



## UK Blog Praises CESR Curriculum

October has proven to be another extraordinary month for CESR. Our internal and external visibility, key challenges the Center faces, have been increasing rapidly. Thanks to the efforts of Colleen Seltz, our social media presence had grown exponentially from the time she came on board in March! Our newly-formed Junior Board of young alumni, featured below, have been invaluable in our attempt to reach a wider audience.

We recently were the subject of a blog authored by a business consultant based in England and South Africa! As well, the Dean's featuring of our efforts (see the AACSB Dean's Corner) also has helped us garner some international attention. Finally, regarding internal visibility, we have launched our Faculty Affiliates Program on our website, designed to underscore CESR-related research, teaching, and service of Leeds' talented faculty outside of our Center. Also bringing us closer to Leeds' divisions is our awarding of two research grants, sharing teaching faculty, and cross-listing classes. We are making progress toward becoming intertwined in the fabric of our great school!



The Conscious Leaders Blog recently reported about Leeds and CESR's leading role in developing socially conscious leaders:

"Some of modules that the graduates at the Leeds School of Business receive are: Exercises in Moral Courage (yes!); Learning through Service (awesome); and Sustainable Operations (oh yes). This is exactly the kind of education that the new generation of leaders needs - and [more](#)."

## CESR Donor Tom Guggenheim



## CESR Faculty Affiliates

Faculty Affiliates are division-based Leeds faculty members whose work seeks to advance social responsibility education among Leeds students, our community, and throughout the world. Affiliates' efforts include research, teaching, and service activities contributing to the areas of ethics, social responsibility, sustainability, and corporate governance, among other topics that CESR embraces. The CESR Faculty Affiliates Program was designed to feature this great work of Leeds Faculty in a single location. CESR is proud to offer thumbnail sketches of affiliates' biographies and summaries of their exciting activities, updated each semester. For more information on the work



We asked Tom Guggenheim, CEO of Charleston Hosiery, for his perspective on business education.

*What are the key elements*

of the individual affiliates, readers are invited to contact faculty directly through the live links provided in the descriptions [available on the CESR website](#).

## One To Many



Check out the CESR teaser video, [One to Many](#), for a glimpse of how CESR's mission is leading the curve in promoting an awareness of social responsibility in Leeds School students.

## Net Impact (MBA)



### LEEDS MBA Students at the 2011 Net Impact Conference

Net Impact is an international nonprofit organization whose mission is to inspire, educate, and equip individuals to use the power of business to create a more socially and environmentally sustainable world. Spanning six continents, Net Impact membership makes up one of the most influential networks of MBAs, graduate students, and professionals in existence today.

At the University of Colorado Boulder, the graduate [Net Impact chapter](#) at the Leeds School of Business is a part of CESR. The Leeds chapter of Net Impact is recognized as a Gold Chapter by Net Impact Central for their ongoing efforts to bring an array of engaging opportunities of which students can take advantage. Every year, Net Impact helps fund those who wish to attend the annual Net Impact Conference, a premiere event with thousands of Net Impact members from all over the world that features speakers, interactive sessions, and networking in the entire spectrum of social and environmental stewardship. Net impact also brings in numerous speakers to campus every semester and leads campus greening efforts. [Read More about Net Impact](#).

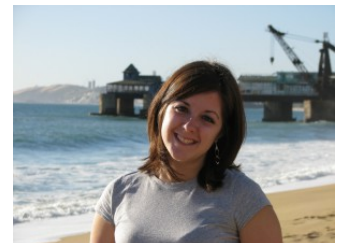
*students need today in business education?*

Case studies of "business failures". Most case studies that I am familiar with are about successful enterprises. What is lacking are similar classes on why businesses do not succeed. Solandra would be a good current example.

Read Tom's responses to two other questions about the importance of teaching business ethics [on the CESR blog](#).

Join Our Mailing List!

