

# INSIDE MY ENTREPRENEURSHIP CLASSROOM



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**My Course: Entrepreneurship & Opportunity**

# AN OPEN LETTER TO MY STUDENTS

PROFESSOR HEIDI M. NECK, PHD

Dear Student,

Welcome to my class. Every student that enters my class teaches me something about teaching. I want to share some of these lessons that now form my **teaching philosophy**.

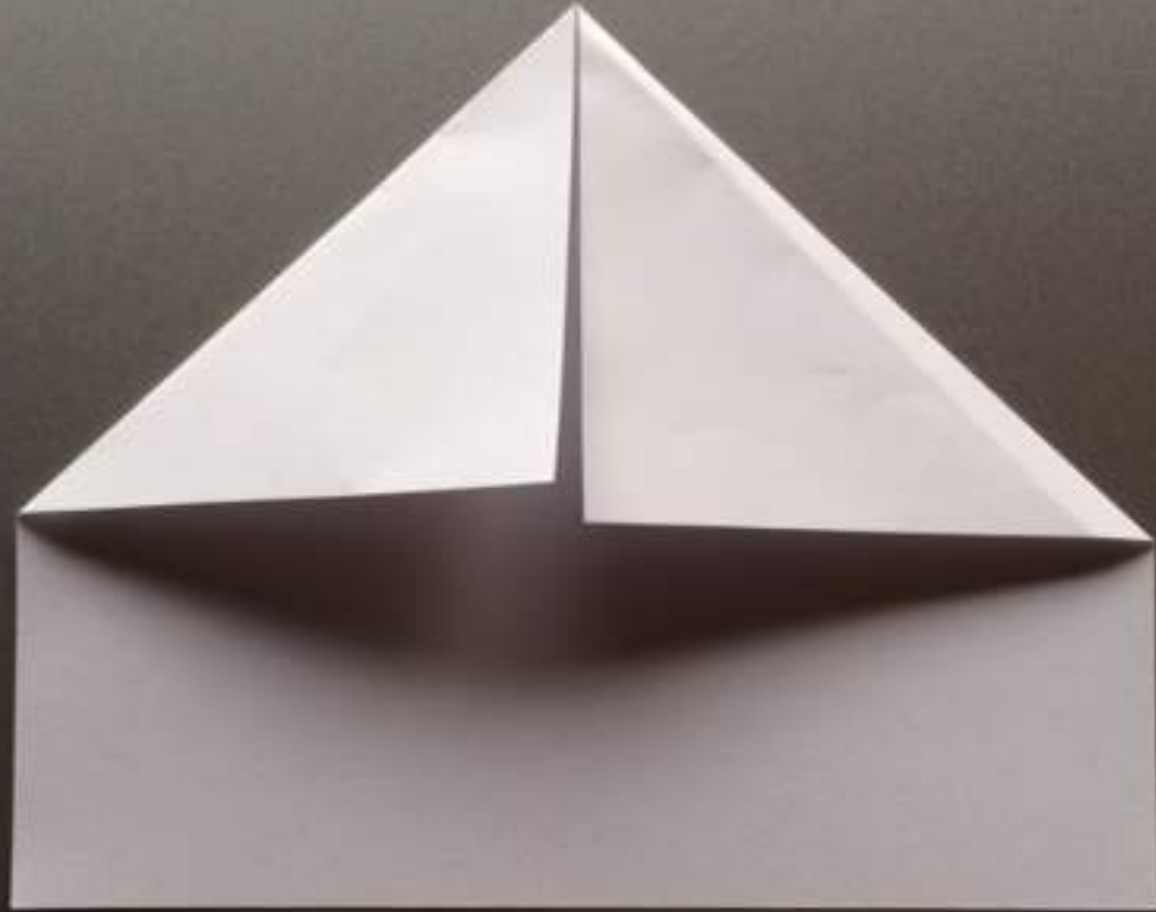


BABSON



**BLANK SHEET OF PAPER REQUIRED**

**Step 1**



**Step 2**



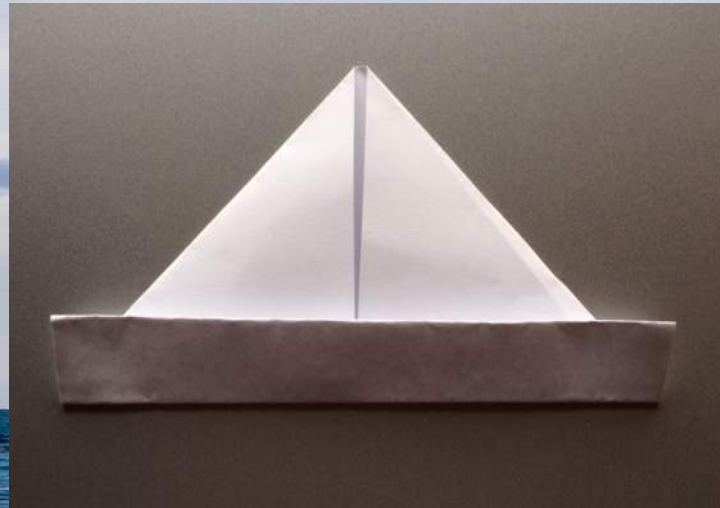
Fold once

**Step 3**



Fold again

# ENTREPRENEURSHIP?





# YOU CHOOSE...

Putting together pieces of a jigsaw puzzle



Using “stuff” to create something







# YOU CHOOSE...

Putting together pieces of a jigsaw puzzle



**Managerial Mindset**

Using “stuff” to create something



**Entrepreneurial Mindset**

**STUDENTS NEED BOTH!**

## MANAGERIAL

## ENTREPRENEURIAL

Big planning

Small actions

Systematic

Random at times

Use existing data

Collect real data

