

Creating Futures

University of Colorado *at Boulder*



*Educating Responsible
Business Leaders*

Curriculum Emphasis on Social Responsibility



“The CESR program reverses the apprehension, shared by so many young people today, that business has to be unethical and corporations are corrupt. I support this program because my career in business was achieved with honesty and ethics, and I know this is the path to success.”

Richard Engebretson, MBA '72
Executive and Donor

Changing Business Culture for the Better

In the business world, a new era of accountability is underway. Business leaders can choose to respond by managing proactively, creating value not only by earning profits, but also by serving society.

There is evidence in some boardrooms, news media, and markets that this is beginning to occur:

- Businesses increasingly are held accountable for their operations by a wide variety of stakeholders.
- Whether because of self-interest or broader social concerns, factors beyond short-term profit are beginning to be considered, such as environmental stewardship, community engagement, and more enduring commitments to employees.
- Industry leaders have begun to promote their positive business practices, not merely their products and services.

At the Leeds School of Business at the University of Colorado Boulder, we've taken the lead nationally in the promotion of socially responsible values. **The Curriculum Emphasis on Social Responsibility (CESR)** begins freshman year and infuses required Leeds coursework for undergraduates and MBAs alike. “Business presents many opportunities or temptations for graduates to make their marks in socially positive or negative ways,” says CESR founder and program director Dr. Donna Sockell. “By sensitizing our students to these issues, we are investing in a generation of business leaders who will make us proud.”

We're confident this approach will help the Leeds School generate the leaders that tomorrow's industries need. Our graduates will be ready to answer questions about their own values, and to make decisions about the kinds of businesses they want to run and the kinds of business leaders they want to be. With your support, our graduates will be equipped to recognize that how they express their values in workplace behaviors and decisions has ethical consequences beyond the companies for which they work.

Bold Visions, Generous Donors

CU owes its existence to social responsibility. Early Boulder citizens raised \$15,000 to help found the university in 1876. Since then, Boulder and CU have earned a strong reputation for civic engagement and service.

In this spirit, alumnus and entrepreneur Michael Leeds and his family realized that CU-Boulder was an ideal place to foster responsible business leaders. Their 2001 family gift endowed the business school, and sparked an increased emphasis on social responsibility.

The Leeds School of Business has a more than 100-year history of embracing the challenger, can-do attitude of great entrepreneurial thinkers.

Your support will help us build upon the vision of CESR's early benefactors, and secure the future of CESR for the next generation of business leaders.



Michael Leeds '74



Classes That Build Character

How do you reduce labor costs without exploiting workers and abandoning community commitments? How would you respond to consumers or political-action groups who seek to promote costly changes in the way you do business?

These are just two dilemmas business leaders might confront, and they are the sorts of issues CESR courses place in a real-world context.

From the seed the Leeds family planted, the CESR program has evolved rapidly, with selected classes beginning in 2005. CESR now reaches all 3,500 Leeds School of Business undergraduates and MBA students, through two required undergraduate courses and one for MBAs. These courses encourage students to discover their own values, and to think about taking personal responsibility for the character and culture of the organizations for which they will work.

Using real business examples, students analyze the values inherent in free markets, and evaluate what obligations businesses have to specific stakeholders. Also, CESR facilitates the inclusion of a strong ethics and values component in all business courses, including senior capstone courses. The program's innovative electives explore topics such as global service and sustainability and include challenging exercises based on real-world circumstances.



Endowing Our Future, with Your Support

We've only begun here at CESR—and we have great ambitions for the future. But we need your help to ensure that future generations of Leeds School of Business students continue to benefit from this crucial program.

Your support for our \$10.5 million initiative to bolster CESR will help:

- **Endow our program with funds** to support the teaching staff, reduce class sizes, and support program operations in perpetuity
- **Endow the program director position**
- **Establish new curricular efforts** to reinvigorate required courses and design elective classes that challenge students to address cutting-edge business issues
- **Enhance experiential-learning opportunities** to enable students to take socially responsible ideas out of classrooms and into the marketplace

Bringing Executives to the Classroom

"Real life" can be brutal when you are trying to learn on the fly. And colleges rarely prepare you for the dilemmas you will experience in the business world. Employee off-duty drug use and racially charged workplace speech are just two areas in which Larissa Herda, CEO of tw telecom, has encountered ethically challenging circumstances.

Undergraduates get exposure to complex decision-making through CESR's "Leadership Challenges: Exercises in Moral Courage." In this course, top executives of firms such as Vail Resorts and Noodles and Company share ethical "defining moments," and challenge students to devise strategies for dealing with these quandaries.

Students learn via formal presentation and informal interaction with executives such as Herda—who thought so highly of one student presentation that she brought it back for her management team. "I have been so impressed with the students' level of thinking, the thought process and professionalism," Herda says.





To learn more about naming
and gift opportunities:

Contact
Tara Williams

Associate Director of
Development
University of Colorado
Foundation

Leeds School of Business
419 UCB
Boulder, CO 80309
303-492-1856
Tara.Williams@cufund.org
www.cufund.org

All gifts should be payable to the University of
Colorado Foundation for the Curriculum
Emphasis on Social Responsibility.

A Chance to Shape Our Future

In business and life, it's about making choices: choices that exemplify the people we strive to be, and account for the impact of our personal and business actions. With CESR, the Leeds School of Business looks toward a future in which our students pursue innovative paths to success, mindful of the footprints they leave behind. Now, you can choose to help CESR in this mission. Your gift will be a catalyst for socially responsible businesses and managers, at a time that demands more thoughtful business leaders.

In a world of tough choices, this is an easy one. Please support us in this vital endeavor.

“CESR inspired my belief that profits and purpose are in no way mutually exclusive. A purpose feeds profits, and profits enable a purpose. Business and society are not two subjects of study, but must be viewed as one, indivisible whole. Without understanding their relationship, you can't understand either.”

Jamin William Kimmell '09