

# Evolving Entrepreneurial Education: Innovation in the Babson Classroom (0)

By Victoria L. Crittenden



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The ability to enrich student learning is fundamental to the educational process and requires a broad range of talents. A truly great educator will inspire students through a well-grounded approach to stimulating intellectual curiosity and growth, while maintaining high standards of performance. This inspiration and stimulation requires a great deal of effort in course and program development, delivery, and performance, as well as the sharing of experiences. The individual is the core of entrepreneurial thought and action, and this book is unique in that it offers insight and detail into how self and contextual awareness is created and delivered at Babson College, a school that takes a strong leadership role in entrepreneurial education. In this book, educational scholars from a variety of academic disciplines share their experiences. These scholars view teaching as both a serious responsibility and a wonderful opportunity and have created a consequential learning environment that enhances intellectual growth and practical achievement. This book has been written by educators for educators who want to engage and inspire the next generation of entrepreneurial leaders.

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### Editorial Review

#### Review

Business and other professors from Babson College offer 29 chapters on entrepreneurial education, elucidating the themes of the Entrepreneurial Thought & Action methodology developed at the college. They examine the role and responsibility of educators in sharing knowledge with colleagues, as well as an ecosystem approach to diversity in management education, intercultural development through study abroad programs, and using student subjects in research. They also cover cross-disciplinary learning and teaching involving areas like organizational behavior, marketing, science education, and a global film series, as well as pedagogical innovations like flipped classrooms, online presentations, surveys, and exploring issues like sexism and gendered marketing, and the role of the school's centers in enhancing the educational environment (the Arthur M. Blank Center for Entrepreneurship, the Sorenson Center for the Arts, the Lewis Institute, and the Center for Women's Entrepreneurial Leadership). The book is a result of the school's Center for Engaged Learning and Teaching faculty development workshop from 2014, which focused on Translating Pedagogy into Educational Scholarship. Distributed in North America by Turpin Distribution. -- Annotation ©2015 Ringgold Inc. Portland, OR (protoview.com)

Those interested in becoming an entrepreneur are presented with an educational dilemma: follow the perspectives of many popular works and media where entrepreneurship is presented as more or less alchemy requiring emulation of a chosen few; or pursue entrepreneurship, as many universities provide, as a specialization of the MBA or other degree built to address the needs of established industry. Unfortunately, entrepreneurs are not effectively developed by either method. This book provides the reader with a window into the minds of those who lead the development of innovative entrepreneurship education. Through each chapter, we walk with the authors through the ever-changing blend of theory, practice, problem-solving, and action that is characteristic of entrepreneurship and see the potential of this process to transform the belief systems and behavior of young and old to engage in a lifetime of entrepreneurial discovery. Dr. Gregory Pogue, Deputy Director and Senior Research Scientist, IC2 Institute of The University of Texas at Austin This monograph is an essential read for anyone interested in designing and delivering exceptional learning experiences in any discipline of business and at any level of study. Experienced or neophyte educators, centre directors, department heads, and business school administrators alike will benefit from this profoundly important synthesis of topics relevant to achieving student learning and engagement objectives. For those interested in entrepreneurship and entrepreneurial thinking, this monograph provides meaningful insights into how, not just why, we must weave and integrate Leadership, Organizational Behavior, Operations, IT, and Marketing with the Entrepreneurship curriculum. Long overdue, but so very appreciated! --Dr. Derek Hassay, RBC Teaching Professor of Entrepreneurial Thinking, Haskayne School of Business, University of Calgary

Before entrepreneurship was the buzz word with the millennials, Babson College had it integrated into every aspect of their curriculum. This monograph lays out the theory and how to accomplish the teaching of entrepreneurship at every level. As a recruiter, I see the difference in Babson students with their skills and understanding of business because of this approach. Ms. Helen Brown, Academic Outreach Manager, CUTCO/Vector Corporation

There is no doubt that entrepreneurs have a pivotal role in the economic development of a country. But do we know how to develop them? This book provides answers by examining cutting edge insights centering on entrepreneurial education. A must read for policy makers and university educators aiming to promote entrepreneurship. --Dr. Bodo Schlegelmilch, Dean of Executive Education, WU Vienna University of

Economics and Business

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