Linear

Iterative

Optimization

Experimentation

Avoid failure at all costs

Embrace & leverage failure

Competitive

Collaborative

Knowable

Unknowable

*Get Data – Plan – Act*

*Act – Learn – Build*

**PLAN TO ACT**

**ACT TO LEARN**



**BABSON**

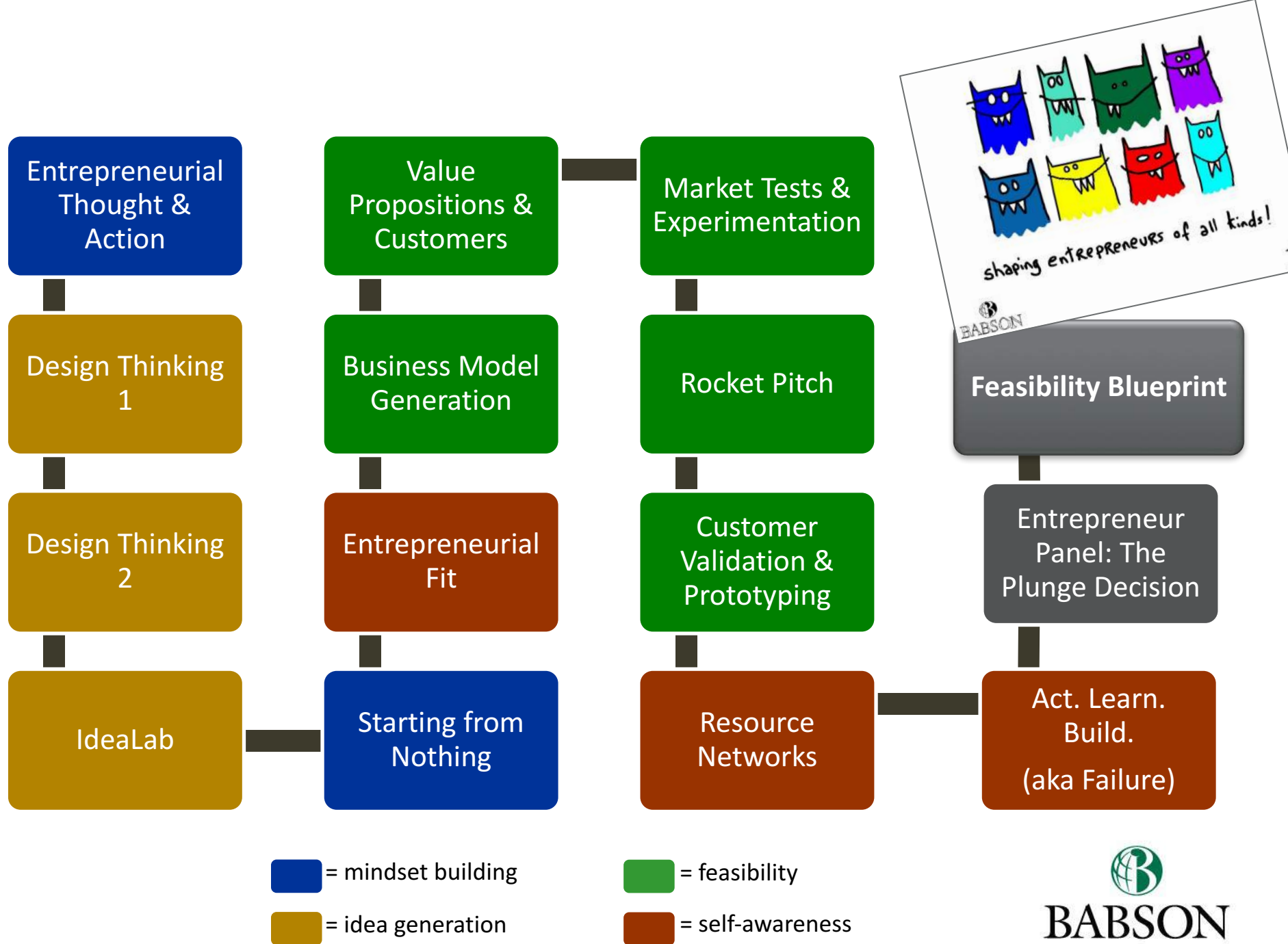


*Puzzles may be more satisfying, but the world increasingly offers us mysteries.*

*Treating them as puzzles is like trying to solve the unsolvable – an impossible challenge.*

*But approaching them as mysteries may make us more comfortable with the uncertainties of our age.*

Greg Treverton  
Director of the RAND Center for Global Risk and Security



**“Good teaching is about having students answer questions or solving problems that they find intriguing, interesting, or beautiful.”**

-Ken Bain, author of *What the Best College Teachers Do*

| Select Topics                    | Challenge (provocative question)   |
|----------------------------------|--|
| Idea Generation                  | How might we better develop our creative self?   |
| Design Thinking                  | How might we create solutions to meet the needs of customers?  |
| Market Tests and Experimentation | How might we design and run simple market tests to evaluate promising opportunities?   |
| Business Models                  | How might we design effective business models to create, deliver, and capture value?   |
| Networks                         | How might we develop our network with purposeful intention so it can be a resource to pursue new ventures?                       |
| Bootstrapping                    | How might we pursue a venture with very limited resources?   |
| Pitching Your Idea               | How might we communicate our ideas effectively, confidently, and passionately to elicit a positive response to a call to action? |



So  
What?!

# **THE SCHOLARSHIP OF TEACHING AND LEARNING ENTREPRENEURSHIP (SoTLE)**

Heidi M. Neck  
Babson College

Andrew C. Corbett  
Babson College

[FORTHCOMING IN ENTREPRENEURSHIP EDUCATION & PEDAGOGY (EE&P)]

