

GLOBAL SEMINAR @QREC

Introduction to Entrepreneurship: Theory and Practice

Yasuhiro Yamakawa, Ph.D. Babson College Entrepreneurship Div.

“Everything we have by way of modern convenience and technology was enabled directly or indirectly by an entrepreneurial process/endeavor...”

The main objective of this 3-day program is to introduce students to the world of entrepreneurship, and explore series of questions in the world of entrepreneurship. What is entrepreneurship? Who is an entrepreneur? Are you? How do you generate ideas? How do you evaluate an opportunity? What does it take to become a successful entrepreneur? What if you fail?

The experience will give you exposure to how Babson’s entrepreneurial education (#1 in Entrepreneurship for more than 20 consecutive years) addresses the questions above. We examine these inquiries through a combination of theory and practice.

Learning goals will be met through (a) lectures of classic and emerging concepts in the field of entrepreneurship, (b) activity-based sessions and discussions supported by (c) guided readings and self-study materials (including homework assignments).

Students will explore the method of entrepreneurial thought and action, various idea generation techniques, the importance of leadership, and most importantly, ways to understand themselves.

“Entrepreneurs can change the world.”

So can you. After taking this program, students will have cultivated the confidence to take entrepreneurial action.

AGENDA

Day 1 8/30/2019 (Fri) 13:00-17:00

Session 1. What is Entrepreneurship/ET&A? Introducing classic and emerging concepts in the world of Entrepreneurship – theory and practice.

Session 2. Where do we start: (1) self-understanding as primary driver for effective entrepreneurship and (2) problem-driven approach to entrepreneurial endeavors.

Housekeeping: Overview of 3-day program, assignments/instructions.

Preparation and assignment due for day 1: None.

Day 2 8/31/2019 (Sat) 10:00-17:00

Session 3. Entrepreneurial leadership: (1) understanding your behavioural styles, and (2) importance of followership in creating a movement/momentum.

Session 4. Intro to idea generation – design thinking as process to innovation.

Preparation for day 2: Read (1) “Design Thinking” (2008) by Tim Brown, Harvard Business Review, 86(6), 84-92, and (2) “The Timmons Model of the Entrepreneurial Process” (2006) by Stephen Spinelli, Heidi Neck, and Jeffry Timmons, in “The Engine of Growth” by Andrew Zacharakis and Stephen Spinelli.

Assignment due for day 2: Report out of (observed/identified) problems.

Day 3 9/1/2019 (Sun) 10:00-17:00

Session 5. The missing block of entrepreneurship education: What have we not covered?

Session 6. The art of pitching: Conceptual understanding of what a pitch is and how it is delivered effectively based on research findings (1) the hook and (2) ethos pathos logos.

Session 7. Rocket pitches: Students’ turn to present!

Session 8. Opportunity evaluation (assessment tools and frameworks).

Session 9. Recent topic TBD (e.g., Venture Café Tokyo/CIC).

Session 10. Concluding remarks – summarizing the key take-aways.

Preparation and assignment due for day 3: Rocket pitch!