

BABSON COLLEGE

# Unleash the Power of an Entrepreneurial Mindset

## Babson Build—Graduate Students

**Are you ready to grow as an entrepreneurial leader?**

Discover Babson Build: The Entrepreneurship Program for University Students, a high-impact academic experience that puts the power of entrepreneurship in your hands. During this one-week residential program, you'll learn from renowned faculty and engaging guest speakers at Babson College, the No. 1 college for entrepreneurship in the United States.

**Globalize Your Network.** Spend a week in July meeting innovative graduate students just like you, from universities around the world, in a hands-on, team-oriented environment. Live and learn as you form lasting connections and grow your network with a globally diverse cohort of peers. Examine business challenges and collaborate with fellow participants on a project worthy of "Shark Tank," the famous TV show.

**Boston Beckons.** Make your own fun beyond campus, exploring the nearby innovation hubs of Boston and Cambridge, and even New York City, just a four hour drive south. You'll find something for everyone, from harbor cruises to U.S. history; world-class museums to champion sports teams; shopping and sightseeing to sampling classic American dishes. Or, relax and unwind on campus with a soccer or frisbee game.

**Challenge Yourself.** History proves that downturns are fertile grounds for innovation and entrepreneurship. With the make-it-happen mindset you'll gain at Babson, you'll look at the world through an entrepreneurial lens, seeing challenges as opportunities and applying a new problem-solving framework to all aspects of your life.

## Get to Know Babson College

Established in 1919 by accomplished entrepreneur Roger Babson, Babson College is a hub of innovation and entrepreneurship, attracting a global community of the world's brightest undergraduate and graduate students. We develop entrepreneurial leaders, giving students the tools and skills to foster growth and create value in their careers and communities. Nestled in a safe and picturesque New England suburb, Babson College's 370-acre campus is home to 3,000 undergraduate and graduate students, and nearly 1,000 faculty and staff members.

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

**#10** TOP COLLEGES  
For International Students  
— *Forbes Magazine, 2019*

**424** STUDENTS  
**53** UNIVERSITIES  
**35** COUNTRIES  
— *Babson Build, 2019*

# INNOVATE AND LEARN AT BABSON BUILD >>

The Babson Build program is designed to take you inside the new venture creation process. You'll learn the steps for bringing business ideas to life, through classes that blend entrepreneurship with experiential learning. Explore different topics throughout the program, bringing everything together in your final "Shark Tank" Pitch. Earn a Babson Build certificate at the end of the program.

## Sample Babson Build Sessions\*

|  |  |
|--|--|
| <b>Innovation &amp; Creativity:<br/>Entrepreneurial Thought and Action</b>       | Entrepreneurship is a way of thinking and acting. Examine how it impacts our behaviors, and learn how entrepreneurs act under increasing levels of uncertainty.                    |
| <b>The Entrepreneurial Journey:<br/>Start › Scale › Exit</b>                     | 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. |
| <b>Innovation Dynamics and Disruption</b>  | See how startups with limited resources are able to disrupt established incumbent firms, and understand the nuances of this phenomenon.  |
| <b>Business Model Innovation</b>   | Break down the key components of a business model, and learn how to spot and replicate successful business value propositions and strategies.                                      |
| <b>Growing Pains: The Challenging Path to Increase Valuation</b>                 | Understand the connection between the financial side of growing a venture and the decisions executives make about new ideas and innovations.                                       |
| <b>Digital and Agile Marketing for Startups</b>                                  | Think like an entrepreneurial marketing manager as you master foundational aspects of segmentation, targeting, and positioning to build awareness for your product or service.     |
| <b>Scaling Up Operations: Building Deep and Distinctive Capabilities</b>         | Explore ways to scale an entrepreneurial venture and the benefits of growth, including more innovation, more productivity, and better employee benefits.                           |
| <b>"Shark Tank:" Articulating Opportunities to Attract Resources and Funding</b> | Bring together everything you've learned throughout Babson Build. Articulate your team's opportunity in a compelling 10-minute presentation.                                       |

*\*Session programming is subject to change; actual sessions may vary. Students are expected to be present for all sessions, and course materials include case studies, breakout sessions, videos, group presentations, and lectures. All students must be proficient in both speaking and reading English, as all course materials and lectures are delivered in English.*

10/20\_ENRMLMKT2-2094

"The entrepreneurship journey involves constant problem solving: building the entrepreneurial team, attracting resources, turning ideas into opportunities, rapid prototyping, and testing business models in order to profitably scale. Learn Babson's secret recipe for how to use limited resources to impact change and solve some of the world's toughest problems."

– Professor Jay Rao, Babson Build Faculty Director  
Babson College

## CONNECT WITH US



[Babson](#)



[BabsonCollege](#)



[Babson College](#)



[BabsonCollege](#)