“Take away the classroom walls and the covers off the textbook”

Experiencing the Entrepreneurial Mindset
What is SolBridge?

SolBridge International School of Business
A start-up - 2007
80/20 model at all stakeholder levels
500+ students and growing
350 BBA + 150 MBA
Daejeon, South Korea (1hr south of Seoul - in center)

www.solbridge.ac.kr
Entrepreneurship at SolBridge

In general
3rd and 4th year specialization
Covers the usual course options

Zen’s classes are different.....
Overview of the ‘no’ course

Semester 14 weeks,
28 classes x 90mins each, 3 credits
Expectation 12 weeks, extra study group 4 - 6 hrs each week
- word hard and finish early!

No exams - no quizzes - no memorization - no lectures - no notes - no ‘ppt’ - no checking attendance - no passive - no handholding - no business plan
[no textbook - no classroom]

no excuses
Classroom Cocktail

16 - 20 nationalities per 35 students
Some Highest GPA’s with LOWEST GPA’s (preferred!)
Exchange students 40% + Regular students 60%
NON-ENTREPRENEURS with declared entrepreneurs
Nobody speaks Korean
Extremely limited socialization, collaboration, communication and teamwork skills from many cultures
Extreme levels of individual competitiveness
Majority of class are allergic to risk - protect their GPA
Context of a course

Multiple objectives
Global perspective
Asian expertise
Creative Management mind
Cross-cultural communication
Social responsibility
THOUGHT LEADERS

Multiple values
respect, responsibility, honesty, fairness and compassion
Experiential elements

Class is a cooperative company ‘www.biz-bridge.org’
Managers (not students)
Teams based on peer and function roles
Business Meeting format
Team ‘teaching’ events
New technologies
Guest Speaker series (themes)
Feedback exercises - opinions
Skype workshops with book author - ‘Young World Rising’
Global sister classes and events thru’ Skype
Team activities + Function activities
Semester long responsibilities - Assignments against clock
Everything is negotiated
Team effectiveness scores - behavior based
Peer evaluations and assessment tools
Teams expected to create their own success
[1 manager fails - the whole team goes with them]
Validation Products - vids, FB etc
There are no secrets in the class - just good deals
How is this delivered?

3 Teaching Assistants
Facebook, Skype and iPhone
2 more in training - YouTube and DropBox

Online and Blended Learning environments
‘chalkboarding’, documentaries, videos,
in person pitch, lecture capture,
skype time updates, Facebook groups.....it is limitless
what ever is relevant

Real-time Real-life Real-stuff
Then what happens?

Everything becomes personalized
Managers are self-authoring individuals
  Autonomy
  Instills feeling of ‘always learning’
  They take responsibility
Soft skills emerge and thrive
They start to think and ‘do’
THEN what REALLY happens???

CHANGE

Cognitive skills
Creativity and innovation
Emotional
Social and Political traits emerge
Learn to learn
Critical thinking.........yes - it is true!
What do 14 weeks cover?

Outcomes-based activities, project and team based work
- Emphasis on ‘doing’, active learning
- Capstones + Coherent themes
- Interdisciplinary relationships
- New knowledge and content
- Ability and desire to make a difference
- Interpersonal+intrapersonal skills
- An understanding of ethics across multiple everything

Focus on Business Model Only
Where’s the ‘content’?

First 7 weeks use structured business logic, topics and tools
Last 7 weeks are devoted to applying the logic and tools thru’ activity

**Guest speaker** series covers themes - e.g. ‘Entrepreneurs under 25’, Corporate Social Responsibility, (opinions) etc

**Theme weeks** - social entrepreneurship, e-entrepreneurship, new trends, women e’s, student e’s, (‘Friday night dinner and a movie’ and case studies) etc

**Capstone event** - week 14 - viral vids, Pitch competition (online and on-campus), Skype speaker, Flash mob, Online donation drive for Social entrepreneurship (kiva.org), Blog, Forum, Vlogs, Network Database, Pop-up Businesses,.....
But wait - there’s more...

Pitch concept - online, offline, ‘outta-line’
Flip $100 proposal - Seed money available for Pop-up Businesses
‘Zincubator’ program - no money mentoring
Created autonomous database of entrepreneurial companies, networking events, internships and job placement opportunities
Ownership of technology formats - e.g. Skype joint learning workshops - Manual, Brochure, Promo video’s, Help Desk, ‘Skype Busters’ group for technical setup and event management
Results in 1 semester

Capstone Event - 7-10 concurrent entrepreneurial activities
8 Pop-up businesses - waiting list of 17 in funnel
2 legally registered businesses - student CEO’s
4 more in the funnel for Spring 2012
4 more with graduating students Fall 2012
Emotional membership 20% of student body and growing
On-going projects to be inherited by next intake

Intended: Pedagogic methods and syllabus structure implemented by academic committee
Zen’s courses now becoming ‘required electives’
Next Step for these Entrepreneurs…

Stay in Korea - Connecting with inaugural global support center for foreign entrepreneurs in Korea

Home to Native Country - Ready to connect with native infrastructure

Ready to implement their business model and incubate

Many continue relationship with SolBridge through Zincubator

Ready for global competitions and opportunities
What did I have to change about me?

No office hours - Skype time instead
Go to their ‘cloud’ and spaces
Let them teach me T_T
Stand in their shoes
Be a Mentor
Customize not “maintainize”
Do some activities 2 - 3 times in different formats

ONE SIZE DOES NOT FIT ALL
Think Long Term

These experiences are seeds being planted that will create an entrepreneurial eco-system in 20 years time

Thank-you
Information

Student made Promotion videos for Skype Joint learning workshops
http://www.youtube.com/watch?v=xMfpCPYMGs&feature=related
http://www.youtube.com/watch?v=wbuXrWqDtSE&feature=feedu

Skype ID    solbridgeadmin
Facebook   SolBridge Zincubator (closed group)
YouTube Channel - private