



**THE ARTHUR M. BLANK
CENTER FOR ENTREPRENEURSHIP
AT BABSON COLLEGE**

THE ARTHUR M. BLANK CENTER FOR ENTREPRENEURSHIP

is the hub for entrepreneurial activity at Babson. It is the Center's mission to lead the global advancement of entrepreneurship education and practice through the development of teaching, research, and outreach initiatives that inspire entrepreneurial thinking and cultivate entrepreneurial leadership in all organizations and society.

Dedicated in 1998, the center is named for Arthur M. Blank '63, H'98, cofounder of The Home Depot; chairman, president, and CEO of the Atlanta Falcons; and chairman of the Arthur M. Blank Family Foundation.



ACADEMIC PROGRAMS

Babson was the first academic institution in the world to offer a course in entrepreneurship. Since then, we've been internationally recognized as the leader in entrepreneurship education. Our faculty and staff recognize the interdisciplinary value of entrepreneurship and weave it throughout our curricular and cocurricular programs. The skills learned through our entrepreneurship programs are vital for the success of any business—large or small, public or private, corporate or not-for-profit, local or global.

Babson students can holistically apply the management skills of traditional business disciplines to the recognition and shaping of entrepreneurial opportunities. And they develop business models that make use of those opportunities in ways that create value. While our entrepreneurship programs provide a broad skill set for business, they also provide highly customized paths in specific areas, including new ventures, franchises, corporate ventures, socially responsible companies, and family-controlled enterprises.

Babson undergraduate and MBA students jump right into entrepreneurship when they arrive on campus. All undergraduate students take part in the Foundation Management Experience, a required practicum in entrepreneurial new venture creation. Student teams plan and develop a for-profit venture, then launch, manage, and liquidate it, selecting a local social service agency to receive its profits. Likewise, full-time MBA students spend the entire first year of their program tracing the new venture creation cycle and learning traditional business principles within the context of entrepreneurial thought.

SPECIALTY PROGRAMS

- **Accelerated Curriculum for Entrepreneurs:** an integrated, yearlong program that addresses the fundamentals of entrepreneurship education for undergraduate students.
- **Entrepreneurship Intensity Track:** a customized elective curriculum designed for students committed to starting a high-potential venture while completing their MBA.

COCURRICULAR PROGRAMS

Our cocurricular organizations, programs, and events provide our students with exposure and hands-on opportunities that compliment what they learn in the classroom. These include:

- **Business Plan Competitions:** Babson was the first academic institution to hold a business plan competition for students. Each year, Babson alumni from around the world volunteer their time to evaluate student business plans. Based on their feedback, three undergraduate and three graduate finalists are chosen to compete in the Douglass Foundation Graduate Business Plan Competition and the John H. Muller Jr. Undergraduate Business Plan Competition. Winners receive capital and in-kind awards.
- **Hatcheries:** Our Hatcheries provide undergraduate and graduate students with incubator space to "run their businesses" between classes. Selected student businesses are provided with professional and semi-private work space as well as access to Babson's world-class faculty.

- **Rocket Pitch:** We invite Babson student and alumni entrepreneurs to pitch their business ideas to a large audience of students, faculty, entrepreneurs, investors, and service providers. Each entrepreneur is given three minutes to quickly and succinctly deliver the critical differentiating elements of his/her business ideas.
- **Student organizations:** Our six student-led entrepreneurship organizations host programs and events that compliment classroom learning and provide exposure to industry leaders.

Babson Executive Education works with corporations from around the world, enabling them to continuously innovate and stay at the forefront of their respective markets. At Babson, we recognize the ability to identify and capitalize on entrepreneurial opportunities is vital to the success of any size business. Our integrated and customer-focused programs are ranked with the top executive education schools worldwide by both *Financial Times* and *BusinessWeek*.

RESEARCH

Babson faculty members are leading providers of global entrepreneurship intellectual capital. Their path-breaking entrepreneurship research defines, shapes, and advances the field. Their work appears in leading academic journals and best-selling textbooks, and they infuse this intellectual capital into our academic programs with relevant, real-world teaching cases. Examples of Babson research efforts are provided below.

- **Global Entrepreneurship Monitor (GEM):** the world's largest and longest-standing globally focused entrepreneurship research. Babson, in partnership with London Business School, launched the GEM research project in 1999. More than 200 scholars and researchers currently participate in the project. The results of GEM data analysis are used as a key benchmarking indicator by a number of distinguished regional, national, and supranational authorities around the world.
- **Successful Transgenerational Entrepreneurship Practices (STEP) project:** a research project that explores the entrepreneurial process within family businesses and practices for building legacies of social and economic wealth across generations around the globe.
- **Diana Project:** a multiyear and multiuniversity study of female business owners and business growth activities. Two of the five leading female scholars who have written the Diana Project are Babson faculty members.

- **The Babson/Historically Black Colleges and Universities Entrepreneurship Consortium:** a consortium focused on creating teaching cases to represent and encourage black entrepreneurship.
- **Babson College Entrepreneurship Research Conference (BCERC):** the world's pre-eminent research conference for entrepreneurship. The best papers from the conference are published annually in *Frontiers of Entrepreneurship*.



OUTREACH PROGRAMS

At Babson, we believe in combining entrepreneurship theory and practice, real-world exposure and experience. To provide this exposure, we bring entrepreneurial leaders to campus to share their stories with the College community. Many elite entrepreneurs are members of our Academy of Distinguished Entrepreneurs, the world's first entrepreneurship "hall of fame." These members are often inducted on Founder's Day, our annual celebration of the entrepreneurial legacy of our founder, Roger Babson.

In order to train educators from other institutions in the "Babson way" of teaching entrepreneurship, we created our Symposia for Entrepreneurship Educators. Since 1984, we've trained more than 1,050 entrepreneurship educators to combine entrepreneurship theory and practice in their teaching. These educators reach tens of thousands of students around the globe each year. Our Symposia for Entrepreneurship Educators suite of programs include:

- **Price-Babson Symposium for Entrepreneurship Educators:** Our flagship program is held each spring on our campus; cross-disciplinary educators from around the world are invited to attend.
- **Babson Symposium for Entrepreneurship Educators:** Our customized programs are hosted on multiple occasions throughout the year at institutions around the world.
- **Babson-Olin Symposium for Engineering Entrepreneurship Educators (SyE²):** Our first discipline-focused program is designed for engineering educators.
- **REFLECT:** We host this annual reunion program for all SEE alumni.