

New Nursery for Business Entrepreneurs

Shiv Nadar University ties up with Babson College, USA, to train its management students to become independent and dynamic business leaders

By Sangeeth Sebastian

CAN entrepreneurship be taught? The university that carries the name of one of the country's most important self-taught entrepreneurs will answer this question with an emphatic 'yes'.

The Shiv Nadar University (SNU), Noida, has announced that it will roll out three entrepreneurship-focused programmes in 2013. The courses, being launched in association with the prestigious Babson College, Massachusetts (USA), promises to create the right environment for the spirit of entrepreneurship to flourish in an academic setting.

"There is a need for structured and formal interventions through education to nurture and promote leadership in entrepreneurship," the founding Vice-Chancellor, Shiv Nadar University, Nikhil Sinha, said in the Capital last week. "The collaboration would leverage Babson's expertise in developing an India-centric entrepreneurial education," Sinha added.

The programmes — Bachelor of Business Administration (BBA), Master of Business Administration

We need to have a formal academic course to nurture the spirit of entrepreneurship. We would leverage Babson's expertise to make this possible at our university

— NIKHIL SINHA, Vice-Chancellor, SNU

(MBA) and MS in Entrepreneurship — ranging from one to four years will be taught jointly by the faculty of both the institutions and will include the option to study a part of the course at Babson.

"It will be an action-oriented and practical curriculum with direct applications in the society," Babson College Provost Shahid Ansari said. "Our approach will be to train students to take action in the face of

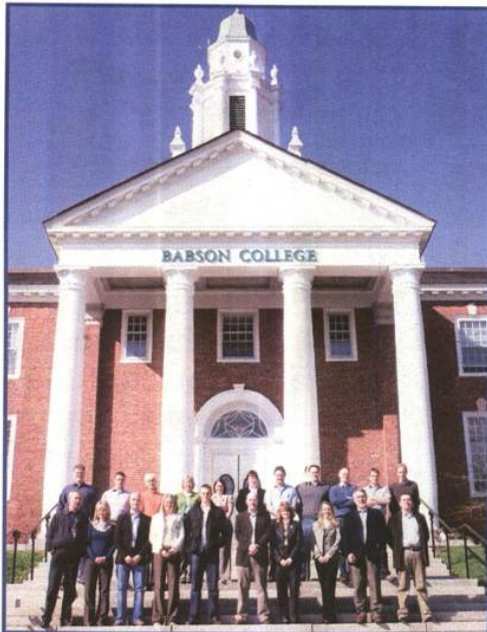
We will teach our students what it takes to be an entrepreneur. They will be given roles as managers, sales persons and employees from the first day of the class

— LEE A. SCHLESINGER, President, Babson College

uncertainty, rather than just analysing situations. As many as 25 per cent of our faculty members are real entrepreneurs," added Ansari.

Candidates who complete the programme will get a degree issued by Shiv Nadar University and a certificate from Babson College.

"We believe that entrepreneurship can be taught and how it is taught can make all the difference," Babson College President Len A.



BUSINESS ON HAND AT BABSON

A PRIVATE business school located near Boston, Babson College is named after its founder, Roper Babson, who started it in 1919. Businessmen comprise a significant part of its faculty. The college maintains a business environment as a part of the student's everyday life. Students are required to keep regular business hours, and are

monitored by punching in and out on a time clock. They are also assigned an office desk equipped with a telephone and are assigned personal secretaries to type out assignments. The college has around 3,500 students on its campus representing more than 72 countries. For details, log on to www.babson.edu

Schlesinger. "We'll teach students what it takes to be an entrepreneur; they will be given different roles as managers, employees and sales persons right from Day One. Students will also be graded on their social responsibility," added Schlesinger.

The world, according to Schlesinger, needs entrepreneurs and visionaries who pursue both economic and social value — people who create not only wealth, but also a wealth of opportunities for others. Lauding the resilience of the Indian

economy, Schlesinger was of the view that "an economic growth of 7.5 per cent was something which America could only hope to get some day". What are some of the attributes required to be a successful entrepreneur? "An intrinsic desire to excel, a capacity to engage productively with the community and taking responsibility for your actions," Schlesinger said. He should know better than the rest, for Babson is among the world leaders in entrepreneurship education.