

**BABSON COLLEGE**

# The Best Leaders Are Entrepreneurial



## Master of Advanced Entrepreneurial Leadership

Cultivate your ability to mobilize others and drive growth and renewal at your organization with Babson's 100% online Master's in Advanced Entrepreneurial Leadership. Here's why an MSAEL degree is key to advancing your career.

- » Your professors and curriculum will take you beyond business fundamentals, with topics like opportunity recognition, organizational innovation, design thinking, entrepreneurial leadership, strategic problem formulation, and growth marketing.
- » Connect with like-minded, experienced professionals. Enhance your performance as a remote team leader by collaborating with peers online and across time zones.
- » From day one, the concepts and tools you learn in class will translate to your career. Make measurable headway on a transformation project for your organization with support from faculty members.

### What Does Entrepreneurial Leadership Mean at Babson?

Entrepreneurial leaders share three defining characteristics that make them different from every other type of leader. MSAEL graduates will become strong risk managers. They will be exceptional uncertainty navigators. They will develop into highly skilled ambiguity explorers. These three traits work together, enabling entrepreneurial leaders to make decisions, solve problems, and create value.

**#1** IN ENTREPRENEURSHIP  
FOR 27 CONSECUTIVE YEARS  
— *U.S. News & World Report*

**FIRST  
COHORT**



Join the inaugural class and be part of the  
**FIRST WAVE** of MSAEL STUDENTS AT BABSON.



**\$50M**

The Blank Family Foundation's **\$50 MILLION GIFT** established Babson College's **ARTHUR M. BLANK SCHOOL FOR ENTREPRENEURIAL LEADERSHIP**.

# HOW IT WORKS >>

Attend class from anywhere in the world. Your online courses, totaling 30 credits, are divided into three modules and can be completed in 24 months. Start with the **CATALYST MODULE**, which provides the building blocks you'll need to become an advanced entrepreneurial leader. In the **ACTIVATION MODULE**, get a detailed understanding for how to accomplish organizational innovation. The final **APPLICATION MODULE** is an integrated project you'll undertake to apply the curriculum in real time to drive change within your organization.

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# 1

### CATALYST MODULE

Entrepreneurship

Entrepreneurial Leadership

Strategic Problem Formulation

Financial Sustainability  
& Performance Management

Growth Marketing

Analytics

# 2

### ACTIVATION MODULE

Corporate Entrepreneurship

Strategic Transformation

Innovation Roles

Scaling a New Business Within  
the Enterprise Through Digital

Project Management  
Under Uncertainty

Elective or Coaching

# 3

### APPLICATION MODULE

Personal Project

*Work with a faculty mentor to apply what you've learned to initiate transformation or launch a growth project at work.*

\*MSAEL is not available to residents of Florida.

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“Entrepreneurial leaders are able to lead from any position. They know leadership doesn't always come from the top. It comes from action, not hierarchy. Entrepreneurial leaders are high-performance, collaborative problem solvers and are broadly needed in all industries.”

– D.R. Widder MBA'99  
Vice President of Innovation, Babson College

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