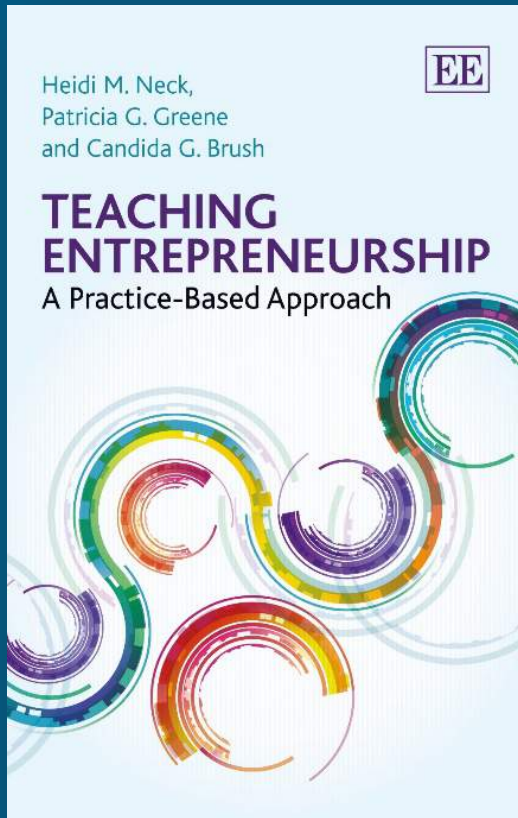


**THE TIME IS NOW FOR  
ENTREPRENEURSHIP SCHOLARSHIP  
TO BE MORE INCLUSIVE AND TO  
TREAT THE OTHER HALF OF OUR  
PROFESSION, THE TEACHING HALF,  
AS HAVING EQUAL POTENTIAL FOR  
SCHOLARLY ACHIEVEMENT.**



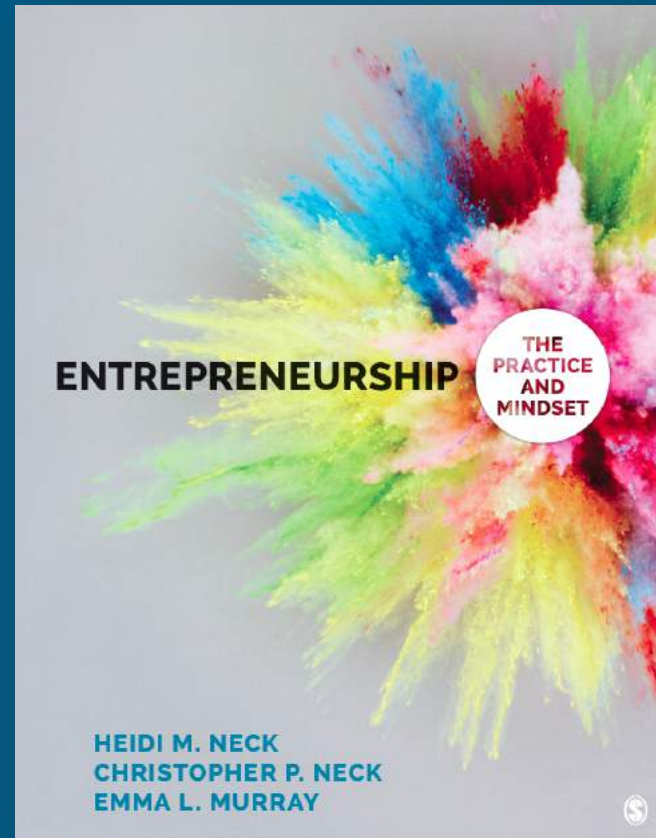


## FOR EDUCATORS



2014

## FOR STUDENTS



2017

# Call for **ENGAGEMENT**

**Submit examples of BOLD teaching, scholarship, & practice  
in entrepreneurship education!**

## Teaching Tracks: **Share & Learn**

Competitive Experiential Exercises  
Emerging Teaching Exercises  
Competitive Teaching Cases, Modules,  
Courses, & Workshops

## Research Tracks: **Present & Discuss**

Competitive Research Papers  
Emerging Research Papers  
Competitive Provocative Research Panels & Workshops

## Program Tracks: **Build & Collaborate**

Programming Exposé  
Programming Challenges, Charrettes, & Workshops

Submission website opens **July 1, 2017**

Deadline for all sessions is **October 15, 2017**

Deadline for all Proceedings is **December 15, 2017**

# Price-Babson | SEE

SYMPOSIUM FOR ENTREPRENEURSHIP EDUCATORS

**Elevating the art and craft of teaching entrepreneurship.**

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How one teaches is just as important as what one teaches.

January 15-19, 2018  
Babson College  
Massachusetts, USA





# A UNIFIED FORCE FOR ENTREPRENEURSHIP EDUCATION

WE INVITE YOUR UNIVERSITY TO JOIN

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The Babson Collaborative is a membership organization  
that brings together educational institutions seeking  
to build and grow entrepreneurship education for the  
betterment of our world.

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