



Welcome to 2012!



CESR is greeting the New Year with exciting activities and programs both in and out of class. We have been involved in setting up the C-200 Conference on February 3, a one-day conference that features women CEOs who share their stories and wisdom with business students. Plans also are finalized for our Third Annual Conscious Capitalism Conference on March 7; Ken Thiry, CEO of DaVita and Andrew Romanoff, senior advisor at International Development Enterprises and former Speaker of the House, Colorado General Assembly, head the list of inspiring speakers.

On the curriculum front, the heart of what we do, read below about the amazing success of our new company project competition that was kicked off this fall in *Introduction to Business*. I witnessed firsthand the almost palpable excitement among our freshmen when the winners were announced in Kevin McMahon's section! Also learn about the fascinating project developed by Francy Milner's students in her Business Solutions elective. For these and other classes we offer, we have been receiving attention for innovative curricula; please read an article I co-authored with Dean Ikenberry that was recently picked up by BusinessWeek.com. In the next newsletter we will cover our curricula efforts outside the business school and Kai Larsen's *Privacy in the Age of Facebook*, a CESR cross-listed class that has received substantial media attention!

As always, with gratitude for your support,

Donna Sockell, Director

Occupy Our Business Schools



Business schools need to do a better job of teaching corporate social responsibility.

Step one: Make it an integral part of every teachable moment.

Occupy Wall Street protesters are focused on, among other things, what they see as a lack of social conscience in capitalism. Meanwhile, according to Leeds School of Business Dean David Ikenberry and CESR director Donna Sockell, some of the same capitalists

they're protesting come to us with corporate social responsibility (CSR) at the top of their wish list.

[Read the full story here](#)

BCOR 1010 Champions Crowned



At the start of the Fall 2011 semester, CESR instructors initiated an exciting new Company

Conscious Capitalism Conference



In partnership with *ICOSA* magazine and Colorado State University, CESR proudly presents the Third Annual Conscious Capitalism Conference on Wednesday, March 7, 8:45am-3:30pm, Wolf Law Building, CU-Boulder campus.

The Conscious Capitalism Conference challenges the thinking and stimulates the creativity of business leaders of tomorrow by exposure to great business leaders who have made values-driven choices today. For the annual Conscious Capitalism Conference, CESR assembles an influential group of business leaders and entrepreneurs who have created remarkable enterprises.

[Click here for information.](#)



Featured Alum
Emily Bosland





Instructors initiated an exciting new Company Project Competition within the BCOR 1010 *Introduction to Business* course. Designed to encourage teamwork and build entrepreneurial spirit, the competition required students to invent a company and develop a basic business plan, incorporating concepts learned in the class. Throughout the semester, students in 24 discussion sections developed plans for a wide variety of businesses,

including energy-saving electrical outlets, GPS tracking devices, student cleaning services, and many others.

On Monday evening, December 5, representatives from each discussion section presented their businesses in front of their peers and instructors, vying for first place honors within their lecture section.

Kevin McMahon, one of three BCOR 1010 instructors, commended their efforts, saying, "We were overwhelmed by the creativity, thoroughness, and passion each group demonstrated." Discussion Leader Doug Bennett was also impressed: "This was a terrific night and the young men and women performed admirably. To think that only a few months ago, most of them were in high school and here they were, presenting intelligently and with great poise."

Three teams, one from each lecture section, won first place honors. Winning teams in this first competition were "Pinulator" (device that translates a foreign language into an earbud), "E-Go" (electricity services for electric cars and taxis), and "Green Machine" (recycling).

"Everyone performed well, [so] selecting the winning presentations was downright painful," instructor Beth Cross lamented. Instructor Owen Borum added, "These performances were a credit to our students and they are a credit to our instructors and discussion leaders." The winners received a unique, CESR silver water bottle trophy. We look forward to experiencing "round two" of this competition in the Spring semester! [Read more here.](#)

C200 Reachout Women's Conference: Your Career - Your Values



We have exciting news! Leeds has been selected as one of four schools internationally to host a C200 Reachout Event!

Leeds will host a Committee of 200 (C200) Reachout Conference: **Your Career - Your Values** especially for our female students (men are also welcome to attend!). The C200 Reachout Program seeks to provide critical support and inspiration to women pursuing careers in business. Through this program, C200 members will spend the day sharing their expertise and insights, participating in panels and roundtable discussions, and networking with students to encourage them to pursue leadership careers in business.

Friday, February 3, 2012
9 am - 4:30 pm
CU Boulder campus
[Register now.](#)

The C200 Foundation will also provide up to three \$10,000 awards to Leeds MBA and MS accounting women students during this event.

[Visit the C200 website for more information.](#)

New CESR Continuing Education Course



Job: Project Manager at Ashoka Changemakers

Major: Sustainable Business

Year of Graduation: 2010

Hometown: Las Cruces, NM

How you are applying your Leeds and CESR education in the real world?

[Read Emily's response and full interview here.](#)

Connect with CESR

Our social media presence is growing!

Please join us.



Donor Profile Heidi Ghanal



"Becoming involved in CESR has been wonderful! It has allowed me to share my experience and vision for a healthier, more collaborative way of doing business as an entrepreneur."

Click [here](#) to read more about Heidi's passion for sharing her experience with CESR students.



Here, Scott Gwozdaz speaks on his introduction to Business teaching experience:

I enjoy teaching BCOR 1010 because so much learning happens in so little time. In this introductory class, students develop a solid foundation of business skills and a perspective on business that goes beyond single-minded profit maximization. Whether students work for a large company or start their own business one day, these fundamentals and this foundation will serve them well.

This knowledge and perspective empowers our students to both understand the ethical ramifications of their actions as they relate to different stakeholder groups and to generally make better business decisions. This is my fifth semester teaching BCOR 1010, and I'm really looking forward to it. It is fun to play a central role in this learning experience with students and also be part of a team of more than a dozen excellent teachers in CESR that work very hard each semester to improve this class.

BCOR 1010 is challenging for each and every student, but when the semester is over (and students breathe a sigh of relief), they seem to really appreciate how much they have learned and the insights they have gained regarding the type of businessperson they aspire to be in the future.

CESR To Host Think Tank Meeting



July 26-27th, 2012

CESR has set up a Curriculum Think Tank to function as a roundtable discussion with select schools from around the country to develop a "best practices" approach to curriculum development in the area of corporate social responsibility.

By working with other leading programs, CESR can share our best practices and learn from others about theirs. By sharing best practices and developing superior curricular initiatives across the country, we can assist other universities in developing and improving their educational initiatives in this area.

Lots more to come on the CESR Think Tank in future newsletters!

Contact Us! We love hearing from you.

For further information about CESR or to get involved with our Center please send us an email cesr@colorado.edu

If you are interested in supporting our programs please [let us know](#) or visit www.cufund.org/cesr

Sincerely,

Bicycles for Humanity Teams Up With CESR Students



CESR students are helping to make Namibia and Zambia more bike-friendly in their "Business Solutions for the Developing World" class by working with Bicycles for Humanity, a Colorado-based organization that sends shipments of used bicycles to Africa.

[Read the full story here.](#)



CESR Staff
Center for Education on Social Responsibility, Leeds School of Business



Try it FREE today.