



# SANTANDER UNIVERSITIES – BABSON ENTREPRENEURSHIP PROGRAM FOR STUDENTS

July 27–August 8, 2014 • Babson College

## CURRICULUM

The program content is delivered through experiential exercises, cases, reflective practice, group projects, and interactive lectures. There will be a strong emphasis on acquiring knowledge about the key content topics that develop Entrepreneurial Thought and Action®.

## PROGRAM SESSIONS WILL INCLUDE:

- » Entrepreneurial Thought and Action
- » Innovation
- » Market Tests
- » Design Thinking
- » Family Enterprise
- » Social Entrepreneurship
- » Entrepreneurial Finance
- » Entrepreneurial Marketing
- » Business Models
- » Managing a Growing Business
- » Solving the Right Problem
- » Negotiation
- » Rocket Pitch Competition

## PROGRAM OBJECTIVES

The goal for the Santander Universities–Babson Entrepreneurship Program for Students is to explore thought-provoking content and to learn the principles of Entrepreneurial Thought and Action®. This global workshop also will provide current insights and perspectives on entrepreneurship.

Through the Santander Universities–Babson Entrepreneurship Program for Students, participants will:

- » Gain a comprehensive understanding of the entrepreneur and the entrepreneurial mindset
- » Enhance their ability to use negotiation techniques to create value in business relationships
- » Become familiar with the process of modeling, developing, and executing a business plan
- » Improve management and marketing skills and understand how teams can work together most effectively
- » Learn from real case studies and other interactive classroom workshops
- » Understand the value of experiential learning

**#1** IN ENTREPRENEURSHIP  
**20 YEARS IN A ROW**  
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## PROGRAM OVERVIEW

In today's business environments of change and uncertainty, it often is impossible to predict the future. Now, more than ever, the world needs entrepreneurial business leaders who create the future through new opportunities that lead to growth and value creation for individuals, organizations, and society. The Santander Universities–Babson Entrepreneurship Program for Students is a two-week, intensive, and transformational experience that covers a wide range of topics relating to entrepreneurship, innovation, and value creation.

## ABOUT SANTANDER UNIVERSITIES

Through its Santander Universities Global Division, Banco Santander has collaborated with universities for more than 16 years on a unique global initiative, which distinguishes it from other national and international banks and financial institutions. This partnership is based on the conviction that the university is the backbone of social transformation and plays a fundamental role in the actual society. For the bank, the best way of contributing to growth and economic and social process is by supporting the higher education and research system. Banco Santander has more than 1,100 full cooperation agreements with universities in Europe, America, Asia, and Africa for the development of numerous academic initiatives around the world.

## LOCATION

Participants stay on campus at the award-winning Babson Executive Conference Center. Babson College's campus is located on 370 acres of wooded, landscaped grounds just 20 minutes from downtown Boston. Logan International Airport in Boston provides a convenient location for domestic and international flights.



## ABOUT BABSON COLLEGE

Babson College is consistently ranked No. 1 in the world for entrepreneurship education. We are the educator, convener, and thought leader of global entrepreneurship. Babson is a dynamic learning laboratory, shaping both today's educators and tomorrow's entrepreneurial leaders. Through strategic partnerships with educational institutions, foundations, nonprofits, governments, and NGOs around the world, we advance economic, social, and personal development through global entrepreneurship education.

## CONTACT INFORMATION

**Gisela Lókpez**

Director

Babson Enterprise Education

781-239-5833 / [alokpez@babson.edu](mailto:alokpez@babson.edu)

