



CESR Stampede at Leeds: Driving Values in Business

April 15 – 19, 2013

leeds.colorado.edu/stampede



CESR Stampede at Leeds: A Week of Driving Values in Business

Overview

The Center for Education on Social Responsibility (CESR) is excited to present **CESR Stampede at Leeds: A Week of Driving Values in Business** (CESR Stampede, Stampede Week), April 15 - 19, 2013. Through class visits, panels, speakers, a case competition and project showcase, attendees will explore values, network with like-minded professionals, and hear from a variety of dynamic speakers about applying positive values in a business setting. Stampede Week will also include the fourth annual Conscious Capitalism Conference, a CESR flagship event.

Dedicated to developing socially conscious, values-driven leaders of tomorrow, CESR and the Leeds School of Business are perfect hosts for the week of events. Leeds is recognized as one of



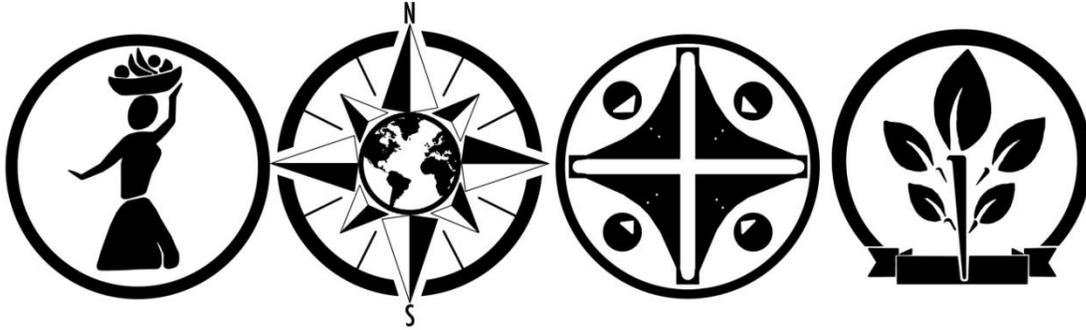
the only public business schools in the country with a substantial infusion of values and social responsibility throughout all years of the business program. David Ikenberry, Dean of the Leeds School of Business, and Donna Sockell, Executive Director of CESR, are champions of the idea expressed in their *BusinessWeek* article, that “business can make money, create jobs, and also be an innovator and leader in creating a better world”. The article goes on to say that it is critical

to “teach students exactly how social responsibility applies to, say, marketing at the very same time that you’re teaching them to be whizzes at applying all the other tools of that field – in the same class and at the same time as part of a fully integrated toolkit and thought system. They’re inseparable.”

CESR Stampede will allow students, CU professors and staff, community members and professionals to come together to explore the notion that business and values are inseparable. Through awareness, discussion and debate, CESR Stampede will create an open dialogue focusing on this important idea. The week will also give students an opportunity to present their ideas and projects related to Corporate Social Responsibility. Professionals and community members will be invited to offer critiques and real-world insight.

Attendees will be asked to register for each event they plan to attend on the CESR Stampede website: leeds.colorado.edu/stampede.

Monday – Social Impact Day



Visit a CESR Class (Monday/Tuesday)

On Monday and Tuesday of Stampede Week, CESR classes will open for conference attendees to visit. Course descriptions and times are listed in the Appendix.

Social Enterprise Panel, Lunch, Marketplace of Ideas and Progressive Tour of Local Social Enterprises (Monday, April 15, 2013 10:30 – 4:45 – C4C Flatirons Room before lunch, C4C Room 350 after lunch, and Local Businesses)

CESR Stampede will kick-off with several exciting events dedicated to Social Enterprise – businesses that use market tools to address social and environmental problems. The day will open with a panel featuring leaders in the social enterprise field who will address “Social Enterprise: Defining the ‘new normal’ for business in the 21st Century.” Following the panel, attendees will enjoy lunch and hear from a guest speaker from the field of social enterprise. After lunch, the event will transform into a Marketplace of Ideas, featuring leaders of eight or more local social enterprises who will “pitch” their ideas and their “edge” to the shoppers. Additionally there will be open space for others to pitch their own ideas. After the Marketplace, attendees will be taken on a progressive tour of four local social enterprises. [Map](#)

Socially Responsible Enterprise (SRE) Certificate Graduation (Monday, April 15, 2013 5:00 - Koelbel S233)*

Through the CESR program, students can complete a certificate in Socially Responsible Enterprise (SRE). The goal of the program is for students to see and understand the social and environmental impacts of business, and their ethical implications from a broader perspective.

