

*"He who dares to teach must never cease to learn."
—Richard Henry Dann*



BABSON

May 25–29, 2009 • Babson College

Price-Babson | SEE

SYMPOSIUM FOR ENTREPRENEURSHIP EDUCATORS

PROGRAM OVERVIEW

Entrepreneurship is the fastest-growing business discipline. As the recognized leader in entrepreneurship education, Babson College seeks to raise the quality of the content and the process of teaching entrepreneurship through its Price-Babson SEE Program. Our goal is to develop an ever-increasing international cadre of capable entrepreneurship educators who understand the importance of creating intellectual and practical connections between theory and practice in teaching. More than 2,000 academics and entrepreneurs from 500 academic institutions, government organizations, and foundations in more than 50 countries are alumni of Price-Babson and other SEE programs.

In an intensive four-day program, participants explore the entrepreneurial process, the "art and craft" of teaching and learning entrepreneurship. The program provides an introduction to case-method teaching and alternative teaching methodologies. Attendees are encouraged to identify, plan, and personalize their own entry (or re-entry) strategy into academia, and to improve as teachers, learners, researchers, colleagues, and entrepreneurs. They identify and explore new content, programs, and materials, and are exposed to the realities of the cyberspace revolution. At the heart of the Price-Babson SEE Program is a belief that teaching effectiveness can be learned and must forever improve.



The Arthur M. Blank Center for Entrepreneurship

Team Guidelines

Each participating institution should send an academic member and an active entrepreneur, as a "team" to the symposium. In selecting your Price-Babson entrepreneur, please use these guidelines:

- The entrepreneur should be the owner or CEO of one or more significant businesses (highly successful businesses with a minimum of 15 employees).
- It is advisable for the entrepreneur to have taught one course, or at least to have been a guest lecturer, before attending Price-Babson SEE.
- The entrepreneur should expect to be involved in teaching and/or program development at your institution following Price-Babson SEE. Time commitment expectations should be clear and realistically explained prior to inviting the entrepreneur to attend the program.
- The academic team member should recognize that teaching effectiveness and educational value in entrepreneurship courses can be greatly enhanced by educators who bring significant entrepreneurial experience to the classroom.

Price-Babson SEE Faculty and Curriculum

Several outstanding Babson faculty will teach one or more sessions at Price-Babson SEE including:

Heidi Neck

Jeffrey A. Timmons Professor of Entrepreneurship Studies
Faculty Director, SEE Programs

Candida Brush

Chair, Entrepreneurship Division
Paul T. Babson Professor of Entrepreneurial Studies

Leslie Charm

Lecturer in Entrepreneurship

Trish Costello

Director, The Arthur M. Blank Center for Entrepreneurship

Andrew Zacharakis

John H. Muller Jr. Chair in Entrepreneurship

Session Topics:

- The Entrepreneurial Teacher
- Mapping the Entrepreneurship Territory
- Cultivating the Entrepreneurial Mind-set
- New Venture Creation as a Rite of Passage – The Student Experience
- The Timmons Model of Entrepreneurship in Action
- Managing the Growing Venture
- Understanding Entrepreneurial Finance
- Idea Generation
- Social Entrepreneurship
- Web 2.0 in Entrepreneurship Education
- Experiencing the Venture Capital Process
- What's Next in Entrepreneurship Education?

Our Venue

All SEE sessions will be held at the Babson Executive Conference Center on the Babson College campus. Single-occupancy accommodations and meals are provided in this independently managed, full-service executive conference center. Those with special needs can be accommodated.

2009 Program Dates and Cost

Starts: Monday, May 25, Welcome Reception and Dinner

Ends: Friday, May 29, after lunch

The Price-Babson SEE registration fee of \$4,850 per two-person team includes:

- Pre-course reading materials
- Program notebook with participant bios, annotated agenda, case studies, and research materials
- Overnight accommodations (four nights starting Monday, single occupancy)
- Meals (starting Monday dinner, ending Friday lunch)
- Refreshment breaks and evening receptions

Transportation

Participants are responsible for transportation arrangements and costs to and from the Babson College campus in Wellesley, Massachusetts. Logan International Airport in Boston provides a convenient location for domestic and international flight arrivals and departures. Our staff can advise you on transportation logistics between the airport and Babson.



We look forward to welcoming you
to the Price-Babson SEE Program!

Inquiries can be sent to:

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