

EPS XXX
Technology, Entrepreneurship, and Design in Sweden
March Break 2017

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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 such as Ericsson, H&M, IKEA, Skype, and Spotify. 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 overlaps with an innovation management course offered at the Stockholm School of Economics (SSE) led by Professor Anders Richtnér, a leading expert in technology innovation and design. Babson students will work with SSE students during the week in Stockholm. SSE 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 a panel of Swedish business and civic leaders who are in positions to adopt and implement 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 local Swedish students in a temporary work team that will require collaborative work and effective leadership.

GRADING COMPONENTS

	Pre-departure Briefing	10
	Design Challenge Exercises	20
	Final Presentation	20
	Integrative Journal Reflections	15
	Professionalism	35
	Total	100 points

Details for each grading component:

- **Pre-departure Briefing:** Students will work in small groups to prepare an oral “briefing” and multi-media stand alone materials to post on the course website. The purpose of the briefing is to introduce the class to different aspects of the Swedish business, political, cultural, and social landscape. Each group will have 20 minutes for their oral briefing, with most of that time devoted to q&a about the briefing materials they posted online. Specific directions about preparing the briefing will be posted on Blackboard. Briefing materials must be posted 3 days prior to the pre-departure session.
- **Design Challenge Exercises:** Throughout the week in Stockholm, students 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.
- **Final Presentation:** The presentation serves as the culmination of the week-long Design

Challenge. Students will deliver their presentation to Swedish business experts.

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

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>

Technology, Entrepreneurship, and Design in Sweden
Preliminary COURSE SCHEDULE

Date	Agenda	Deliverable
February 2017 Pre-departure Session 3 hours	<ul style="list-style-type: none"> • Trip logistics and course overview • Pre-departure briefing about Sweden 	Multi-media briefing materials posted on Blackboard 3 days in advance of the session.
Day 0 Thurs 16 March	<ul style="list-style-type: none"> • Depart for Stockholm, Sweden (evening flight) 	
Day 1 Fri 17 March	<ul style="list-style-type: none"> • Arrive in Stockholm (mid day) • Rest • Welcome reception/dinner at Stockholm School of Economics (SSE) 	
Day 2 Sat 18 March	<ul style="list-style-type: none"> • Rest • “Amazing Race” events with SSE students • Informal social and cultural gatherings with SSE students 	
Day 3 Sun 19 March	<ul style="list-style-type: none"> • Informal social and cultural gatherings with SSE students • Session 0 and Overview of Design Challenge 	Amazing Race Weekend Video Recap
Day 4 Mon 20 March	<ul style="list-style-type: none"> • Company Visit 1 (Technology focus) • Design Challenge HQ-Field exercises 	
Day 5 Tues 21 March	<ul style="list-style-type: none"> • Company Visit 2 (Design focus) • Design Challenge HQ-Field exercises 	
Day 6 Wed 22 March	<ul style="list-style-type: none"> • Company Visit 3 (Social innovation focus) • Design Challenge HQ-Field exercises 	Interim status report out
Day 7 Thurs 23 March	<ul style="list-style-type: none"> • Company Visit 4 (Start-up focus) • Design Challenge exercises 	
Day 8 Fri 24 March	<ul style="list-style-type: none"> • Design Challenge Final Presentations • Course Debriefing and Reflections • Closing Dinner and Celebration 	Final Presentation Slide Deck
Day 9 Sat 25 March	Return to Boston	
Friday 7 April	Integrative Journal Reflections Due	