CESR Stampede at Leeds: A Week of Driving Values in Business

To earn the certificate, students must have a 3.0 GPA and complete three related courses, an experiential learning requirement, and a personal reflection and statement of purpose. The class of 2013 SRE graduates will have their graduation ceremony as part of CESR Stampede.

***This is a closed event.**

NVC Social Impact Track Competition and Reception (Monday, April 15, 2013 5:00 - Koelbel S210 and 7:30 - Atrium for reception)



The CU New Venture Challenge (NVC) is a university-wide business plan development competition. To enter, students form teams and create a business plan for their original business idea. NVC provides support to participating teams through mentoring and workshops. Once submitted, the business plans are judged, and cash prizes of \$1,000 to \$5,000 will be awarded. Teams are allowed to compete in five different areas, or “tracks”: General, Cleantech, IT, Music, or Social Impact. CESR Stampede will be a spotlight for teams competing in the Social Impact track of the competition. On Monday evening, April 15, teams will pitch their Social Impact business ideas, followed by a reception at the Leeds School of Business. The final round of the competition will be held on Wednesday, April 17, 2013. [Map](#)

Tuesday – Environmental Sustainability

The New Business Climate: Climate Change Science, Policy, and Business Expert Panel Discussion (Tuesday, April 16, 2013 3:30 – 5:00 - C4C Abrams Lounge)

There is growing awareness that global warming is changing our planet. Global climate change is among the top issues of concern amongst three broad stakeholder communities: science, policy, and business. “The New Business Climate” refers to a unique and growing business context in which the issues of climate change bring these tripartite community forces to bear on business strategy –creating threats and opportunities for businesses at all levels. The “New Business Climate” event and panel discussion will feature remarks by a climate scientist, policy and law expert, and business consultant. These three speakers will provide the factual basis and context for a vibrant moderated panel discussion amongst business strategists and entrepreneurs, addressing the threats and opportunities that lie at the convergence of the

CESR Stampede at Leeds: A Week of Driving Values in Business

science, policy, and business of global climate change. Experts and panelists will be available for discussion with audience members at a reception immediately following. [Map](#)

Sustainability Showcase and Networking (Tuesday, April 16, 2013 5:00 – 7:00 - Koelbel Atrium and Lobby)

The Sustainability Showcase is an opportunity for the community to come together and witness all that the Leeds School of Business has to offer in the form of student talent. This evening of impactful networking will feature a gallery-style exhibition of student work that addresses social and environmental issues, with the winners selected by our guests.

The event is hosted by the Center for Education on Social Responsibility, Net Impact, the Leeds Sustainability Council, and Hub Boulder, and will feature catered hors d'oeuvres and a keynote speech from a special guest. [Map](#)

Wednesday – Values in Business

Conscious Capitalism Conference (Wednesday, April 17, 2013 8:45 – 3:30 – University of Colorado Stadium Club inside Folsom Field)

Each year, CESR hosts the Conscious Capitalism Conference, which gathers business students from universities across our region, as well as business community members, to learn how talented leaders have used the traditional tools of capitalism to serve social needs. The goal of the Conscious Capitalism Conference is to challenge thinking, and stimulate the creativity of the next generation of great business leaders through exposure to outstanding business leaders who have made values-driven choices today. The group of influential business leaders and entrepreneurs who will be presenting at the conference includes:

- Rob Cohen, CEO, IMA Financial Group
- Ralph (Bud) Sorenson, Board Member, Whole Foods Market
- Mo Siegel, founder, Celestial Seasonings
- Andrew Romanoff, Senior Advisor, International Development Enterprises (iDE)
- Mark Albion, Co-Founder and Managing Partner, More Than Money Careers; Founder of Net Impact

New Venture Challenge (NVC) Finals (Wednesday, April 17, 2013)

The New Venture Challenge is CU-Boulder's cross-campus entrepreneurship championship. NVC participants are supported through a series of events designed to move them from an idea

CESR Stampede at Leeds: A Week of Driving Values in Business

to a team to a business that they can pitch to potential investors. They also receive direct mentoring from leaders in the Boulder entrepreneurial community. Each team competes in one of five tracks: Information Technology, Clean Tech, Music, Social Impact, and a General track. Winners in each track and the overall winners receive financial and/or in-kind prizes. Teams may consist of students, faculty, staff, and community members provided at least one team member holds a valid CU ID. On Wednesday, April 17, 2013, Stampede Week will highlight the finals of the NVC challenge.

