Sustainable Global Enterprise Immersion

Information Session
September 16, 2010

Immersion Goals

• Bridge theory and practice

• Give students relevant experience

• Make students more valuable candidates for internships and full-time job opportunities

• Network

• Help students articulate a career path
What is Our View?

Sustainable Development

Environmental Management
- Compliance
- Pollution Prevention
- Risk Management

Corporate Social Responsibility
- Philanthropy
- Community Relations
- CSR Reporting

Sustainable Enterprise
- Entrepreneurship
- Innovation

Strategic General Management Focus

- Apply Functional Skills
  - Finance
  - Marketing
  - Operations
  - Accounting
  - Strategy
  - Organizational Behavior

- Refine Individual Skills
  - Critical Decision-Making
  - Leadership
  - International Management
  - Innovation
  - Entrepreneurship
  - Technology Management
Build Strong Fundamentals

• Apply tools from the core
• Strengthen your skills by using them
• Get relevant experience
• Focus on developing your area(s) of interest

SGE Immersion Key Dates

• Early December       Group Meeting Prior to Break
• January 13-21        “Sustainability Boot Camp”
• January 18-19        Team/Project Assignments
• January 20-21        Project Scoping
• February 23-25       NY Trek
• March 16-18          Washington, DC Trek
• March 19-27          Potential Field Work (Spring Break)
• April 29             Final Reports
• May 10-11            Final Presentations
SGE Immersion Program Structure

• Boot Camp

• Immersion Core 5.0 credit hours
  – NBA 6580 – Practicum (Milstein) 3.5 cr.
  – NBA 6030 – Sustainable Global Enterprise (Dowell) 1.5 cr.

• First-year Core 3.5 credit hours
  – OPS 2.5 cr.
  – MLO 1.0 cr.

• Complementary Electives 7.5 credit hours
  – Track Electives 3.0 – 4.5 cr.
  – Quantitative Electives 3.0 – 4.5 cr.

16 Credit Hours

Industry Specialization Tracks

Choose 3 – 4.5 credits in a specialized area

Examples:

• Clean Technology
  – Evaluating Capital Investment Projects (1st) 1.5 cr
  – Energy Economics (1st) 1.5 cr
  – Managing Innovation and Technology (Full) 3.0 cr

• Emerging Market Development
  – Evaluating Capital Investment Projects (1st) 1.5 cr
  – Green Leap (2nd) 1.5 cr
  – Product Management (Full) 3.0 cr

• Sustainability & Strategy
  – Consulting Focus (Full) 3.0 cr
Quantitative Electives
Choose 3 – 4.5 credits

- Spreadsheet Modeling (1st) 1.5 cr
- System Tools for SGE (2nd) 1.5 cr
- Evaluating Capital Investment Projects (1st) 1.5 cr
- Valuations (2nd) 1.5 cr
- Financial Statement Analysis (1st) 1.5 cr
- Data Driven Marketing (Full) 3.0 cr
- Market Research (Full) 3.0 cr

Picking Electives

- Consultation Session next week with TAs & SGE Immersion Alums
  - Elicia Carmichael
  - Liz Mygatt
  - Laura Schaffer

- Base of the Pyramid
- Corporate & Project Finance
- Consulting
- Entrepreneurship & Venture Capital
- Socially Responsible Investing
- Technology Management & Innovation
- Clean Technology
- Conservation/ecotourism
- CSR
- Marketing
- Operations
- Real Estate
Past Project Sponsors

- A123Systems
- Acciona
- AES – Electropaulo
- American Governor
- Cascade Engineering
- Clean Energy Group
- Dow
- Dow Corning
- DuPont
- Emerging Markets Group
- Environmental Credit Corporation (w/Cornell University)
- Freestyle Energy/Freestyle Foundation
- Gates Automotive (w/Sherwin Williams & NAPA)
- GE
- Grassroots Business Fund
- Hersha
- IBM
- Intelligen Power Systems
- Johnson & Johnson
- Ocean Spray
- MicroVest
- New York City Transit Authority
- Nike
- Plebys
- Principle Energy Ltd.
- S.C. Johnson
- SNV
- Suncor Energy
- Tandus Group
- ToughStuff
- WaterHealth International
- World Bank
- The Water Initiative
- Yingli Green Energy

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Non-JGSM Registration

- Email me (mm462) directly confirming:
  - Attendance from January 13th
  - NBA 6580
  - NBA 6030
  - Other Johnson School electives of interest (optional)
  - Your Resume
  - Brief statement about why you want to take the Immersion
Q & A