

EPS 7543
Technology, Entrepreneurship, and Design in Sweden
May 2019

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OVERVIEW

Entrepreneurial leaders excel in acting with limited information, maximizing outputs from limited resources, and managing uncertainty in dynamic conditions. In this course, students will have the opportunity to apply their classroom knowledge and past professional experiences to practice these facets of entrepreneurial leadership in Stockholm, Sweden. The course centers on a Design Challenge - an intense, one-week exercise that invites students to tackle a relevant problem for the Swedish government and local businesses while visiting leading Swedish companies and cultural attractions.

Stockholm is a vibrant and cosmopolitan city of 1 million residents who live on an archipelago of 14 islands. The city serves as the economic, cultural, and social hub of Sweden. It is home to many leading companies familiar to people worldwide for their innovatively designed products and services. It is also on the forefront for producing social innovations that addresses the wicked problems of our times.

The Technology, Entrepreneurship, and Design (TED) in Sweden course partners with the [Stockholm School of Entrepreneurship](#) (SSES), an innovative organization that trains, convenes, and incubates entrepreneurs and new ventures. Babson students will work with SSES participants during the week in Stockholm. SSES students will serve as informal hosts to the Babson students and introduce them to the social and cultural fabric of Stockholm in ways that provide deeper engagement than most week-long visits.

As a part of the field work associated with the Design Challenge, students will participate in local excursions to leading businesses, start-ups, incubators, design companies, and cultural destinations. You will meet Swedish entrepreneurs, managers, and other experts in technology and design. You will also interact with different facets of everyday life in Stockholm as you collect information, rapidly prototype solutions, and validate your findings. The goal is to provide ample opportunities for you to immerse yourselves in the dynamic Swedish innovation culture and expose yourselves to the design-friendly ways pioneered by Swedish companies and leaders. At the end of the week, student teams will present their solutions to Swedish business and civic leaders who are in positions to offer recommendations for adopting and implementing these proposals.

The course is designed for students who have a strong interest in entrepreneurship, innovation, technology, or design and wish to participate in a dynamic cross-cultural learning experience.

COURSE OBJECTIVES

Why should you take this course? This course allows you to learn, practice, and gain confidence in several key entrepreneurship and design principles. These learning objectives are aligned with the Babson MBA learning goals:

- **Entrepreneurial Thinking and Acting:** Students will participate in a “Design Challenge” that requires them to create, identify, assess, shape, and act on opportunities in an unfamiliar social context within a short timeframe.
- **Social, Environmental, and Economic Responsibility:** Students will make decisions about how to execute the design challenge by assessing in real-time an awareness of relevant stakeholders and ethical considerations pertaining to matters of creating social, environmental, and economic value.
- **Self and Contextual Awareness:** Students will partner with Swedish graduate students and have cross-cultural opportunities to learn about their respective similarities and differences.
- **Functional Depth with Integrative Ability:** Students will be asked to draw upon their own functional knowledge and multiple functional skills and perspectives to execute the design challenge project for the course.
- **Managing in a Global Environment:** Students will be exposed to a variety of complex decisions during site visits and informal conversations about recognizing, evaluating, and managing complex global opportunities in Sweden.
- **Leadership and Teamwork:** Student will participate in a fast-paced, interactive design challenge with international students in a temporary work team that will require collaborative work and effective leadership.

COURSE MATERIALS

We will use the following books in the course:

- Wunker, Stephen, Jessica Wattman, and David Farber. 2016. *Jobs to be Done: A Roadmap for Customer-Centered Innovation*. AMACON.
- Liedtka, Jeanne and Tim Ogilvie. 2014. *The Designing for Growth Field Book: A Step-by-Step Project Guide*. Columbia Business School Press.

You may purchase it from your favorite retailer. Other materials can be accessed on the course website or through the library databases.

GRADING COMPONENTS

Pre-Departure	Getting to Know Sweden Exercises (5 x 2 point each)	10
	Jobs to be Done Discussion (5 x 2 point each)	10
	Disability Explorations (5 x 2 point each)	10
In-country	Daily Exercises (5 days x 3 points each)	15
	Final Presentation	10
	Professionalism (5 days x 4 points each)	20
Post-trip	Integrative Journal Reflections	25
	Total	100 points

Details for each grading component:

Pre-departure

The following weekly exercises are designed to prepare you to have a productive trip to Sweden. You may complete them in pairs to facilitate relationship building among classmates. Specific instructions are available on Blackboard.

- **Getting to Know Sweden:** You are encouraged to learn about different facets of the Swedish society. Complete the task by reading, watching, and discussing with a classmate about the chosen topic. Then prepare a short summary and reflection that includes questions for further investigation once you arrive in Stockholm.
- **Jobs to be Done:** Each week, you will read a couple chapters in the JTBD book and apply it to your own lives or work situations. Contribute your insights to the class discussion.
- **Disability Explorations:** Our Design Challenge will focus on solutions that benefit people with disabilities. Please explore a different facet of life with disabilities using the prompts provided on Blackboard. Post your insights to the course blog.
- **Video Introduction:** Prepare a 1-minute video self-introduction to share with our SSES student counterparts.