Leadership Challenges Alumni Event (Wednesday, April 17, 2013 6:00)*

Leadership Challenges: Exercises in Moral Courage, is a year-long course offered by CESR. The course, open to motivated and interested juniors and seniors, focuses on values and leadership at the top level of organizations, and how to respond to real ethical dilemmas. Each year, the talented graduates of the course move on to prestigious and interesting careers, adventures or additional schooling, making the annual alumni event a fun way to stay in touch. This year, the reception will be held during Stampede Week. This event will be an opportunity for Leadership Challenges graduates to catch up and network with each other, and stay connected to CESR.

***This is a closed event.**

Thursday – Careers in Social Responsibility & Sustainability

CESR and Deming Organic Industry Panel and Lunch (Thursday, April 18, 2013 12:15 – 1:30 – C4C Flatirons Rooms)

On the fourth day of Stampede Week, CESR will partner with the Deming Center for Entrepreneurship to present a panel discussion and lunch about the Organic Foods industry. The panelists will discuss the environmental and economic benefits of the organic industry, as well as their efforts to incorporate social and environmental responsibility in their businesses. Attendees will also have the opportunity to ask questions about all things “Organic”.

How to Find the Well-Paying Social Impact Job That is Right for You by More Than Money Careers LLC, Dr. Mark S. Albion (Thursday, April 18, 2013 2:00 - 3:30 – C4C Flatirons Room)

In this interactive workshop, participants will get a brief overview of the More Than Money Careers System, and then work through one of the key MTM Careers tools, the Career Significance Navigator, to help isolate their dream job. [Map](#)



CESR Stampede at Leeds: A Week of Driving Values in Business

Making a Living While Making a Difference – Career Connections Panel (Thursday, April 18, 2013 3:30 - 4:30 – C4C Flatirons Room)

For the Stampede Week panel on careers in social responsibility, CESR will be teaming up with the Career Connections office at the Leeds School of Business to bring students an informative panel on finding a job in the world of socially responsible business. The panel will feature the expertise of professionals with experience in hiring and working in socially responsible business. This will be a great event for students with any area of emphasis in the business school looking to find a values-based career and company. [Map](#)

Cynthia Cooper (Thursday, April 18, 2013 5:00 – 7:15 – Muenzinger)



In 2002, Cynthia Cooper led a small team of internal auditors to uncover \$3.8 billion in accounting fraud at WorldCom. Later that year, *Time* magazine honored Cooper as one of their Persons of the Year for the courageous actions she took. As part of CESR Stampede, Cooper will come to the University of Colorado to discuss ethics, leadership and overcoming adversity. [Map](#)

Friday – Competitions & Wrap-up

Undergraduate and Graduate Case Competition (Friday, April 19, 2013 2:00 - 5:00 – C4C Flatirons Room)

On the final day of Stampede Week, CESR will host a case competition for business students. Participating students (in teams of 3 or 4) will receive a case based on a nonprofit organization working to promote community well-being and economic development in an impoverished Denver neighborhood. The case will be prepared in conjunction with a graduate engineering course currently taking place at CU that is developing needs based projects to benefit this community. Judges will evaluate the responses and choose a winning team based on the most innovative and sustainable solution. [Map](#)

Banquet (Friday, April 19, 2013 6:00 – St. Julien Hotel)*

The CESR Stampede Banquet will serve as the end of the week celebration. Faculty and staff of CESR, board members, and students and alumni will join together for a reception, dinner and presentation on Values in Business. ***This is a closed event.**

Appendix

Section A: Class Descriptions and Times

BCOR 1010: Introduction to Business

This introductory course is a requirement of every business student, and CESR is responsible for the content and direction of the curriculum. This course is designed to be a showcase course for the Leeds School of Business, surveying business topics, issues, and practices. Students are introduced to each of the functional areas of business, including accounting, finance, marketing, operations, business intelligence, and human resources management.

The course is designed to help students appreciate the interrelationship of these business functions and, the role and context of business in society. Other topics include: the economic and legal environment of business, the globalization of markets, workforce diversity, leadership and entrepreneurship.

