



Sovereign®



SANTANDER UNIVERSITIES—BABSON ENTREPRENEURSHIP PROGRAM FOR STUDENTS

JULY 29—AUGUST 10, 2012 • BABSON COLLEGE

OVERVIEW

Babson College truly values its partnership with Banco Santander and Santander Universities. With its generous commitment to higher education and research as an investment in the development and prosperity of society, Santander's values are well aligned with Babson's mission. Since 2007, Babson College and Banco Santander have co-sponsored several projects including Symposia for Entrepreneurship Educators, entrepreneurship seminars, internships, and consulting field experiences.

PROGRAM OBJECTIVES

The goal for the Santander Universities—Babson Entrepreneurship Program for Students is to explore thought-provoking content and learn 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 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





PROGRAM 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

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CURRICULUM

The program format will include case studies, breakout sessions, videos, group presentations, and lectures. There will be a strong emphasis on acquiring knowledge about key entrepreneurship activities and developing effective negotiation skills.

Program sessions will include:

- Entrepreneurial Thought and Action
- Sustainable Entrepreneurship
- Market Tests
- Idea Lab
- Family Enterprise
- Corporate Entrepreneurship
- Entrepreneurial Finance
- Entrepreneurial Marketing
- Business Planning
- Managing a Growing Business
- Solving the Right Problem
- Negotiation
- Rocket Pitch Competition

ABOUT SANTANDER UNIVERSITIES

Through its Santander Universities Global Division, Banco Santander has collaborated with universities for more than 15 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 900 full cooperation agreements with universities in Europe, America, and Asia for the development of numerous academic initiatives around the globe.