

# BABSON COLLEGE

Babson Collaborative for  
Entrepreneurship Education

## CALL FOR SUBMISSIONS

### *Ideation in Entrepreneurship Education: Process, Practice, and Mindset*

A Babson Collaborative edited book written by Collaborative members!

To be published by Edward Elgar, March 2024.

Submissions due **February 28, 2023**.

#### **Editors:**

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## **Book Description**

This book seeks to answer one fundamental question in entrepreneurship education: How can we help students develop an idea generation practice? Coming up with good business ideas can seem excruciatingly difficult to students that have limited knowledge and experience. Ideation in an entrepreneurship program is challenging to most students because they don't continuously practice proven techniques, they lack confidence in their creative abilities, and they fear failure and rejection. There are challenges on the educator side as well. We often don't give students enough time to generate new and valuable ideas beyond a few class sessions at the beginning of a course, and some educators may not feel equipped to teach ideation.

Teaching ideation, however, is just part of the solution to help students develop an idea generation practice. This practice is only productive if we also develop students' entrepreneurial mindsets and their opportunity evaluation skillset. Combined, teaching mindset, ideation, and evaluation represents that fuzzy front-end of entrepreneurship that can be the most difficult to teach and learn – especially with traditional methods.

This edited volume seeks to share experiential, action-based, and engaging teaching exercises that relate to entrepreneurial mindset, idea generation, and/or opportunity evaluation. With the global mindshare we have across all Babson Collaborative members, we are sure to develop a robust volume of activities that can be shared with entrepreneurship educators around the world.

## **Book Structure & Submissions**

The book will have three parts: 1. Developing Entrepreneurial Mindsets, 2. Training Students in Idea Generation, and 3. Teaching Opportunity Evaluation. Each part will open with a short, theoretical overview of the topic in entrepreneurship education written by the editors. Following the theoretical overview will be a series of teaching exercises related to the topics – entrepreneurial mindsets, idea generation, and opportunity evaluation.

We are seeking **submissions of teaching exercises or class projects (2,500-5,000 words)** related to one or more of the three parts of the book. Suggested topics are listed below, but we recognize that the list is not exhaustive.

### **Part 1: Entrepreneurial Mindsets**

Teaching exercises, experiences, or projects related to such areas as:

- Growth mindset
- Improvisation
- Overcoming fear of failure
- Unleashing creativity
- Creativity techniques
- Communication skills
- Navigating uncertainty
- Tolerating ambiguity
- Resilience
- Uncovering values
- Reflection
- Changing frames of reference
- Breaking down barriers and bias
- Thinking and acting entrepreneurially
- Designing the future
- Emotional development (empathy)

### **Part 2: Idea Generation**

Teaching exercises, experiences, or projects related to such areas as:

- Design thinking
- Problem detection
- Idea generation techniques (e.g. hybridization, SCAMPER, IDEATE, observation)
- Challenge definition
- Customer driven problem solving / need finding
- Alternatives to brainstorming
- Connections and associations
- Identification of resources
- Discover vs. searching for ideas
- New processes of ideation
- Contextualizing idea generation (e.g. social innovation)
- Innovation processes
- Digital and physical ideation processes
- Collaborative / group idea generation
- Co-creating with stakeholders

### **Part 3: Opportunity Evaluation**

Teaching exercises, experiences, or projects related to such areas as:

- From intention to action
- Resource evaluation
- Choosing and narrowing down ideas
- Evaluation techniques
- Pitching
- Selection processes (e.g. competitions, tournaments)
- Prioritization
- Decision making
- Testing and experimenting
- Prototyping
- Evaluation criteria
- Value proposition
- Business model design
- Customer feedback
- Peer feedback

## Submission Guidelines

All submissions must follow the template provided here ([to be linked later](#)). The template is in the style of a teaching note, so readers are able to easily replicate or adapt the exercise. Those submissions that do not follow the template will automatically be rejected. All fields must be completed.

- Submissions must be the creative work of the author(s) and not published elsewhere.
- Individuals can submit more than one exercise, but no single author can have more than three exercises accepted for publication.
- A collaborative member must be the lead author, and no more than two authors can be from outside the Collaborative. We strongly encourage Collaborative members to work together!
- Accepted submissions are considered published chapters in an edited book.
- References must follow APA format.
- Please do not submit courses. Only exercises, experiences, and projects will be considered for publication

## Publication Timeline

- Feb 28, 2023: Submission of completed template due
- Apr 15, 2023: Notification of acceptance or rejection
- June 15, 2023: Revision of accepted exercises due
- July 30, 2023: Final manuscript delivered to Elgar Publishing
- March 1, 2024: Book is published
- Mid March 2024: Book is celebrated and available at our 2024 Collaborative Summit!

Please note that the above timeline is firm in order to publish by March 1, 2024. We will not be able to extend any deadline.

If you have any questions regarding your submission(s), please contact Heidi Neck ([hneck@babson.edu](mailto:hneck@babson.edu)), Christina Theodoraki ([c.theodoraki@tbs-education.fr](mailto:c.theodoraki@tbs-education.fr)) or Bethlem Boronat ([bboronat@eae.es](mailto:bboronat@eae.es)).