

# Social Enterprise Program

[www.gsb.columbia.edu/socialenterprise](http://www.gsb.columbia.edu/socialenterprise)

**Columbia Business School's Social Enterprise Program (SEP)** is a resource for all MBA and EMBA students and alumni who want to make the world a better place at any time in their personal and professional lives and from the vantage point of any sector. The SEP aims to inspire and prepare leaders who create social value in business, nonprofit and government organizations locally, nationally and internationally. The School supports a broad range of activities to expose students to the breadth and depth of social enterprise, prepare them to apply business skills to social enterprise endeavors and enable them to align personal values with professional goals to build careers that bring social benefits to a broader community. The Social Enterprise Program is an umbrella for activities at the School across four broad areas:

**Public and Nonprofit Management**—using business skills to improve the effectiveness and the impact of local, national and international nonprofit and public-sector organizations in such fields as education, health, arts and culture, community development and the environment. Increased demand from funders, regulators and community groups for greater accountability in the social sector has led to a rise in demand for MBAs who can manage effectively and achieve financial and social objectives.

**International Development and Emerging Markets**—working to promote the economic and social well-being of the world's poorest countries through the management of international nongovernmental organizations; corporate social responsibility initiatives within local, national and multinational corporations; small and medium enterprise development; or through traditional and nontraditional forms of finance, including public finance, venture capital, private equity, hedge funds and microfinance. International development career paths for MBAs span all industries and the private, government and nonprofit sectors.

**Social Entrepreneurship**—starting or working with for-profit or nonprofit ventures that merge entrepreneurial business principles with social benefits in areas such as the environment, workforce development, education, health, and community and international development. Achieving social as well as financial returns is essential for the sustainability and growth of these ventures.

**Corporate Social Responsibility and Sustainability**—working with companies to integrate social and environmental concerns into business strategies, operations and interactions with stakeholders. Typically MBAs in this field will work in functional areas of companies to integrate sustainable business practices into product design, new business development, supply chain management, marketing, social audits and accountability, international operations and environmental standards.

The School's **SEP** offers **elective courses** that complement the *Individual, Business and Society* core course curriculum, which explores the role of business in society; opportunities to pursue **experiential learning and careers**; and **events and activities** that foster social enterprise networks among alumni, students, professors and practitioners, across the University and beyond.

## **Courses**

MBA students learn from leading academics in the field, as well as the many practitioners of social enterprise who come to campus as adjunct professors, guest lecturers and panelists. Courses include the following:

**Board and Executive Management of Nonprofits**—highlights theories and practical skills that MBA graduates can leverage by pursuing careers in the nonprofit sector, serving as nonprofit board members, offering pro bono consulting services and forming partnerships with nonprofits from the vantage point of the corporate sector.

**Business in Society**—examines conflicts that arise between maximizing shareholder value and stakeholder or social value, and how companies can manage and resolve these issues with innovative thinking and socially responsible practices.

**Social Entrepreneurship: A Global Perspective**—explores how social value is created and how, why and when for-profit and nonprofit entrepreneurial ventures can exert influence on leverage points in the community to achieve systemic and sustainable social change.

**The Private Sector and International Development**—examines challenges facing the private sector in developing countries, including the rule of law (contract enforcement, intellectual property rights, investor protection), corruption and political instability, and the role of international institutions such as the World Trade Organization and International Monetary Fund.

**Finance and Sustainability**—highlights financial skills and instruments across capital markets, investment management and commercial banking that financial professionals can leverage to simultaneously earn a profit and create a positive impact on society.

For a full list of social enterprise courses, please see the **Social Enterprise Career/Course Map at [www.gsb.columbia.edu/socialenterprise](http://www.gsb.columbia.edu/socialenterprise)**

### **Experiential Learning & Careers**

A wide range of programs encourage MBAs to participate not just in theory but in practice. Students access the School's social enterprise career resources and engage in extracurricular projects to integrate social enterprise into the MBA experience. Social enterprise activities include:

**Loan Assistance Program**—encourages MBA graduates to take management and leadership positions in the public and nonprofit sectors in the United States or internationally by helping to alleviate the financial burden associated with repaying education loans.

**Summer Fellowship Program**—enables students to contribute their MBA skills and knowledge via internships with employers that could not otherwise afford to hire them. Students intern in the U.S. or abroad at nonprofit, government or nongovernmental organizations, for-profit and nonprofit social ventures, and social venture capital firms.

**Nonprofit Board Leadership Program**—provides students with a unique professional opportunity to work on projects with Columbia Business School alumni who are actively serving on nonprofit boards in New York.

**International Development Consulting Project Fund**—provides financial support for travel during winter and spring breaks for students who complete pro bono international development consulting projects.

**Global Social Venture Competition**—a business plan competition that fosters the creation of ventures that achieve

social as well as financial returns. For more information, please visit [www.socialvc.net](http://www.socialvc.net)

**Research Activities**—Students incorporate research into course papers and independent studies and work on projects or cases with faculty members.

Other resources relevant to social enterprise at Columbia University include the Institute for Not-for-Profit Management (Executive Education), the Eugene M. Lang Center for Entrepreneurship, the Sanford C. Bernstein & Co. Center for Leadership and Ethics, and the Earth Institute.

### **Events & Activities**

New York City is a global corporate center and home to more nonprofit organizations than any other city in the world. Practitioners participate in the classroom and in events organized by professors, staff and student clubs, including the Social Enterprise Club, the International Development Club, the Global Social Venture Competition, the Small Business Consulting Program and Community Action Rewards Everyone (CARE). Events and activities include:

**Social Enterprise Conference**—This annual event brings together industry leaders, professionals, alumni, professors and students to share best practices and to engender new ideas surrounding the intersection of mission and business.

**Social Enterprise Retreat**—This upstate social gathering at the beginning of the fall semester gives new students a chance to meet second-year students, staff, professors and other friends of the SEP.

**Career Discussion Series**—Second-year students and alumni share their experiences prior to business school and in their summer internships in the nonprofit and for-profit sectors. The Career Management Center provides career tips and advice for specific areas such as international development, “green business,” community development, social venture capital and nonprofit and public management.

**Pro Bono Consulting Training**—Student clubs like the Small Business Consulting Program and the International Development Club organize sessions with consulting professionals and faculty members to discuss consulting project skills needed for international development, nonprofits and small business clients.

**Lunchtime Speakers**—Past events have covered topics such as nonprofit board membership, corporate social responsibility, social venture capital, community development, microfinance, renewable energy and foundation management.

**Social Enterprise Study Trips**—Students explore topics such as international career opportunities in Washington, D.C., European corporate social responsibility in Paris and Brussels, social entrepreneurship and “bottom of the pyramid” ventures in India, ecotourism in Ecuador and sustainable and green companies in New England.

A complete list of past events can be found on the SEP's Web site at [www.gsb.columbia.edu/socialenterprise](http://www.gsb.columbia.edu/socialenterprise)