All Pre-departure exercises should be completed by Saturday 11.59PM of the week they are assigned. Note: these exercises are scheduled to begin about 7 weeks prior to the trip departure and intended to prepare you for your Stockholm visit. If you are taking a full course load during this time, you may request to complete some of these exercises after your trip. Please discuss this arrangement with the professor.

In-country

- **Design Challenge:** The week-long project will focus on the following question – “How might we improve the visitor’s experience to Stockholm, with a special emphasis on those who are challenged with a disability?” You will complete the project with a combination of classroom teaching, fieldwork, company visits, and team deliberations. Your assessments will be divided into the following:
 - **Daily Exercises:** Throughout the week in Stockholm, you will participate in various exercises related to the course Design Challenge and to the daily company visits. These activities involve “field work” throughout the city of Stockholm. At the end of each day, you will be assessed on your efforts.
 - **Final Presentation:** The presentation serves as the culmination of the week-long Design Challenge.

More details about the challenge will be shared on Blackboard and when we meet in Stockholm.

- **Professionalism:** As representatives of Babson College, all students are expected to exhibit professional behavior while in Sweden. This includes active involvement and punctuality at the company visits, Design Challenge exercises, and social and cultural events.

Post-trip

- **Integrative Journal Reflections:** Throughout the course (pre-departure to post-return), students will be required to maintain a journal and record their insights about their preparations, experiences and takeaways from the trip. Students will submit their journals no later than one week after returning.

ACADEMIC INTEGRITY

All students are expected to adhere to the Babson Honor Code and the Academic Integrity and Community Standards. If you have any questions about these expectations, please review the Babson Community Standards website:

<http://www.babson.edu/student-life/community-standards/Pages/home.aspx>

A Word about the Course Dynamics

The course is designed to offer a high-quality learning experience in an intensive, week-long format. It is also an experimental course and we will encounter aspects of it that can be improved. Given the emergent nature of the course, it also designed without all the answers being known upfront. The course requires students to have flexibility for surprises, curiosity for the unknown, and patience for murky ideas to crystalize into something actionable.

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COURSE SCHEDULE (tentative – as of 15 Oct 2018)

Date	Agenda	Deliverables
Sat 30 March 2019 (12.00 to 16.00 Eastern Time)	<ul style="list-style-type: none"> • Pre-departure briefing #1 (in person or Web Ex) • Trip logistics and course overview 	<ul style="list-style-type: none"> • Prepare for discussion by completing the assignments listed on Blackboard
Weeks T-7 to T-1 31 March to 18 May	<ul style="list-style-type: none"> • Prepare to visit Sweden: Learn about Swedish culture, economy and society • Learn about the “Jobs to be Done” framework • Research different facets of living with disabilities 	<ul style="list-style-type: none"> • Weekly assignments for Getting to know Sweden, Jobs to be Done, Disabilities Explorations
Week T-3 Sat 4 May (12.00 to 16.00 Eastern Time)	<ul style="list-style-type: none"> • Pre-departure briefing #2 (in person or Web Ex) • Review trip logistics 	
Day 0 Sun 19 May	<ul style="list-style-type: none"> • Arrive in Stockholm 	
Day 1 Mon 20 May	<ul style="list-style-type: none"> • AM Welcome activity in Stockholm • PM Course introduction and Overview of Design Challenge @ Stockholm School of Entrepreneurship (SSES) • Team-building events with SSES students • Opening reception 	<ul style="list-style-type: none"> • Daily journal reflections and exercises
Day 2 Tues 21 May	<ul style="list-style-type: none"> • Company Visit 1 (Technology focus) • Design Challenge exercises 	<ul style="list-style-type: none"> • Daily journal reflections and exercises
Day 3 Wed 22 May	<ul style="list-style-type: none"> • Company Visit 2 (Design focus) • Design Challenge exercises 	<ul style="list-style-type: none"> • Daily journal reflections and exercises
Day 4 Thurs 23 May	<ul style="list-style-type: none"> • Company Visit 3 (Social innovation focus) • Design Challenge exercises 	<ul style="list-style-type: none"> • Daily journal reflections and exercises
Day 5 Fri 24 May	<ul style="list-style-type: none"> • Design Challenge Final Presentations • Course Debriefing • Closing Dinner and Celebration 	<ul style="list-style-type: none"> • Final Presentation
Day 6 Sat 25 May	<ul style="list-style-type: none"> • Return to Boston or travel on your own 	
Sat 1 June	Integrative Journal Reflections Due	
Sat 8 June	All Course Assignments Due	

