The Babson Collaborative Global Summit
March 15-18, 2021
Welcome, Everyone!

- Amir Reza, Dean of the Babson Academy and Global Education
- Jamie Kendrioski, Director of the Babson Collaborative
About Babson College

Babson College is the educator, convener, and thought leader for Entrepreneurship of All Kinds®.

We shape the entrepreneurial leaders our world needs most: those with strong functional knowledge and the skills and vision to navigate change, accommodate ambiguity, surmount complexity, and motivate teams in a common purpose to create sustainable economic and social value in organizations of all types and sizes.

A global leader in entrepreneurship education, Babson offers undergraduate, graduate, and executive education programs as well as partnership opportunities.”
The Babson Academy provides **access**, **inspiration**, and **connection** for universities and educators who desire to create a better world through entrepreneurship education.
THE BABSON COLLABORATIVE
connects institutions around the world that are building and expanding their entrepreneurship ecosystems.

Gain access to pedagogical best practices, expertise, and thought leadership from Babson, and a network of like-minded member institutions

ADVANCING ENTREPRENEURSHIP EDUCATION TOGETHER

29 Member Institutions

20 Countries

300+ Educators Engaged
OUR GLOBAL NETWORK
29 Member Institutions -- 20 Countries -- Over 200 Educators Actively Engaged

Canada: Université Laval
USA: Babson College, High Point University
Mexico: CETYS, Tec de Monterrey, Universidad de Guadalajara
Ecuador: UTPL
Peru: Universidad de Piura
Chile: UDD, Universidad Mayor
Brazil: FACENS
Kazakhstan: Almaty Management University
Kuwait: AUM
Norway: Nord University, NTNU
Spain: EAE, EDEM
Lebanon: USEK
Egypt: The American University in Cairo
Saudi Arabia: MBSC
Thailand: Bangkok University
South Korea: SolBridge
Japan: Waseda University
Afghanistan: American University of Afghanistan
India: Bennett University, FLAME University, Mahindra University
Brazil: FACENS
Ecuador: UTPL
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Saudi Arabia: MBSC
Thailand: Bangkok University
South Korea: SolBridge
Japan: Waseda University
Afghanistan: American University of Afghanistan
India: Bennett University, FLAME University, Mahindra University
While the global pandemic has forced educators to adapt to online and hybrid teaching, this transition has also identified opportunities to rethink the geographical boundaries and limitations of the university. What are the implications for learners, educators and educational institutions when geography matters less, technology matters more, and new paradigms present unprecedented challenges and opportunities? How do we take advantage of these opportunities to improve and enrich our curriculum and our ecosystems?
THANK YOU!

SUMMIT EXECUTIVE COMMITTEE

José Manuel Aguirre Guillén, Tec de Monterrey
Helena Bouza, EDEM Business School
Darshan Doshi, FLAME University
Brad George, Babson College
Ayman Ismail, The American University in Cairo
Carlos Rodrich, Universidad de Piura
Maripier Tremblay, Université Laval

PRESENTERS & PANELISTS

40+ Speakers
• 11 Sessions
• 13 Member Schools
• 10 Countries

BABSON ACADEMY TEAM

With special thanks to Jocelyn Lyons

THANK YOU!
500+ SUMMIT REGISTRANTS!

1st Registrant
Moises Carbajal Marron
Tecnológico de Monterrey (Mexico)

500th Registrant
Adriana Avila Moreno
Universidad de Guadalajara (Mexico)
Innovation in Global Entrepreneurship Education: Collaborative Book Launch

- Rocio Alvarez-Ossorio, EAE Business School (Spain)
- Servane Delanoë-Gueguen, TBS Business School (France)
- Colin Donaldson, EDEM Business School (Spain)
- María de los Dolores González-Saucedo, Tecnológico de Monterrey (Mexico)
- Carmen Goytre, EAE Business School (Spain)
- Tarek Hatem, The American University in Cairo (Egypt)
- Yipeng Liu, Henley School of Business (UK)
- Carlos Rodrich Portugal, Universidad de Piura (Peru)
- Ashraf Sheta, The American University in Cairo (Egypt)
- Christina Theodoraki, TBS Business School (France)
- Jorge Villagrasa Guarch, EDEM Business School (Spain)
CELEBRATING THE BOOK, OUR EDITORS AND AUTHORS

