



Entrepreneurship Educators Conclave

Rethinking Curriculum and Pedagogy to Foster Entrepreneurship

Jan 31-Feb 1, 2025 | 9:00am-5:30pm

Venue: Collab Circle, Center for Entrepreneurship
Ramaiah University of Applied Sciences
3rd Floor Heritage Block, Gnanagangothri Campus,
New BEL Road, MSR Nagar, Bengaluru 560054



The Center for Entrepreneurship (CFE) at Ramaiah University of Applied Sciences (RUAS) in collaboration with Babson College, USA invites faculty, scholars, entrepreneurs, and professionals to participate in the **Entrepreneurship Educators Conclave**. This unique gathering will delve into the latest in entrepreneurship education and pedagogy, offering a platform to exchange ideas, share insights, and reimagine how entrepreneurship is taught across disciplines. Participants will be better equipped to design impactful learning experiences for their audiences.

Introduction

In recent years, there has been a surge in efforts to nurture ideas and build start-ups. Entrepreneurship is often linked with creating tech companies or mimicking success stories. But true entrepreneurship begins much earlier – before a business plan or funding. It starts with a mindset. An entrepreneurial mindset is universal. A theater artist can be as entrepreneurial as an engineer. A food technologist can think entrepreneurially, just as a management consultant can. But to foster this mindset, we need the right pedagogy.

Traditional entrepreneurship courses focus on marketing, finance, and writing business plans. But before these come into play, an entrepreneur must confront uncertainty and navigate risk. They must think creatively and take small steps despite limited resources. Sales and marketing can be taught, but what about thinking and acting entrepreneurially?

The **Entrepreneurship Educators Conclave** aims to bridge the gap between conventional teaching methods and cutting-edge approaches. By highlighting frameworks like Effectuation and Babson's Entrepreneurial Thought and Action® (ET&A™), this program will empower educators to explore teaching practices that emphasize empathy, creativity and problem-solving – essential tools for entrepreneurship.

Through interactive sessions and actionable insights, participants will be equipped to guide their students to view entrepreneurship as a method for creating meaningful impact in their communities and beyond.

Who Should Attend

The **Entrepreneurship Educators Conclave** is designed for educators, administrators, and practitioners who are passionate about fostering entrepreneurial thinking and integrating innovative frameworks into their teaching and leadership roles. Whether you already teach entrepreneurship or aim to bring entrepreneurial thinking into other disciplines, this conclave is for you. We welcome:

- **Entrepreneurship Faculty** who wants to move beyond traditional methods and explore new ways to engage students. If you're seeking innovative teaching strategies or solutions to help students generate strong startup ideas, this conclave will provide practical tools to elevate your course design and pedagogy.
- **Faculty from Non-Entrepreneurship Disciplines** who wish to incorporate entrepreneurial thinking and frameworks into their teaching, regardless of the subject they teach. This conclave offers strategies to infuse entrepreneurial mindset and problem-solving skills into any course.

- **Deans and Administrators** aiming to adapt entrepreneurial education in diverse academic contexts.
- **Leaders of Innovation Centers, Incubators, and Accelerators** looking to design more structured learning experiences for aspiring entrepreneurs and enhance the impact of their initiatives.
- **Entrepreneurs and Practitioners** who aspire to transition into teaching roles or are already involved in guest lecturing or speaker series but wish to design structured lesson plans that effectively impart entrepreneurial skills.

Whether you're an experienced academic, an administrator, or a practitioner eager to share your expertise, this conclave will equip you with the tools, strategies, and connections to shape entrepreneurship education for diverse audiences. Additionally, you will become part of a collaborative community dedicated to elevating the quality of entrepreneurship education.

How to Apply

Register at <https://forms.gle/BrXxBDi6RvFaFZC7A> latest by January 24, 2025. The application requires you to submit a write-up (200-300) words describing your interest in entrepreneurship education and why you wish to join this program.

Seats are limited. The early bird fee is ₹8,000 (plus taxes) **until January 17, 2025**; thereafter, it will be ₹10,000 (plus taxes). The fee covers all sessions, workshop materials, lunch, and refreshments on-site. Partial fee waivers may be available for deserving candidates and doctoral scholars (entrepreneurship and allied fields) in later stages of their PhD. Participants need to make their own travel arrangements.

Accommodation

On-campus accommodation for outstation participants is available on request but is subject to limited availability. Charges shall be borne by participants as per the actuals.

Certificate of Participation

A certificate of participation will be issued to the participants who complete the program.

Based on their participation and interest, select participants may receive a partial fee waiver to attend the Price Babson Symposium for Entrepreneurship Educators (held at Babson College, USA) or the Studio for Entrepreneurship Educators Asia 2025 (conducted online).