### Meet CESR's Junior Board



We are thrilled to announce the formation of a [CESR Junior Board](#) whose members are outstanding Leeds graduates committed to the work of CESR. Key responsibilities of the Junior Board include giving CESR input and advice as well as serving as CESR ambassadors.

The Junior Board has brainstormed ideas to help raise the visibility of CESR, and plans to build alumni support and participation, engage current students in activities and field trips, and create a forum for alumni to discuss various ethical dilemmas in the workplace. The Junior Board is a superb addition to CESR's support network. There are currently ten board members,



# Privacy in the Age of Facebook

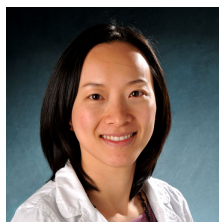


This fall semester, CESR introduced a new undergraduate elective course, Privacy in the Age of Facebook. Delivered in a graduate level seminar format by Associate Professor [Kai Larsen](#), this course addresses the ethical implications of privacy issues and the technology behind these issues. The course begins with an introduction to privacy related topics, such as how hundreds of companies monitor our every move on the Internet, and then often sell that

information to other companies or advertisers. Students spend the remainder of the semester conducting research in groups of two on a digital privacy topic of their choice and presenting their progress to the class. At the end of the semester, all research papers are compiled into a textbook to be used in the course for the following semester. Read [Three Questions with Kai Larsen here](#) to learn more about Privacy in the Age of Facebook.

## CESR Supports Sustainability Research: Congratulations Eva Yao!

Through the efforts of Donna Sockell and CESR, Mary and Terry Vogt and Daniel Birmann together have been generously funding a Sustainability Research Grant to foster Leeds research efforts in this area.



Thanks to each of you who submitted proposals for this research grant. Thanks also to those who reviewed these proposals, including Donna representing CESR, the Research Policy and Procedures Committee (RPPC), and the Sustainability Syndicate.

Last year's recipients were Hui Chen and Naomi Soderstrom for their proposal titled "Clean Development Mechanisms."

This year's recipient is [Eva Yao](#) for her paper "Internationalization of US Venture Capital Firms in Clean Technology Industries: Motivation and Syndication Strategy." Please join us in congratulating Eva!

## Connect with CESR on Social Media

In the past six months CESR has exponentially increased our social media presence. Linking with CESR on Facebook and Twitter is a fabulous way to stay connected to what is happening in CESR's world. Announcements, publications, presentations, articles, photos of recent events and highlights of our program are posted regularly. It is a great way to keep in touch as well as to interact as a community. Your thoughts, book recommendations, article sharing and comments are most welcome.

Please join us by clicking here:

all of whom are graduates of the top-rated CESR Leadership Challenges course.

### CESR Student Profile Michelle Hellums



Michelle is a business student who plans to apply to medical school. At the Leeds School, she has blended her interests in medicine and business practices used to effect social progress. Through the Center for Education on Social Responsibility, Michelle began working for the social enterprise P.A.C.E. (el Programa de Actualización Continua en Emergencias), which improves the infrastructure of emergency care in Mexico. Michelle lived in Guanajuato, Mexico for six months to collaborate in the development of P.A.C.E.'s MedSpanish program for preprofessional students.

Read more about Michelle's work with PACE [on the CESR Blog](#).

### Excerpt From AACSB's Dean's Corner Featuring Dean Ikenberry



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## **Movement Forward: Corporate Social Responsibility**

As I meet with business leaders today, they seem to expect at least a conversant understanding of the responsibility business leaders have to society and our world at large. For many companies, this is a requisite as much as economics and accounting are.

Corporate Social Responsibility (CSR) has been a foundation of the Leeds School's curriculum in a major way for 10 years now. The name of our school comes from Michael Leeds and his family, who began embedding social commitment into business strategy back in the 1970s. Michael famously gave all his employees a piece of the profits when he and his family sold their company, CMP Media.

Continue reading Dean Ikenberry's article on the [AACSB news site.](#)