Dr. Heidi Neck
Jeffry A. Timmons Professor of Entrepreneurship
Academic Director Babson Academy
Babson College (USA)

Dr. Yipeng Liu
Professor in Management and Organization Studies
Henley Business School, University of Reading (UK)
Visiting Professor, Babson College (USA)

50 Authors:
CELEBRATING THE BOOK, OUR EDITORS AND AUTHORS

Themes:

• Building Bridges Across the University for Entrepreneurship

• Teaching and Learning Entrepreneurship

• The Impact of Entrepreneurship Education and New Directions
Innovation in Global Entrepreneurship Education: Teaching Entrepreneurship in Practice

From incubator to full internal entrepreneurship education ecosystem: the example of TBS

• Servane Delanoë-Gueguen, PhD, Associate Professor and Head of the Strategy, Entrepreneurship and Innovation Department, TBS Business School (France)
• Christina Theodoraki, PhD, Assistant Professor, TBS Business School (France)
BUILDING AN INTERNAL ENTREPRENEURSHIP EDUCATION ECOSYSTEM

- From helping students build new ventures to helping them develop an entrepreneurial mindset
- Requires concerted involvement of all internal stakeholders

Longitudinal example of structuring of the IEEE at TBS

2011 Triggering Event: Launch of Incubator

Development of extra-curricular support
Enriching Teaching & Research Activities
Several internal stakeholders

Students, Faculty, Support Staff, Program Leaders, Alumni…
A VIRTUOUS CIRCLE… STILL EXPANDING! !

Obs. #1: Launching the incubator brought together faculty, administrative staff and student associations

Obs. #2: Running the incubator involves close cooperation between faculty, management, program leaders, support teams and historical partners

Collaborative design of support, Coaching
Fast track from course to incubator
Participation in events (faculty as jury)
Staff as jury for class exercises

Obs. #3: Over time, the coordination between professors, support services, and alumni has strengthened

Obs. #4: [Flexibility] Business Starter organizes entrepreneurial events both independently and with student associations

Obs. #5: [Synergies] The cooperation witnessed in extra-curricular activities now permeates teaching activities and the development of an experiential learning pedagogy

Obs. #6: [Sustainability & Improvement] The continuous involvement of professors in extra-curricular activities enables the development of privileged relationships that nourish curricular activities
Revitalizing the innovation and entrepreneurship ecosystem at Universidad de Piura

Alvaro Tresierra, Maria Mercedes Henriquez, Carlos Rodrich
Cinthya Posso, Eddie Valdiviezo and Nicolas Vasquez
Universidad de Piura (Peru)
PIURA REGION
This region has been a pioneer in competitive global activities: high-quality cotton, agriculture, fishing and micro-finance systems.

PERU
According to the Entrepreneurship Index on LatAm, Peru is the most entrepreneurial country and 5th globally.*

INNOVATE PERU
The program has funded more than 3960 and more than 25 private institutions are now accelerating and investing in new companies.

PERUVIAN AND REGIONAL ENTREPRENEURSHIP ECOSYSTEM

DINAMIZATION OF REGIONAL I&E ECOSYSTEMS
Project funded by Innovate Peru, this initiative is being developed to improve the existing I&E ecosystem in Piura with e&i actors.

The objective is to position UDEP as the leading university for entrepreneurship in Peru. UDEP is focus in revitalizing an i&e ecosystem in the region.

Is a business incubator that acts as the entrepreneurship connector among the centres and schools of the university.

*Global Entrepreneurship Monitor, 2018
3 years with Babson Collaborative...

