



# Invisible Theory Practically Actionable Immediately

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# Alignment: Big “E” & Little “e”

## *College Mission*

Babson College educates entrepreneurial leaders who create great economic and social value—everywhere. (Babson Strategic Plan)



## *Entrepreneurship Division Definition*

The ability to organize resources and provide the leadership, to act on opportunities to create economic and social value.



## *Division Mission*

To expand the definition of entrepreneurship

## *Blank Center Mission*

To accelerate the practice of entrepreneurship



# Academic Program Overview



## MBA Programs

- Core Curriculum
- Entrepreneurship Intensity Track



## Undergraduate Programs

- Foundations of Management & Entrepreneurship
- Accelerated Curriculum for Entrepreneurship



## Co-Curricular Programs

- Student Organizations
- Hatcheries
- Support



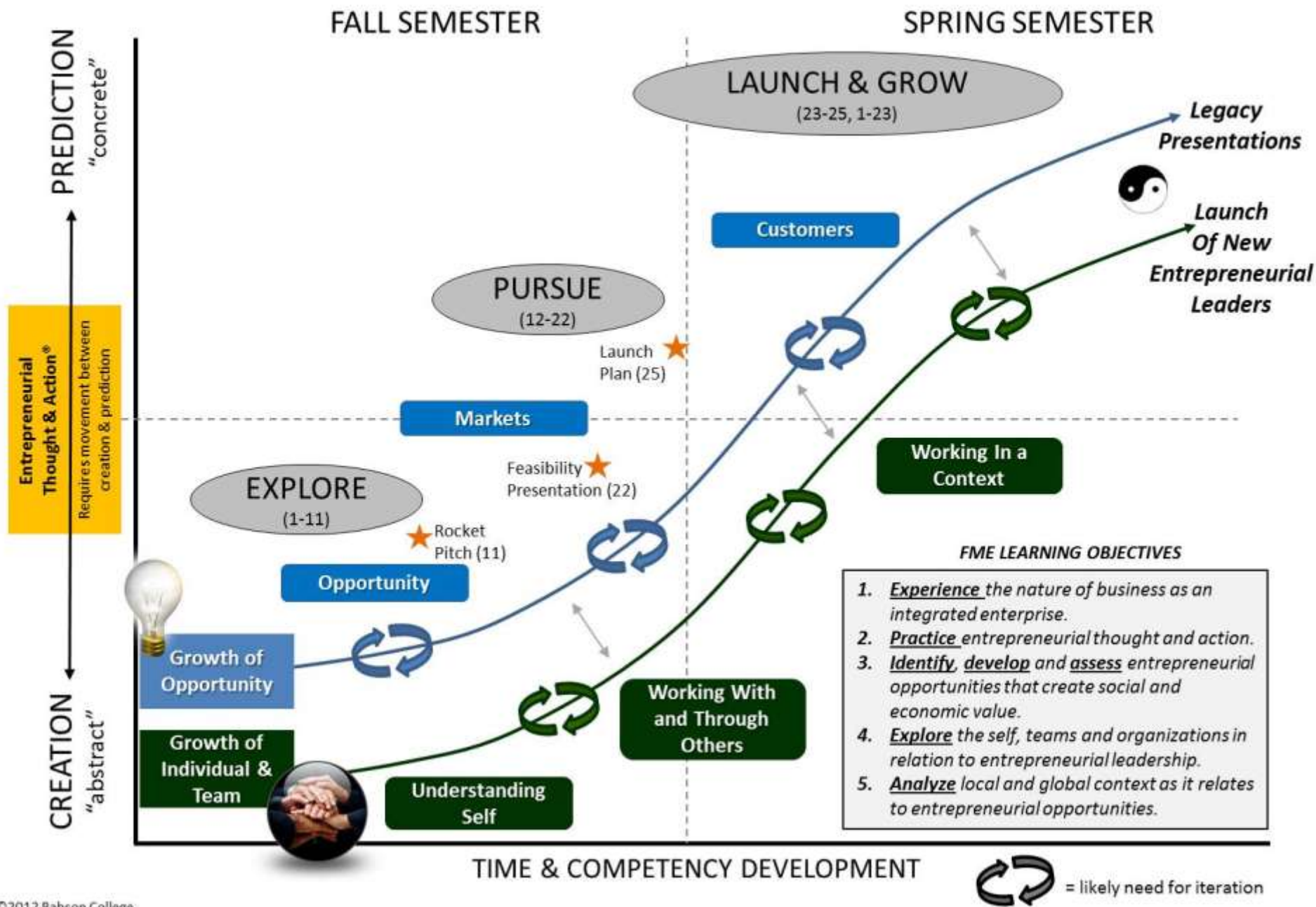
## Executive Education Programs

- Entrepreneurial Strategies for Innovation and Growth
- Innovation and Corporate Entrepreneurship Research Center
- Goldman Sachs *10,000 Small Businesses* and *10,000 Women*
- Symposium for Entrepreneurship Educators



## Research Partnerships

- GEM
- STEP
- Diana



# Structure of MBA Required Curriculum and Co-curricular Activities

**Explore**

**MOD I**

ETA

Create or  
Discover  
Opportunities

Test & Shape  
Ideas

**Pursue**

**MOD II**

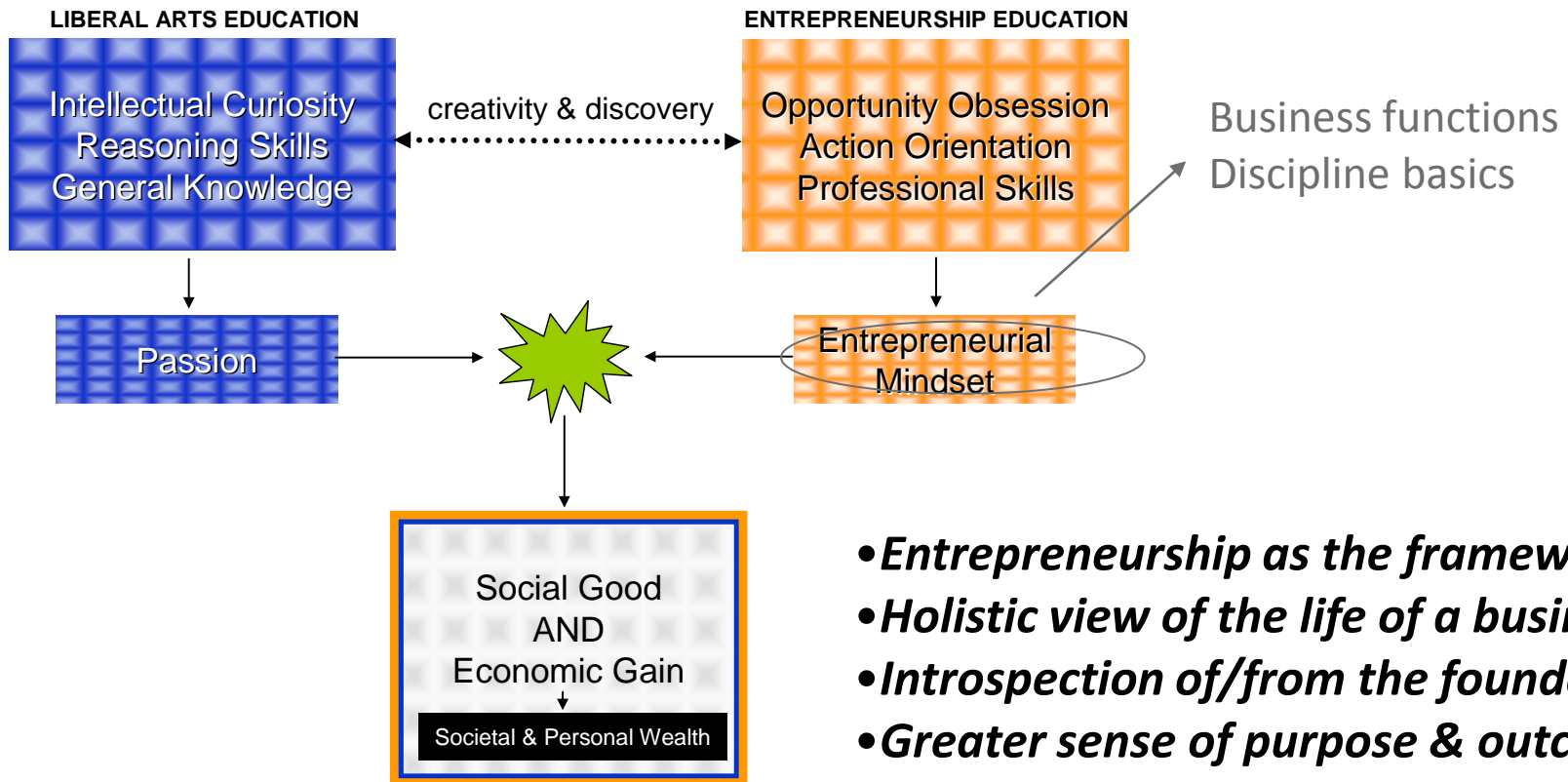
Business  
model  
Feasibility plan  
Team building

