11. Babson Entrepreneurship Program

Babson College is a global leader in entrepreneurial education, teaching, and research; we teach entrepreneurship in a way of thinking and acting, that is by definition, a way of doing business. Babson College has nearly 3,000 students and is ranked among the top business schools worldwide.

The International Summer School program was launched in 2006 to give University of Los Andes students the opportunity to learn from Babson faculty and former students while being exposed to starting small businesses. Our students learn about entrepreneurship and the role it plays in development. Babson College faculty and students will be present to discuss innovative ideas and offer students advanced training in entrepreneurship.

Elayne Best, from Babson, will select the best ideas from students and mentor them to develop a short business plan. The program will be held at the Babson College campus in Boston, Massachusetts.

Further information
Deadlines: 15 March
Contact: David Price, dpw@babson.edu
Website: http://www.babson.edu

For complete program details:
http://www.babson.edu
3. Effective Branding and Advertising

The course is designed to provide students with the tools of brand development and advertising in connecting with consumers and building brand equity. Students will learn about the key elements of successful advertising, including branding strategies, consumer psychology, and the role of creative content in shaping brand perceptions.

Mary L. Jo Hatch is a professor of Marketing at the University of British Columbia. She is known for her research on branding and advertising and has authored several books and articles on the subject.

4. International Sustainable Logistics and Supply Chain Management

This course aims to introduce students to the principles and practices that facilitate responsible supply chain design and sustainable logistics and supply chain management. Students will learn about the environmental, social, and economic impacts of logistics and supply chain management and how to design and implement sustainable practices.

Alan C. Ehrhardt is a professor of Logistics and Supply Chain Management at the University of Illinois at Urbana-Champaign. He is known for his research on sustainable logistics and supply chain management.

5. From Corporate Turnarounds to Sustainable Growth

Turnaround management is about not only transforming troubled companies. The course includes restructuring companies, their structures, as well as strategic considerations, including financial and managerial aspects. This course includes in-depth case studies and the student's ability to work with actual companies in an entrepreneurial role.

Austin Colser is assistant professor in the Strategy area in the Ivey Business School. He has served as a consultant to the not-for-profit sector in the area of organizational development and has been involved in various case studies.

6. Competitive and Corporate Strategy: Applications in Emerging Markets Contexts

This course discusses industry contexts, strategic positioning, the design of organizational structures, and corporate strategy. Students will learn about the unique characteristics of emerging markets and how they impact corporate strategy.

Emma Gottingerman is a professor of Strategy and Entrepreneurship at the University of Warwick. She is known for her research on corporate strategy and emerging markets.

7. Corporate Enterprise

The course will examine the differences between the perspective of an entrepreneur and the perspective of a corporate strategist, while also exploring the challenges and opportunities that arise.

Martin Anderson is an Associate Professor of Entrepreneurship and Strategy at the University of Warwick. He is known for his research on corporate strategy and entrepreneurship.

8. Marketing and Management in the Food Industry

This course focuses on the behavior of consumers and the application of marketing and management principles to the food industry, including the challenges and opportunities that arise.

Adam G. Round is a professor of Marketing and Management at the University of Warwick. He is known for his research on consumer behavior and marketing in the food industry.

9. Banking Regulation

This course focuses on the behavior of groups, the strategies of competitors, and the financial institutions involved in the banking industry. It will also explore the regulatory frameworks and the challenges that arise.

Martin Anderson is an Associate Professor of Entrepreneurship and Strategy at the University of Warwick. He is known for his research on banking regulation and financial institutions.