Visit to UDD Chile and UDD Visit UDEP - 2018

Collaborative Summit El Cairo - 2019

2ND Place Student Challenge Competition - 2019

TEC Monterrey visit to UDEP-CiE- 2019

UDEP Member of the Year Award - 2020

UDEP Invitation to join Advisory Board - 2020
Tec21 educational model: defining new ways to entrepreneurship education

María de los Dolores González-Saucedo, Ph.D.
Academic Director- Business Administration Program
Tecnológico de Monterrey (México)
dolores@tec.mx
Tecnologico de Monterrey vision: “We develop leaders with an entrepreneurial spirit, a humanistic outlook and a global vision”

2020 Strategic Plan
TEC21 Educational Model

• Competency-Based Curriculum
  • Discipline
  • Cross-cutting
• Learning through different training units (subjects, blocks, modules, concentrations, Tec Weeks, Tec Semesters)

Cross-cutting competencies
1. Self-awareness and self-management
2. Innovative Entrepreneurship
3. Social intelligence
4. Ethical and citizenship commitment
5. Reasoning for complexity
6. Communication
7. Digital Transformation
INNOVATION IN THE CURRICULUM

First Semester School of Business

- **5 week course**
- **15 week course**
- **5 week course**
- **5 week course**
- **5 week course**
- **5 week course**
- **Block 2**
  - **Module 1**
  - **Module 2**
  - **Module 3**
- **Block 3**

Entrepreneurship & Business Administration

Students

Partner's Challenge

Professor 1

Professor 2

Professor 3

Solution for Partner
Entrepreneurship education in Egypt and the MENA Region: experiential learning in an entrepreneurship course

- Tarek Hatem, Professor of Entrepreneurship and Strategy and Director of the Entrepreneurship Unit in the School of Business, The American University in Cairo (Egypt)
- Ashraf Mohamed Sheta, Visiting Assistant Professor of Entrepreneurship, The American University in Cairo (Egypt)
Experiential learning

Professor Roles
- Facilitator
- Mentor
- Coach

Student Roles
- Entrepreneur
- Author
- Consultant
Individual selling assignment
- MVP
- Validated concepts
- Earning money
- Products Fair

Case write-up
- Egyptian cases
- Arab relevance
- Publication

Start up consultation
- Marketing
- Operations
- Business model
- Finance
- Sales
Innovation in Global Entrepreneurship Education: Teaching Entrepreneurship in Practice

EAE Business School
EAE Lab Pyramid Program

Marcelo Leporati
Director Strategic Management, Entrepreneurship and Innovation

Carmen Goytre
Professor of the Master of Entrepreneurship and Innovation

Rocio Alvarez-Ossorio
Director EAE Emprende
Professor of the Master of Entrepreneurship and Innovation

Aleksandra Olszewska
EAE LAB Entrepreneurship Program Manager

Santiago Tobon
EAE LAB Entrepreneurship Program Manager
THE CONTEXT IN SPAIN
FOR UNIVERSITY ENTREPRENEURSHIP EDUCATION

About EAE

+ 4,000 Students per year
+ 100 Nationalities

Main Factors
In Spain’s Entrepreneurship education

• Internationalization
• Active methodologies
• Risk Acceptance
• Capability to learn from successes and failures

+ • Legal and administrative context
• Availability of financial resources
Support when undertaking a new venture was found to be a key decision criteria for selecting a business school.

<table>
<thead>
<tr>
<th>Services</th>
<th>Other Universities</th>
<th>EAE</th>
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<tbody>
<tr>
<td>Incubators</td>
<td></td>
<td>Yes</td>
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<tr>
<td>Entrepreneurial Programs outside curriculum</td>
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<td>Yes</td>
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<td>Rolling Training</td>
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<tr>
<td>Accelerator</td>
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<td>Yes</td>
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<td>Investment forum</td>
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<td>Yes</td>
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<tr>
<td>Investors’ Training</td>
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<td>Yes</td>
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</tbody>
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EAE EMPRENDE
EAE Lab Pyramid Program
2 Phases

**Propeller EAE Lab:**
Lean experimentation and validation:
Implementation
Objetive: Go to Market
Started: 9 projects.
In the end: 8 projects selling in the market

**IDEATION:**
Design Thinking: Ideation
Objetive: First prototype Visualizaion & Business concept
45 projects

**DEEP DIVE:**
Design Thinking: Exploration
Objetive: Person, Problem & Value Proposition
129 Students

**KITCHEN:**
Effectuation
Objetive: Contex Mapping & Team
Start: 343 students

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**Phase 1: Talent Program**
Students participate while studying their masters.