**Launch & Grow**

**MOD III, IV**

Venture  
implementation  
Process  
implementation

# Entrepreneurship is not business basics!



- ***Entrepreneurship as the framework.***
- ***Holistic view of the life of a business.***
- ***Introspection of/from the founder***
- ***Greater sense of purpose & outcome***
- ***Emphasis on opportunity***







**MINDSET**



**SKILLSET**

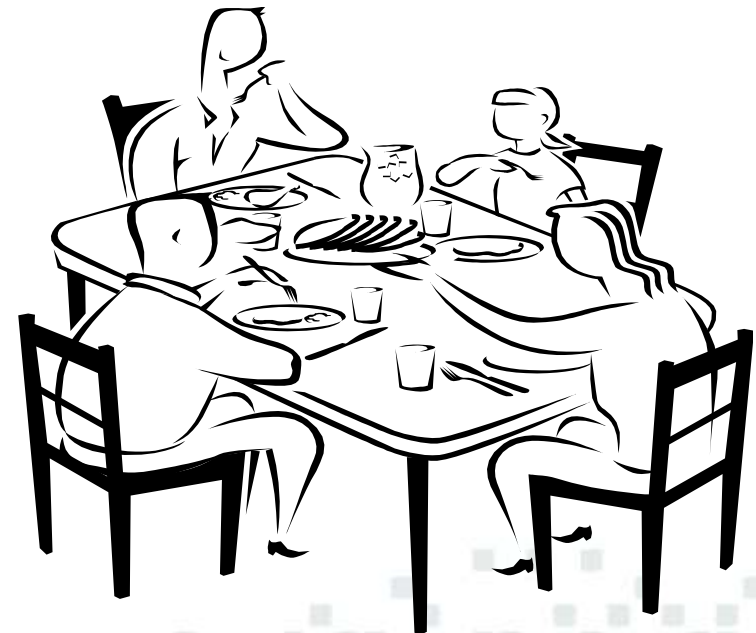
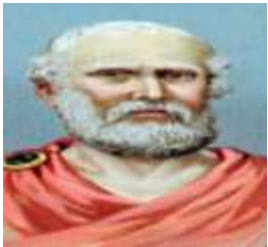
**identify and assess opportunities**

