

Creating Futures

University of Colorado *at Boulder*



*Educating Responsible
Business Leaders*

Center for Education on Social Responsibility

Changing Business Culture for the Better



“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

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 education about social responsibility. The Center for Education on Social Responsibility (CESR) impacts students from day one, with required freshman-level course work that infuses values discussions into Introduction to Business. CESR's curriculum continues with a required junior-level course, Business Applications of Social Responsibility, in addition to innovative upper-level electives and contributions to senior capstone courses. MBA students are presented with similar required and elective courses at higher levels of rigor and challenge. "Business presents many opportunities or temptations for graduates to make their marks in socially positive or negative ways," says CESR founder and director 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 world needs. With your support, our graduates will be equipped to make responsible decisions about the kinds of businesses they want to run and the kinds of business leaders they want to be.

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, executive and donor

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 real-world dilemmas business leaders confront—dilemmas also considered in CESR courses.

From the seed the Leeds family planted, the CESR program has evolved rapidly, reaching all 3,500 Leeds School of Business undergraduates and MBA students. In addition to required courses, CESR offers cutting-edge electives such as Business Solutions to Global Poverty and Leadership Challenges: Exercises in Moral Courage.

CESR hosts the annual Conscious Capitalism Conference, gathering students from universities regionwide to engage with influential executives and entrepreneurs who use the traditional tools of capitalism to achieve social goals. For students with interests in the field of social responsibility, CESR offers the Certificate Program in Socially Responsible Enterprise for undergraduates and the Sustainability Portfolio for MBA students.

CESR continues to pursue new initiatives to further its mission: **to develop values-driven business leaders of tomorrow**. To do so, CESR will continue to emphasize curriculum that is highly relevant, experiential, and grounded in values.



Endowing Our Future, with Your Support

Through our partnership with you, our alumni and friends, we aspire to enhance the quality and breadth of our learning and teaching and increase our sense of Leeds community and culture. Giving your support to 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 Guggenheim Family Course, Leadership Challenges: Exercises in Moral Courage, sponsored by the Guggenheim family. 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:

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All gifts should be payable to the University of Colorado Foundation for the Center for Education 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