Methods of teaching include lectures, in-class discussions, exercises, simulations, and guest speakers. Weekly discussions in small classrooms expand on lecture materials and concepts and focus on case studies of actual businesses. (leeds.colorado.edu)

Day	Time	Room	Professor
Monday	1:00 – 1:50	FLEMING 155	Don Oest

BCOR 3010: Business Applications of Social Responsibility

This course focuses on different conceptions of the role of business in society, and the role that personal values play in determining business conduct from a multidisciplinary perspective. The course explores the values inherent in the free market system and its alternatives, the modern debate over the meaning of “corporate social responsibility,” the differences between a principled and a pragmatic approach to defining a business’ role in society, and obligations of business to specific stakeholders from a legal, economic, and moral standpoint. Critical issues such as sustainability and the impact of globalization on modern business are also featured in this course. This is a highly participative class built around ten formal student presentations of

CESR Stampede at Leeds: A Week of Driving Values in Business

challenging and timely cases involving business conduct, spanning the functional areas of business. (leeds.colorado.edu)

Day	Time	Room	Professor
Monday	2:00 – 3:15	KOELBEL 235	Beth Cross
Monday	2:00 – 3:15	KOELBEL 102	Owen Borum
Monday	3:30 – 4:45	KOELBEL 235	Beth Cross
Monday	3:30 – 4:45	KOELBEL 102	Owen Borum
Tuesday	9:30 – 10:45	KOELBEL 210	Catherine Milburn
Tuesday	11:00 – 12:15	KOELBEL 210	Liz Stapp
Tuesday	12:30 – 1:45	KOELBEL 210	Liz Stapp
Tuesday	3:30 – 4:45	KOELBEL 210	Kevin McMahon

CESR 4005: Business Solutions for the Developing World

This course provides students with practical knowledge and hands-on experience in developing sustainable business strategies to meet the real-world needs of small business entrepreneurs in developing countries. It was recognized by Ashoka and highlighted in its Teaching Resource Guide as “a model to inspire future development of high quality social entrepreneurship”.

Student teams work with Peace Corps volunteers and other social entrepreneurs who are addressing social and environmental issues. Students write case studies on the work of their project partners who are engage in Small Enterprise Development; these case studies are used by the Peace Corps for the training of new volunteers.

Other teams provide business consulting advice to social entrepreneurs who are addressing social problems, both in the U.S. and in developing countries. Student teams learn about the

CESR Stampede at Leeds: A Week of Driving Values in Business

challenges of conducting small business in developing countries while producing valuable information that will help their partner organizations achieve their mission of eliminating poverty through service to micro entrepreneurs in international communities.

(leeds.colorado.edu)

Day	Time	Room	Professor
Tuesday	12:30 – 1:45	KOELBEL 230	Milburn/Reznicek

CESR 4130: Sustainable Operations

Sustainable Operations examines business strategies in response to environmental and social challenges. The course takes a pragmatic business perspective on improving operations across the value chain. Grounded in eco-efficiency, life-cycle thinking and a dose of investigative skepticism, the course assists students to thoroughly understand the scope of costs, benefits and risks associated with driving toward sustainable operations. It also provides students with practical knowledge and hands-on experience in developing sustainable business strategies to meet the real-world needs of small business entrepreneurs in developing countries.

Throughout the course, student teams work with Peace Corps volunteers and other social entrepreneurs who are addressing social and environmental issues. (leeds.colorado.edu)

Day	Time	Room	Professor
Monday	5:00 – 6:15	KOELBEL S125	Keith Stockton

CESR 4825: Privacy in the Age of Facebook

In a time where technology allows unprecedented aggregation of personal information, use is moving faster than social norms and laws can follow. The removal of consumer privacy is the new capital driving the growth of new media companies such as Facebook, LinkedIn, and Google. In this class, students dissect the technologies and social trends related primarily to privacy and use of information about individuals to reap profits. The class is taught in the style of a graduate seminar and driven by student research. (leeds.colorado.edu)

CESR Stampede at Leeds: A Week of Driving Values in Business

Day	Time	Room	Professor
Tuesday	11:00 – 12:15	KOELBEL 220	Kai Larsen

CESR 4827: Integrated Reporting for Socially Responsible Strategies

Explores the growing global trend of companies to measure, disclose and report for socially responsible initiatives. Integrated reporting combines financial, environmental, social and governance information into a single report. Current practices in sustainability and integrated reporting in the US and across the world will be examined and learned through case studies, guest speakers, current literature and projects. As integrated reporting is increasingly practiced in the US and abroad, top accounting firms and companies recognize the need for students with knowledge and skills in this emerging field. (leeds.colorado.edu)

Day	Time	Room	Professor
Tuesday	2:00 – 3:15	KOELBEL 375	Catherine Milburn

MBAX 6825: Topics in Sustainable Business

The topic of sustainability is approached from the unique perspectives of seven core disciplines of business administration: economics, strategy, ethics, organizational behavior, operations, finance and accounting, and marketing.

