



SOLBRIDGE
INTERNATIONAL SCHOOL OF BUSINESS

accredited by **AACSB**

BABSON COLLEGE

| Babson Academy

#1 MBA in Entrepreneurship
for more than 30 years
– U.S. News & World Report

#2 Best College
in the United States
– The Wall Street Journal

Fall, 2025

Young Founders Entrepreneurship Program

SolBridge/Woosong and Babson College's Babson Academy are collaborating to feature Babson's Venture Mindset program as one of the key course offerings of the new SolBridge-Babson Young Founders Entrepreneurship Program.

Babson Academy provides access, inspiration, and connection for institutions and educators globally who want to grow entrepreneurship education ecosystems and accelerate the development of current and future entrepreneurial generations. Babson's Venture Mindset Program aims to provide students with the core knowledge necessary to gain a competitive advantage as they create, foster, and launch their new business ideas.

Program Information

This rigorous, 15-week course was carefully designed by faculty members of both Babson College and SolBridge ISB. Students will hone their entrepreneurial mindset by learning the key components of Babson's signature Entrepreneurial Thought & Action® (ET&A™) framework and methodology. Students will be exposed to a variety of topics throughout the program, including lean startup and Minimum Viable Product exercises informed by the ET&A™ methodology. Be a part of the Young Founders Entrepreneurship Program to take the Venture Mindset course taught by Babson. Babson Certificate of Completion will be issued to students at the end of the 15 weeks.



Babson Certificate of Completion will be issued to students at the end of the semester.

Courses & Topics

Courses in the program	Professors
Introduction to Entrepreneurship: Entrepreneurial Mindset & Action	Prof. Irene Song Topics: <ul style="list-style-type: none"> • Entrepreneurial Thought & Action (ET&A) - Prof. Ben Spigel • Entrepreneurial Ideation - Prof. Stephen Brand • Entrepreneurship through Acquisition - Prof. John Hallal
Digital Strategies & Business Model Innovation for Startups	Prof. Gilbert Tumibay
User Centric Design Thinking	Prof. Young Min Song
Responsible Entrepreneurship - IPR, Ethics & Sustainability	Prof. Sara Khawar
Entrepreneurial Finance	Prof. Noor Azlinna Azizan
AI-enabled Lean Toolkit for Entrepreneurs	Prof. John Yun

Topics covered*		
<ul style="list-style-type: none"> • Business Model • Concept Validation • Customer Journeys • Customer Personas • Empathy Mapping • Entrepreneurial Leadership • Entrepreneurial Mindset 	<ul style="list-style-type: none"> • ET&A™ • From Idea to Opportunity • Ideation • Identity • Opportunity Pitch • Pitching Early Ideas • Rapid Prototyping 	<ul style="list-style-type: none"> • Revenue & Cost Drivers • Special Topics (e.g. Franchising) • Talking to Customers • Team Formation & Dynamics • Testing & Experimentation • Value Proposition
<i>*subject to change</i>		

Contact us for more information:

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