**organize resources**

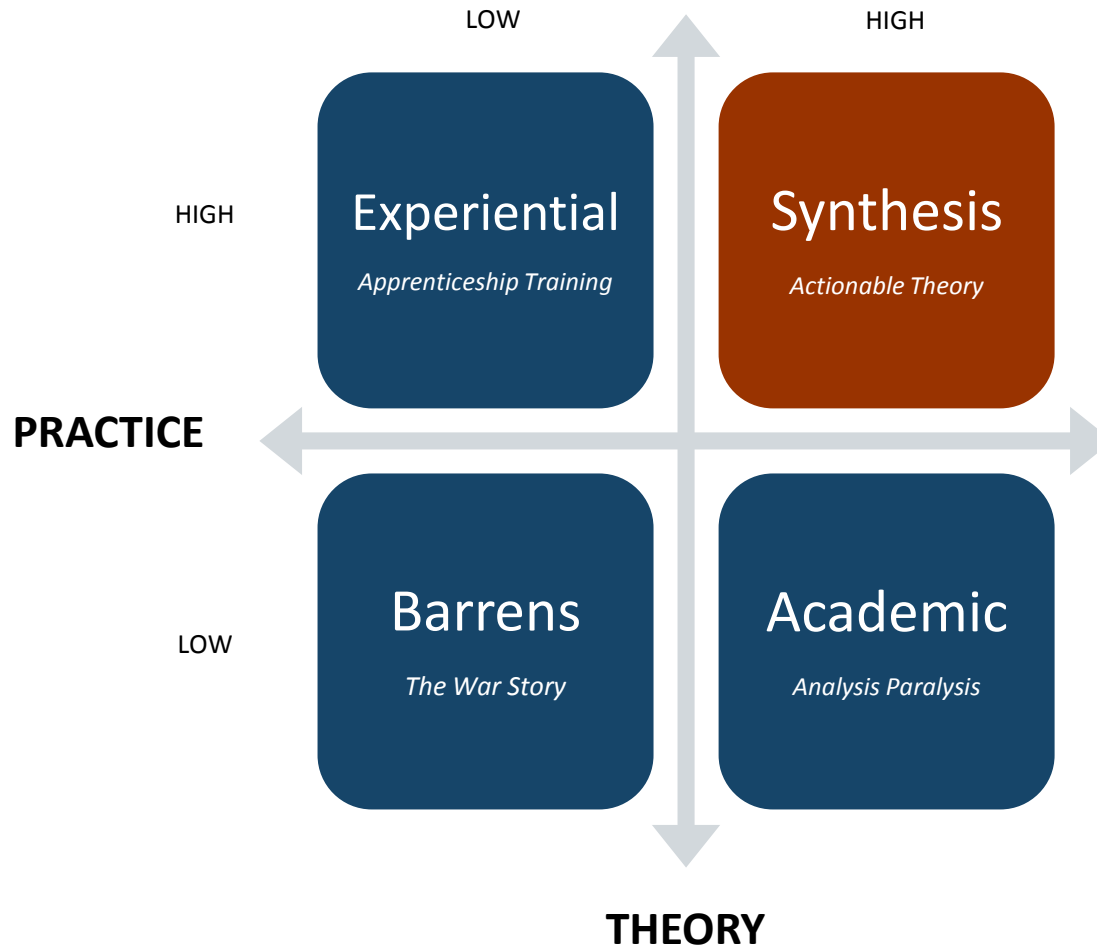
**provide leadership to establish  
and meet growth objectives**