While risk management and compliance strategies will be addressed, emphasis is placed on innovative business practices and entrepreneurial opportunities created by the sustainability “movement.” By profiling cases of “sustainable venturing” in various markets and contexts – small and large, incremental and cutting edge, intrapreneurial (within-company) and new ventures – over the course of the semester students consider together how sustainable business practices will change the way we work and live. (leeds.colorado.edu)

CESR Stampede at Leeds: A Week of Driving Values in Business

Day	Time	Room	Professor
Tuesday	7:00 pm – 9:15 pm	KOELBEL S127	David Payne

MBAX 6845: Social Entrepreneurship in Emerging Markets

This course is designed as a seminar for graduate students interested in business approaches to solving global social and environmental problems that have not been effectively addressed by government, business or traditional NGOs and non-profit organizations...problems such as poverty, disease, environmental degradation, illiteracy, and lack of clean water, sanitation, electricity, healthcare and access to credit.

Students study and work directly with social entrepreneurs in developing countries who are tackling these problems because they want to make the world a better place. These are change makers who have limited resources, but who are leveraging their powerful new ideas, their determination and their know-how. Successful social entrepreneurs must have more than a good idea; they must know how to address social and environmental problems while operating sustainably, according to a model that can be replicated for significant regional, national and even international impact.

Each team will act as a strategic partner to its social entrepreneur, addressing the need that he/she has expressed through research, ongoing consultation and a final Project Report that includes the team's recommendations. (leeds.colorado.edu)

Day	Time	Room	Professor
Tuesday	3:30 – 6:15	KOELBEL S110	Milner/Deriso

CESR Stampede at Leeds: A Week of Driving Values in Business

Section B: Campus Maps and Directions

Link to Campus Map

<http://www.colorado.edu/campusmap/>

Link to Parking and Transportation Services

<http://www.colorado.edu/pts/>



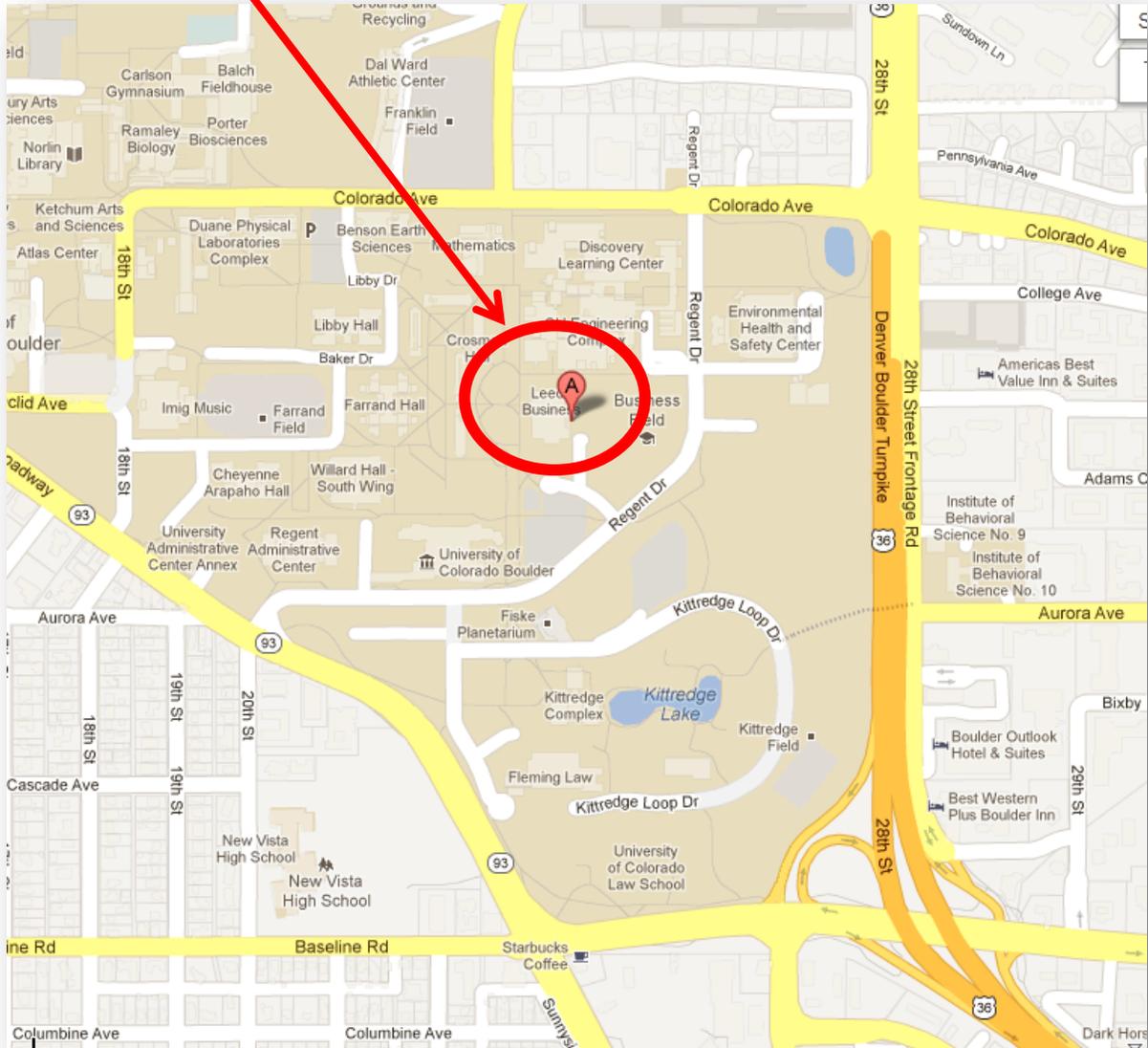
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Map and address for Koelbel building on campus