Program Structure

The program will be conducted in a hybrid format, beginning with a 2-day in-person workshop at the Center for Entrepreneurship, RUAS. This will be followed by a series of online sessions led by faculty from Babson College over the subsequent weeks.

Program Schedule

Time	Session
January 31, 2025	Venue: CFE, RUAS
9:00am-9:30am	Registration & Welcome
9:30-11:00am	Inauguration & Keynote Address
11:00-11:30am	Tea Break
11:30-12:00pm	Getting Acquainted
12:00-1:30pm	Drivers of Learning & Pedagogical Approaches
1:30-2:30pm	Lunch Break
2:30-3:45pm	Evolution of Entrepreneurship Education – Elements of a Modern Curriculum
4:15-5:30pm	Round Table – The Spectrum of Entrepreneurship: Diverse journeys in education
February 1, 2025	Venue: CFE, RUAS
9:00-9:30am	Taking stock
9:30-1:30pm	Teaching Entrepreneurship in Indian Classrooms: Strategies and Tactics
1:30-2:30pm	Lunch Break
2:30-3:30pm	Spotlight Session: Building Institutions for Creativity and Change
4:00-5:00pm	Keynote: Educating for Impact – Pioneering New Frontiers in Entrepreneurship
5:00-5:30pm	Closing Reflections and Path Ahead
	Online Sessions by Babson College Faculty
February 4, 2025 6:30pm-8:00pm	Using Digital Games for Teaching Entrepreneurship
February 6, 2025 6:30pm-8:00pm	Simple Steps for Better Ideation
February 11, 2025 6:30pm-8:00pm	Unraveling Entrepreneurial Identity in a classroom
February 13, 2025 6:30pm-8:00pm	Teaching Innovation Under Constraints

Featured Experts



Prof Kuldeep Raina
Vice Chancellor,
Ramaiah University



Mekin Maheshwari
Founder & CEO,
Udhyam Learning



MR Sreenivasa Murthy
Chief Executive, GEF(M)



Prof Sourav Mukherji
IIM Bangalore



Prof Sonali Gupta
Ramaiah University



Prof Thillai Rajan
IIT Madras



Prof Mueen Ahmed
Ramaiah University



Prof Sankalp Pratap
DSSE IIT Bombay



Dr Geetha Narayanan
Founder, Srishti Institute



Prof Suresh Bhagavatula
IIM Bangalore



Prof Heidi Neck
Babson College



Prof Phil Kim
Babson College



Prof Eliana Crosina
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Program Directors

Dr Sonali Gupta, Professor and Director, CFE RUAS. Director.cfe@msruas.ac.in

Dr Mueen Ahmed, Assistant Professor, CFE RUAS. mueenahmed.cfe@msruas.ac.in

For any inquiries, please contact Program Coordinator:

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About Center for Entrepreneurship, Ramaiah University of Applied Sciences

MS Ramaiah University of Applied Sciences (RUAS) stands as a beacon of multidisciplinary excellence in Bangalore. The university is home to top-tier schools spanning medicine, engineering, dental sciences, management, design, hospitality, social sciences, and more. With established departments and schools in Engineering and Technology, Art and Design, Management and Commerce, Hospitality Management and Catering Technology, Social Sciences, Law, Pharmacy, Dental Sciences, Mathematical and Physical Sciences, Nursing, Physiotherapy, Medicine and Life and Allied Health Sciences, and 23 research centers, RUAS offers 120+ undergraduate, postgraduate and doctoral programmes.

The **Center for Entrepreneurship** is a Center of Excellence and the hub for all things entrepreneurial at RUAS. Entrepreneurship has the power to transform lives, communities, and even entire industries. The center is dedicated to empowering aspiring entrepreneurs from all disciplines to turn their ideas into reality, by providing the education, resources, and support they need to succeed. To achieve this mission, CFE follows an integrated approach towards entrepreneurial education, research and practice-oriented initiatives. CFE is leading an ambitious and one of its kind programs in India to introduce entrepreneurial education to the multidisciplinary student body at RUAS. Eventually, CFE aims to revolutionize entrepreneurship education across India, bringing world-class pedagogy, curriculum, and practice to students and professionals across various domains.

About Babson College

Babson College is a top school of business and globally recognized pioneer of entrepreneurship education. An independent, not-for-profit institution, Babson holds accreditation from NECHE, AACSB International, and EQUIS. Babson's campuses in Wellesley, Boston, and Miami attract more than 2,350 undergraduate and nearly 1,000 graduate students, representing more than 80 countries. Babson undergraduate, graduate, and executive education programs are consistently ranked some of the world's best by U.S. News & World Report, The Wall Street Journal, Entrepreneur, and Forbes, among other outlets.

Beyond being recognized as the worldwide leader for entrepreneurship education, Babson ranks as the #2 best college in the United States by *The Wall Street Journal* (2025).