



COMPETITIVE
ADVANTAGE
THROUGH SUSTAINABLE ENTERPRISE

CENTER for SUSTAINABLE ENTERPRISE

PROGRAM OVERVIEW

*SUSTAINABLE ENTERPRISE PROGRAM AT
UNC KENAN-FLAGLER BUSINESS SCHOOL*

UNC Kenan-Flagler Business School’s progressive focus on emerging global social, ethical, and environmental issues has placed it at the forefront of the few schools leading business thinking in the field of sustainability. Sustainable development, corporate social and environmental impact management, economic development, social entrepreneurship, and emerging market venture development are issues gaining increased attention among companies worldwide, and the next generation of business leaders must be prepared to manage business performance and strategy in this changing environment.

Recognized by the World Resources Institute and Aspen Institute as a global leader in incorporating environmental and social impact management in business training (see *www.beyondgreypinstripes.org*), UNC’s Kenan-Flagler Business School equips MBA students with the skills and tools necessary to identify and capitalize on opportunities that create competitive advantage in the context of sustainability.

What is Sustainable Enterprise?

Sustainable enterprise employs profitable strategies that approach social and environmental challenges as business opportunities and minimize negative social and environmental impacts. Sustainable enterprises measure success in terms of a “triple bottom line”:

- Financial profitability
- Ecological integrity
- Social equity

Developing sustainable business strategies relies on innovative analysis of market opportunities and identification of solutions that frequently “leapfrog” existing products, technologies, and business solutions. Strategic innovation is a central component of sustainable enterprise, as both a means and an end of adopting sustainability strategies.

Sustainable Enterprise Education

Classes, workshops, and seminars offered at UNC’s Kenan-Flagler Business School empower managers with a broader perspective about the role of the corporation in the world. Courses cover diverse topics ranging from innovation for sustainable enterprise to corporate social responsibility to workplace diversity and labor issues. UNC Kenan-Flagler offers sustainable enterprise electives as part of its full-time and executive MBA programs, preparing students for careers in which knowledge of sustainability concepts and strategies enhances their skills as managers and business leaders. Sustainable enterprise is also offered as a course option in the full-time MBA custom core curriculum.

(over)

Enrichment Concentration: Sustainable Enterprise

Kenan-Flagler students in the full-time MBA program can graduate with an enrichment concentration in Sustainable Enterprise. Courses and requirements for the concentration prepare students to lead strategic approaches to stakeholder issues, value creation in untapped markets, and entrepreneurial solutions for urban renewal. In addition to the wide range of classes in sustainable enterprise offered at the business school itself, students may also take courses toward the concentration outside the business school, in areas such as Public Policy, International Studies, City & Regional Planning, Social Work, and Environmental Studies.

Additional Opportunities for Students

Kenan-Flagler Business School and its Center for Sustainable Enterprise (CSE) provide a wide range of research, education, and career opportunities for students in the field of sustainable enterprise.

Students may participate in:

- **UNC Net Impact Club**, award-winning chapter of the national MBA student organization that supports socially and environmentally responsible business.
- Sustainability-related **practicum, independent study, and internship** projects.
- **On-campus events** including speakers, panel discussions, conferences, and networking events covering a wide range of environmental and social management issues.
- Sustainability-related **case and business plan competitions**, such as the Net Impact/Leeds Case Competition and Global Social Venture Competition, and Kenan-Flagler's own Sustainable Venture Capital Investment Competition (SVCIC).
- **Sustainable enterprise career development activities**, including mentoring and peer counseling programs, and an annual Sustainable Enterprise Career Fair.
- **CSE conference**, which convenes a group of senior leaders from companies, government agencies, and non-profit organizations for a conference on leading-edge sustainable business research and practices.
- Internships with **CSE Consulting**, a one of a kind, award-winning program providing world-class sustainability consulting services to companies and organizations. ❖

Faculty Teaching Courses in Sustainable Enterprise 2007-08

Al Segars

*Academic Area Chair, Entrepreneurship
Director, Center for Sustainable Enterprise
RBC Centura Distinguished Professor*

Larry Chavis

Assistant Professor, Entrepreneurship

Michael Jacobs

Adjunct Professor, Finance

Lisa Jones Christensen

Assistant Professor, Entrepreneurship

Jim Johnson

*William Rand Kenan Jr., Distinguished
Professor of Management
Director, Urban Investment Strategies
Center*

Andrew Jones

Adjunct Professor, Entrepreneurship

Jack Kasarda

*Kenan Distinguished Professor of
Management
Director, Kenan Institute of Private
Enterprise*

John Lott

Adjunct Professor, Entrepreneurship

Richard Mann

Professor, Entrepreneurship

Ellen Peirce

Professor, Entrepreneurship

Barry Roberts

Professor, Entrepreneurship

Graham Sinclair

Adjunct Professor, Entrepreneurship

Jayashankar Swaminathan

*Academic Area Chair, Operations,
Technology and Innovation Management
Kay & Van Weatherspoon Distinguished
Professor*

Visiting faculty