Leeds School of Business

995 Regent Drive

Boulder, CO



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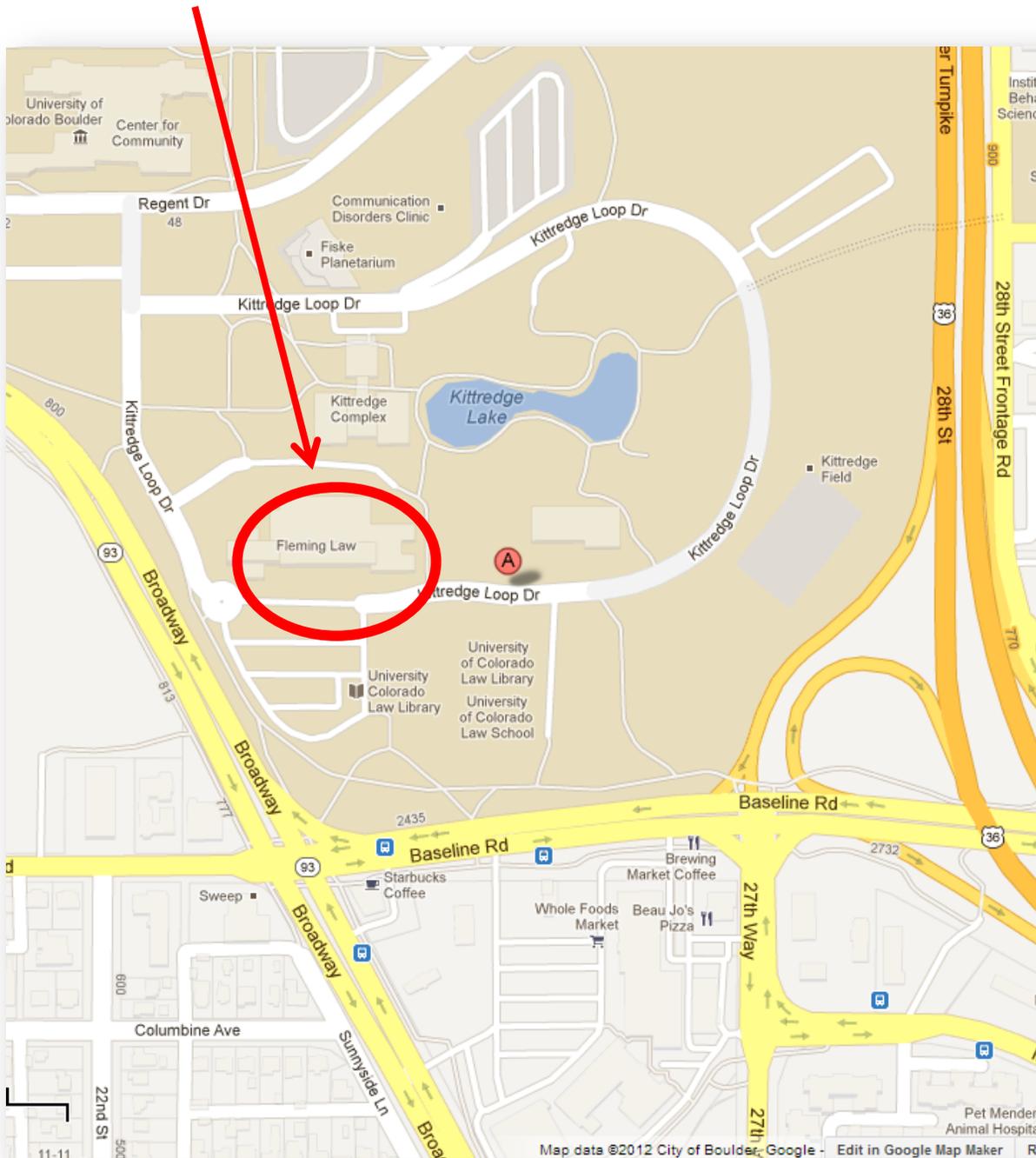
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Map and address for Fleming building on campus