**Objective:** 10-month ‘training program’ during which students from various Masters are provided with a toolbox for business development and design based on the principles of Effectuation and Design Thinking, in order to create an initial business concept consisting of a visual prototype and a related business model.

**Phase 2: Incubation Program**
Objective: an intensive 3-month work program where 10 teams * are guided in the process of consolidating and validating the business concept (which they outlined in the previous stage) through Lean Startup techniques.
EAE EMPRENDE
EAE Lab Pyramid Program
Ecosistem

HUB
EAE Emprende

Methodology
Entrepreneurship Program EAE Lab Pyramid
Advise: Lean Coach Startup Coach Pitch Coach Champions
Networking Coach
Alliances
Financing
Observatory
Technological Platform
Innovation in Global Entrepreneurship Education: Teaching Entrepreneurship in Practice

Tracking the entrepreneurial journey: from inspiration to perspiration

- Colin Donaldson, Professor of Entrepreneurship, EDEM Business School (Spain)
- Jorge Villagrasa, Professor of Strategic Management, EDEM Business School (Spain)
- Felipe Sánchez, Professor of Finance, EDEM Business School (Spain)
“If there are entrepreneurs there are businesses there are businesses that generate benefits and invest in society there will be employment there is employment there will be wealth there is wealth and we know how to manage it appropriately there will be well-being”

Juan Roig, Patron of Marina de Empresas
THE COMPLETE ENTREPRENEURIAL JOURNEY

EDEM (UNIVERSITY CENTRE)
We train managers, executives and entrepreneurs whilst promoting leadership, entrepreneurial spirit and a culture of effort.

- +50 Programs
- +10,000 Students
- +500 Faculty

LANZADERA (INCUBATOR/ACCELERATOR)
It is difficult to explain what is or what happens in Lanzadera in just a few lines. This project is run by the 300 startups that are in its facilities. And it is what we call collective intelligence.

- 2013: 15 firms One size fits all 1 Program
- 2019: 140 firms Specialization 3 Programs
- 2020: 200 firms Order: 4 Phases 1 Global program
- 2021: 300 firms + Collaboration and partners welcome

ANGELS (ENTREPRENEURIAL FINANCING)
Invests in entrepreneurial leaders in order to develop sustainable companies that apply the total quality model (focused on all components of a firm: inspired by a great entrepreneur).

- 2008 Constitution
- 2021 Business
- People first Then model + money Early stages Every sector + bus. model
- 2021 Open to co-funding

- 2008: Constitution
- 2014: Start-ups From Valencia to the world
- 2021: Open to co-funding
- People first Then model + money Early stages Every sector + bus. model
- 2021: Open to co-funding
DISCUSSION WITH OUR AUTHORS

Co-Editor: Yipeng Liu – Henley School of Business (UK)

BUILDING BRIDGES ACROSS THE UNIVERSITY FOR ENTREPRENEURSHIP

• Servane Delanoë-Gueguen, Christina Theodoraki – From incubator to full internal entrepreneurship education ecosystem – TBS Business School (France)
• Carlos Rodrich Portugal – Revitalizing the innovation and entrepreneurship ecosystem – Universidad de Piura (Peru)
• María de los Dolores González-Saucedo – Tec21 educational model: defining new ways to entrepreneurship education – Tec de Monterrey (Mexico)

TEACHING AND LEARNING ENTREPRENEURSHIP

• Tarek Hatem, Ashraf Sheta – E'Ship education in Egypt and the MENA Region -- The American University in Cairo (Egypt)
• Rocio Alvarez-Ossorio, Carmen Goytre – EAE Lab Pyramid – EAE Business School (Spain)

THE IMPACT OF ENTREPRENEURSHIP EDUCATION AND NEW DIRECTIONS

• Colin Donaldson, Jorge Villagrasa Guarch – Tracking the entrepreneurial journey – EDEM Business School (Spain)
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COMING UP NEXT

March 15, 2021

➤ Innovation in Global Entrepreneurship Education: Summit Kickoff and Collaborative Book Launch

➤ Hot Topics from the Field: 60 Minutes with the Babson Academy

This Session is for Educators. We ask that students not attend.