**create value  
for the individual  
and the community**

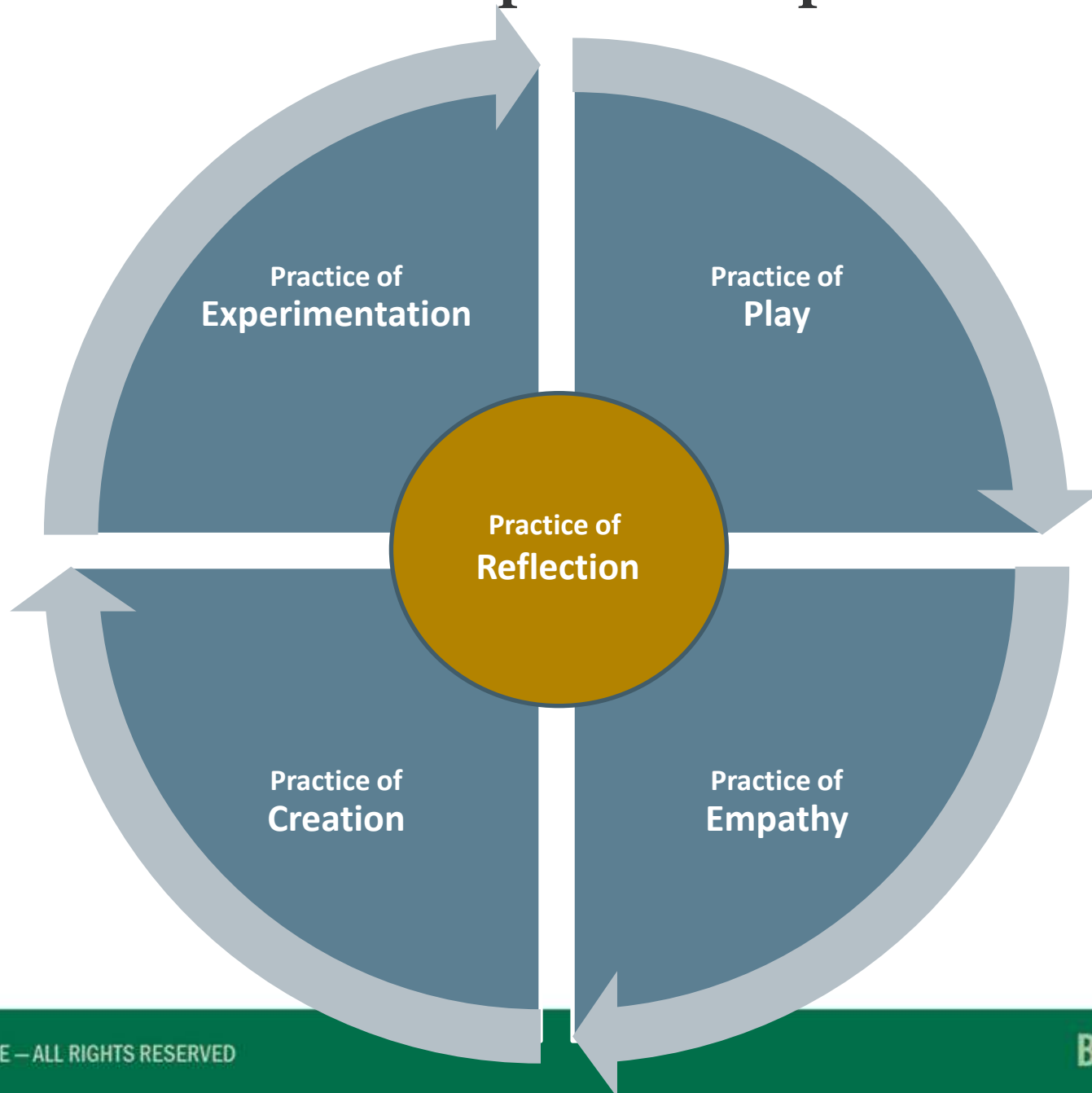




# Theory-Practice Matrix



# The “Practices” of Entrepreneurship Education



# Actionable Theory

Practice	Exercise	Theory
<b>Play</b>	Rainmakers	Performance Play (Sutton-Smith, 1997)
<b>Empathy</b>	Observations-to-Insights	Human-centered design (Norman, 1988)
<b>Creation/Creativity</b>	FME @ Babson	Ideational thought processes (Runco & Chand, 1995); Problem solving (Amabile, 2005); exploratory behaviors (Csikszentmihalyi, 1997) Effectuation (Sarasvathy, 2008)
<b>Experimentation</b>	FME @ Babson	Problem-based learning (Barrows, 1985), pilot testing (Tiejlingen & Hundley, 2001, Baker, 1994)
<b>Reflection</b>	Reflection on Practices	Thinking as distinctive experience (Dewey, 1916); Reflective practice (Schön 1983, 1987)

# Questions?



BABSON

Forthcoming book by Neck, Greene & Brush!

# Teaching Entrepreneurship



- This book moves entrepreneurship education from the traditional process approach to a practice-based approach, **teaching entrepreneurship as a method**, a portfolio of 5 practices.
  - **Play, Empathy, Creation, Experimentation, and Reflection**
- These practices **build entrepreneurial learning capacity** so entrepreneurs of all kinds can navigate in a continuously changing and uncertain world.
- The method goes beyond understanding, knowing, and talking. It **requires using, applying, and acting**.
- More than **40 actionable exercises** are included that entrepreneurship educators can immediately use in classroom.