

# Certificate in Socially Responsible Enterprise (SRE)

Offered by the Center for Education on Social Responsibility (CESR)



CESR offers the Certificate in Socially Responsible Enterprise (SRE) to business students seeking to distinguish themselves in the field of socially responsible business. Whether interested in environmental sustainability, social entrepreneurship, corporate ethics or values-driven leadership, students who complete the certificate will develop the practical knowledge and marketable experiences that will distinguish them as business professionals who strive to make a positive social impact.

## PROGRAM ENTRANCE REQUIREMENTS

- Register with the CESR office
- Maintain a 3.0 grade point average by graduation

## PROGRAM COMPLETION REQUIREMENTS

1. Business Coursework (below)
2. Experiential Learning Experience (page 2)
3. Personal Reflection and Statement of Purpose (page 2)

### 1. Business Coursework

In addition to **BCOR 1015**, **BCOR 3010**, and the **capstone** course for the student's area of emphasis, complete 3 of the following courses:

- **CESR 4000/4001 (3)** *Leadership Challenges: Exercises in Moral Courage* (year-long course)
- **CESR 4005 (3)** *Business Solutions for the Developing World: Learning Through Service*
- **Global Seminar (3)** Social Entrepreneurship & Innovation (Cocle, Panama)
- **CESR/MGMT 4130 (3)** *Sustainable Operations*
- **CESR/MGMT 4440 (3)** *Privacy in the Age of Big Data*
- **CESR/ACCT 4827 (3)** *Integrated Reporting for Socially Responsible Strategies*
- **CESR/MGMT 4828** *Corporate Boards in Action*
- **MGMT 3030 (3)** *Critical Leadership Skills*
- **MGMT 4140\* (3)** *Project Management*

\*Project must be pre-approved for SRE coursework credit

## COURSE DESCRIPTIONS

**CESR 4000/4001 Leadership Challenges: Exercises in Moral Courage** Year-long, highly selective course delivered via interactive model that brings high-level executives into the classroom to present an ethical dilemma they have faced professionally, to which students prepare a solution for the executive to evaluate. Prereqs: 52 credits completed, BCOR 3010 (concurrent ok).

**CESR 4005 Business Solutions for the Developing World: Learning Through Service** Explores business opportunities to meet the needs of those at the base of the economic pyramid. By partnering with organizations and businesses with a social mission, students will learn how business (for-profit, social business, NGOs, social entrepreneurs, etc.) can meet the needs of the poor and operate sustainably. Prereqs: BCOR 3010 (concurrent ok).

**CESR/MGMT4130 Sustainable Operations** Strategic perspective on improving environmental performance across the value chain. Conceptually grounded in "eco-efficiency" and "life-cycle thinking," the course helps students to understand costs and benefits - financial, environmental, social - when deploying business capital to maximize business performance. Prereqs: 60 credits completed, BCOR 2500, BCOR 3010.

**CESR/MGMT4440 Privacy in the Age of Big Data** The use of technology for aggregation of personal information is moving faster than social norms and laws can follow. The removal of consumer privacy is the capital driving the growth of media companies such as Facebook, LinkedIn and Google. We will dissect the technologies and social trends related to privacy and use of information about individuals used to reap profits. The class is taught in the style of graduate seminars and is driven by student research. Prereqs: 52 credits completed, BCOR 3010.

**CESR/ACCT 4827 Integrated Reporting for Socially Responsible Strategies** Integrated reporting combines financial, environmental, social and governance information into a single report and is increasingly practiced in the U.S. and abroad to measure, disclose, and report for socially responsible initiatives. Top accounting firms and companies recognize the need for employees with knowledge and skills in this emerging field. Prereqs: BCOR 2000 and BCOR 2200, ACCT 3220 (concurrent ok) and BCOR 3010 (concurrent ok).

**CESR/MGMT 4828 Corporate Boards in Action** Explores the complexity of corporate boards and the need for values-driven leadership. Students will consider several corporate governance topics including: financial strategy, international challenges, ethics, corporate social responsibility, board composition, compensation, and crisis management. Students will evaluate their own leadership and decision making abilities as they work together in student-run boards to address issues presented in a variety of case studies. Prerequisites: 52 credits completed, MGMT 2300, BCOR 3010.