Fleming Building

2445 Kittredge Loop Road

Boulder, CO 80309-0027



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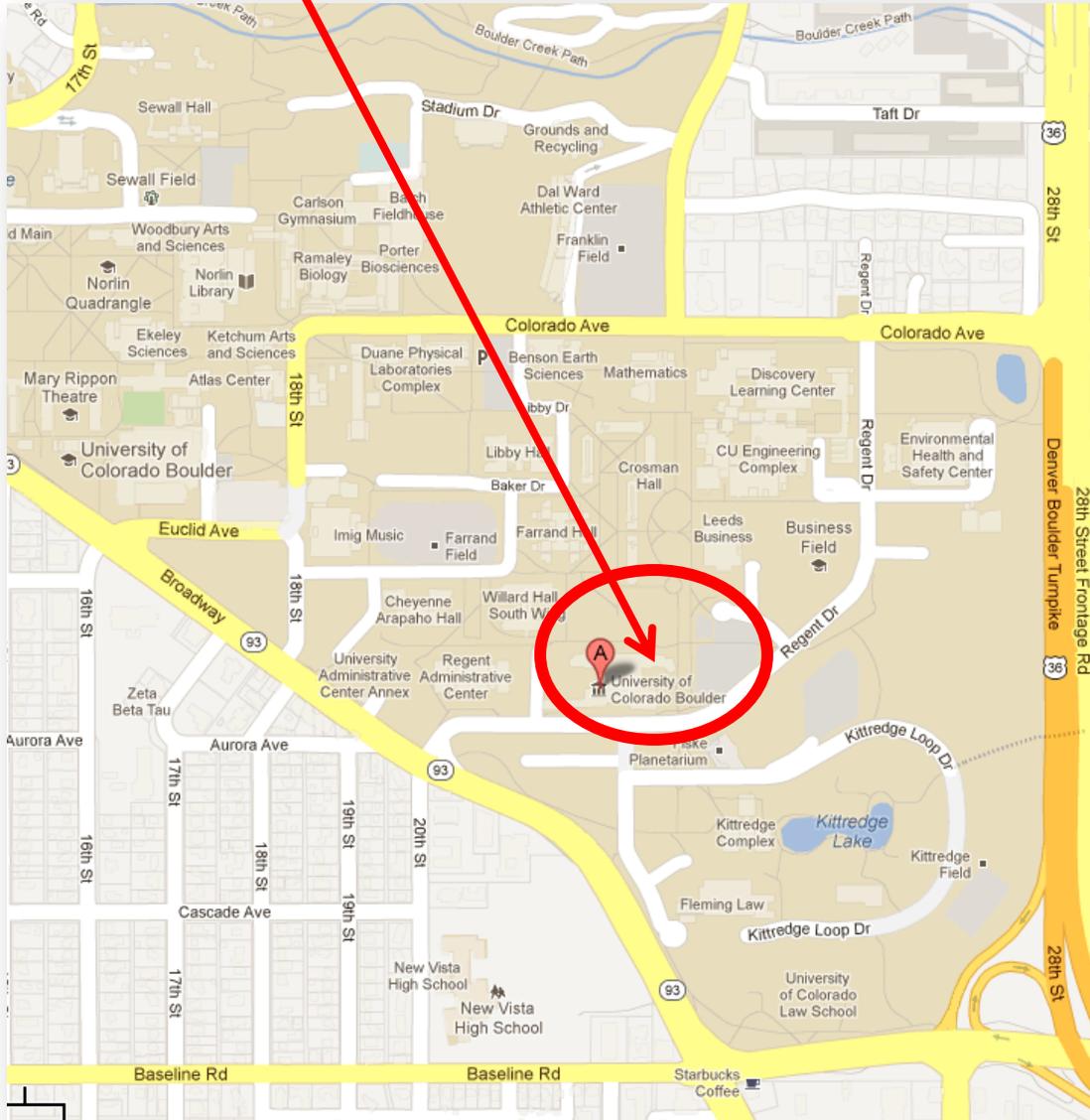
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Map and address for C4C (Center for Community)

