

Studio for Entrepreneurship Educators in Asia

November 7 - 17, 2022, Live Online

Advance Your Pedagogy and Inspire the Next Generation of Entrepreneurs and Innovators

The modern business landscape is constantly changing, so educators and institutions must be prepared to adapt in order to succeed. Using the Babson Entrepreneurial Thought & Action® (ET&A™) methodology, Babson's Studio for Entrepreneurship Educators (SEE) brings together educators from across Asia who are eager to learn how to cultivate an entrepreneurial mindset within their students and apply action-based teaching pedagogies to do so. Enroll to join a global community of more than 3,500 educators who have benefited from Babson's entrepreneurship educator programs.

Babson's Hallmark Methodology Taught by Experienced Babson Faculty

At Babson College, entrepreneurship is a way of thinking, acting, and being that combines the ability to identify and create opportunities with the courage to act on them. The Studio for Entrepreneurship Educators in Asia is the only program to utilize this teachable methodology, the Entrepreneurial Thought & Action (ET&A) methodology, designed to help learners embrace and confront uncertainty rather than to avoid it. It emphasizes smart action over planning. It emphasizes moving quickly from the white board to the real world. It's a method that can be learned and should be practiced.

Learn from leading Babson College thought leaders in the field of entrepreneurial education, like Heidi Neck, as you experience and incorporate the proven Entrepreneurial Thought & Action methodology into your entrepreneurship and innovation programs.

Sample Schedule

As the official program, the Studio for Entrepreneurship Educators in Asia is based on topics and approaches developed, tested, and refined at Babson College. All sessions will be taught by Babson College full-time faculty.

This is the official Babson workshop designed for educators throughout Asia. Given the workshop format of this program, the concepts and sessions connect and build on one another, so participants who are accepted to the program are expected to attend all sessions. Eight live virtual sessions, each 90 minutes in duration, will be scheduled Monday through Thursday over two weeks. In addition to live virtual sessions, office hours will be offered virtually with select Babson faculty.

Upon completion of the program, participants will receive a certificate signed by the faculty director, Heidi Neck, and by the dean of Babson Academy, Amir Reza.

Week 1	
Monday, November 7	Teaching Entrepreneurial Mindset
Tuesday, November 8	Practicing Entrepreneurial Thought & Action
Wednesday, November 9	Design Thinking for Idea Generation
Thursday, November 10	Entrepreneurial Identity
Week 2	
Monday, November 14	Signature Learning Experiences – Babson’s Foundations of Management and Entrepreneurship (FME) Course
Tuesday, November 15	Opportunity Evaluation and Market Testing
Wednesday, November 16	Business Model Development
Thursday, November 17	Entrepreneurs “Inside” Organizations: Beyond Innovation

Featured Experts

1. Heidi Neck

Jeffrey A. Timmons Professor of Entrepreneurship

A pre-eminent expert in the field, Heidi Neck works globally on cultivating the entrepreneurial mindset and promoting the positive force of entrepreneurship as a societal change agent. She has been recognized for excellence in pedagogy and course design by the Academy of Management, The Schulze Foundation, the Entrepreneur and Innovation Exchange (EIX), and USASBE (United States Association for Small Business and Entrepreneurship).

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2. Andrew Corbett

The Paul T. Babson Distinguished Professor of Entrepreneurial Studies

One of the most cited entrepreneurship experts in the world, Andrew Corbett focuses on corporate entrepreneurship and entrepreneurship training. He also has been awarded the McGraw-Hill Innovation in Entrepreneurship Pedagogy Award by the Academy of Management.

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3. Andrew Zacharakis

John H. Muller Jr. Professor of Entrepreneurial Studies

Andrew Zacharakis' work focuses on the venture capital decision-making process and entrepreneurial growth strategies. An active angel investor, he invests in seed stage deals. He has held positions with The Cambridge Companies, IBM, and Leisure Technologies. He is a consultant to entrepreneurs and small-business startups and ventures.

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4. Eliana Crosina

Assistant Professor of Entrepreneurship

Eliana Crosina has extensive professional work experience in both the for-profit sector and in the not-for profit sector. Her current research focuses on identity and new venture creation, and has received several field-level awards and recognitions, including by the NFIB and Kauffmann Foundations.

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5. Alisa Jno-Charles

Assistant Professor of Entrepreneurship

Alisa Jno-Charles has more than a decade of finance and entrepreneurship experience, and her goal is to help students, entrepreneurs and their ventures understand who they are and how it impacts their decisions and outcomes. She has been featured on CNN, TechCrunch, and in Forbes.

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6. Phillip Kim

Professor and Lewis Family Distinguished Professor in Social Innovation

Phillip H. Kim is an internationally recognized expert on entrepreneurship. He studies, teaches, and advises on different aspects of how entrepreneurial ideas become reality. Specifically, his research interests include start-up processes and founding teams, institutions and entrepreneurship, cross-national differences in entrepreneurship (especially in emerging economies), technology entrepreneurship, and innovation narratives. He has been awarded the Dean of Faculty Empirical Scholarship Award.

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