**MGMT 3030 Critical Leadership Skills** Provides opportunity to learn about and practice skills required of all managers: leadership, negotiation, performance appraisals, delegation, communication, interviewing and making hiring decisions, and managing employees with problem behaviors. Emphasizes experiential learning through group work, role plays, and case analysis. Prereq: BCOR 2150 or BCOR 2300. Restricted to students with 52 hours completed.

**MGMT 4190 Project Management\*** Identifies multi-disciplinary aspects of project management including the relationship between schedule, project cost, and performance. Uses qualitative and quantitative tools to facilitate project management skills. Prereqs: BCOR 2150 or 2300 and 52 hours completed. Same as OPIM 4080 and 4850.

## 2. Experiential Learning

The experiential learning component is meant to give SRE students the freedom to gain practical experience working in a field of social responsibility of particular interest to them. Students must meet with the SRE Certificate Advisor to gain pre-approval of their proposed experiential learning experience. Upon completion of the experience, students and their supervisor will complete a brief form (provided by the SRE Certificate Advisor) that documents the student's service. Experiences will be evaluated for application of **business skills and social impact**.

Experiential Learning Options Include:

- **Intern for an organization (for-profit or non-profit)**

Acceptable internships will be characterized by substantive work that adds value to the organization and contributes to the student's learning. The SRE Certificate Advisor has information on organizations seeking business assistance from Leeds students. Students may also contact Career Connections for information about internships.

- **Service Learning through Study Abroad Office**

The Office of International Education offers study abroad programs focused on service learning. These programs generally span one academic quarter or semester in the host country, during which the student will participate in, and gain credit for, study in a school of higher education. Outside of the classroom, students will work with local institutions and non-governmental organizations on service projects that promote community development. Service learning programs that are approved through the Office of International Education are automatically approved for experiential learning credit for this certificate.

- **Related Coursework**

Select courses may count toward the Experiential Learning requirement or toward the Business Coursework requirement, but not toward both.

- CESR 4005: *Business Solutions for the Developing World*
- MGMT 4140: *Project Management* (with advisor approval)
- Advisor-approved independent study in a related topic; or an advisor-approved internship of an appropriate nature

For course descriptions and program details, visit [cesr.colorado.edu](http://cesr.colorado.edu).

## 3. Personal Reflection, Statement of Purpose and Interview

Upon completion of all certificate requirements, students will reflect on their learning and draft a short reflection paper and a statement of purpose, setting out the values that will guide their conduct and their careers. They will then meet with the CESR faculty advisors to discuss their SRE Certificate experience. This final requirement is to remind students why they elected to pursue the certificate and how it will continue to have an impact on their lives after college. Students are encouraged to truly "live" the statement of purpose.

## Recommended for General Coursework:

To enhance learning in the field of social responsibility, it is recommended, but not required, that students complete 6 hours (2 courses) in the areas of philosophy, environmental studies, political science, economics, communication, civil engineering, or sociology from the following list. Check prerequisites before enrolling.

ECON 3545 Environmental Economics  
 ECON 4292 Migration, Immigrant Adaption and Development  
 ECON 4626 Economics of Inequality and Discrimination  
 ECON 4774 Economic Reform in Developing Countries  
 ECON 4784 Economic Development  
 ENVD 4361 Special Topics: Social Factors in Design  
 ENVS 3001 Sustainable Solutions Consulting: a service learning course  
 ENVS 3070 Energy and the Environment  
 ENVS 4027 Inequality, Democracy, and the Environment  
 ENVS 4100 Topics in Environmental Policy  
 FNCE 4825 Micro-Finance  
 GEOG 2002 Geographies of Global Change  
 GEOG 3682 Geography of International Development  
 GEOG 4742 Environments and Peoples  
 PHIL 2200 Major Social Theories.  
 PHIL 2140 Environmental Justice  
 PSCI 4012 Global Development  
 PSYC 2456 Social Psychology of Social Problems  
 SOCY 2011 Contemporary Social Issues  
 WRTG 3040 Writing on Business and Society (Section with CSR Emphasis)

**Contact Us: [SRE@colorado.edu](mailto:SRE@colorado.edu)**  
**<http://www.colorado.edu/leeds/CESR>**  
**KOBL 345 303-492-3324**