C4C

2449 Willard Loop Drive

Boulder, CO 80309

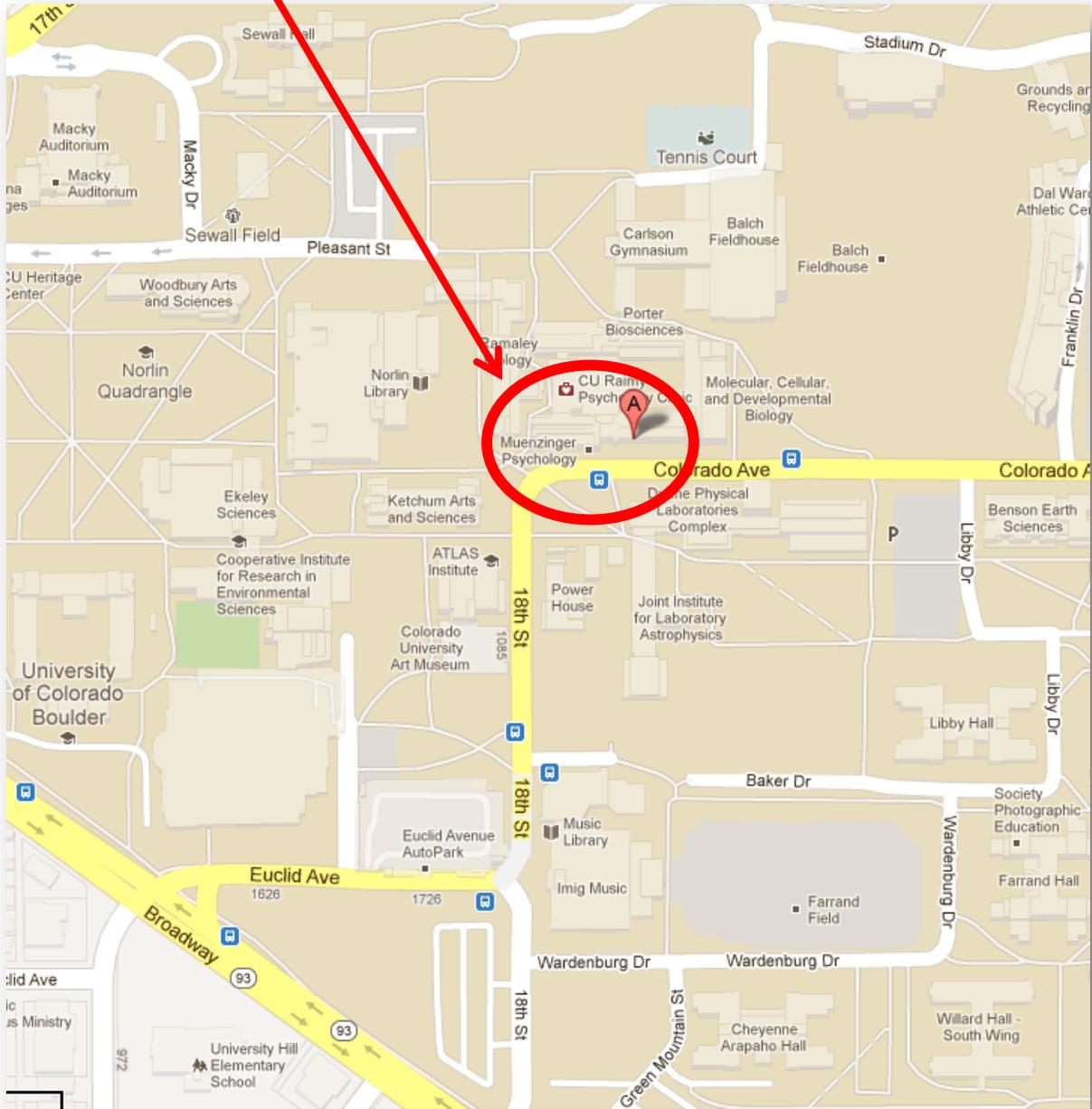


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CESR Stampede at Leeds: A Week of Driving Values in Business

Map and address for Muenzinger building on campus

Muenzinger
2021 Colorado Ave.
Boulder, CO 80302



<http://goo.gl/maps/cSf4N>