



# Entrepreneurial Mindshift

Being entrepreneurial is a way of thinking and acting that combines the ability to find or create new opportunities with the courage to act on them. This new and exciting online course will help shift your existing mindset to a more entrepreneurial one so that you are better able to navigate uncertainty and ambiguity while also identifying opportunities that will arise under such conditions. A mindshift requires practice, so that you can begin to develop the courage to act on entrepreneurial opportunities in the future. Register today and begin the mindshift.

**DATES:**

Online July 19–23, 2021

**COURSE COST: \$395**

- » Check with your school administrator to see if you qualify for a Collaborative Member discount code.
- » Cost includes access to the **Food Truck Challenge Simulation**.
- » Upon completion of the program, students will receive a certificate of participation from the Babson Academy.

**REGISTRATION DEADLINE**

July 12, 2021, or until registration reaches capacity

**FACULTY DIRECTOR:**

Associate Professor Mathew Allen

**TO REGISTER:**

[babson.edu/mindshift](http://babson.edu/mindshift)

**QUESTIONS:**

[BabsonAcademy@babson.edu](mailto:BabsonAcademy@babson.edu)

**SCHEDULE:**

Course consists of two live sessions (July 19, 9-11 a.m. EDT, and July 23, 9-10:30 a.m. EDT) and four hours of independent assigned work through Babson's Canvas platform.

**WHO SHOULD ATTEND:**

This course is designed for bachelor degree students from all disciplines who want to develop an entrepreneurial mindset, and learn how to create and identify new business opportunities. Upon completion of the program, students will receive a certificate of participation from the Babson Academy.

**KEY BENEFITS:**

- » Gain the ability to differentiate between entrepreneurial and managerial thinking
- » Exposure to Babson's signature Entrepreneurial Thought & Action® methodology
- » Practice shaping ideas into bold opportunities
- » Begin to develop the confidence to act outside your comfort zone

**PROGRAM FORMAT:**

This interactive online course is a one-of-a-kind opportunity, including, live webinars, independent exercises, simulations, and videos.

**Food Truck Challenge Simulation**

You will be given the opportunity to run a successful food truck and experience the value of learning by doing, prototyping, and having the willingness to fail.