes, including but not limited to withholding tax, all of which, if any, shall be borne by Waseda University.

***Health Insurance:***

It is Waseda University’s responsibility to ensure that all participants have health insurance.





**Age Requirement:**

All students participating in Babson Build must be 18 or older.

**Learning Environment:**

Babson College is committed to preserving a learning environment that promotes the health and safety of our community members. Babson reserves the right to refuse continued program participation for any participant of client that fails to meet Babson College’s Community Standards (available at Babson’s website).

**Intellectual Property:**

All materials in connection with this MOA, together with all copyright, trademark, trade dress, trade secret, patent and other proprietary rights therein (“Intellectual Property”) shall belong exclusively to Babson College. The receiving party will not alter, deface, remove, cover-up or mutilate in any manner whatsoever any copyright or other proprietary notice that Babson College may affix to the Program Materials. Solely during the term of this MOA, the providing party will agree to grant a limited, non-transferable, non-exclusive, right to use the whole (not individual pieces alone) of such Intellectual Property (other than the name “Babson College or any of its logos or designs), free of any royalty or any related economic consideration, solely for the benefit of the Program.

**Contact information for individual handling payments:**

Name \_\_\_\_\_

E-Mail \_\_\_\_\_

Telephone \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Cancellation:**

In the event of cancellation or postponement, a fixed cancellation fee will be charged as detailed below. Written notice of cancellation received:

Less than 30 days prior to start of program:	85% of total program fees
30-59 days prior to start of the program:	70% of total program fees
60-90 days prior to start of the program:	55% of total program fees

The parties have caused this Agreement to be executed in duplicate and entered into as of the date of the last party below to execute.

**Please return signed agreement via scanned document or to fax number 781-239-5266.**

Accepted by \_\_\_\_\_

Date \_\_\_\_\_

Signed for Babson College \_\_\_\_\_

Date \_\_\_\_\_

