

AT A GLANCE

Full-time students: **511**

20% of Johnson Net Impact members are “very active”
20% are “somewhat active”

This chapter in three words:
Leadership, Vision, Access



The Johnson School is at the forefront of research being done on how business can proactively address emerging environmental and social concerns.



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n = 47

CURRICULUM

Students identified their program’s strengths as being in the areas of **International Development, Environmental Sustainability, and Social Entrepreneurship**. **66%** of respondents say the students at their program are enthusiastic about social/environmental themes in the curriculum; **47%** of respondents say the faculty at their program are enthusiastic.

The Johnson School has a strong curriculum relating to business opportunities and strategies in the realm of social, environmental, ethical, political, and international issues. Many classes are taught by faculty associated with the Center for Sustainable Global Enterprise (www.johnson.cornell.edu/sge), which was endowed by the late Samuel C. Johnson to “enhance students’ understanding of global sustainability and prepare them to be leaders of ethical, equitable, and economically and environmentally sustainable enterprises.” A unique aspect of the Johnson School curriculum is its immersions, which are electives taken in the second half of the first year. Immersions supplement lecture and case-based training with integrated experiential learning. The Johnson School’s Sustainable Global Enterprise immersion, taught by professors Stuart Hart and Mark Milstein, combines traditional case and lecture based courses with field work to explore connections between global sustainability and business strategy. The practicum component of the SGE Immersion places students in multidisciplinary teams to solve real problems and provide practical operational solutions to participating companies struggling with social and environmental business challenges. MBA participation in the SGE Immersion increased 70% from 2006 to 2007. Students have worked on a diverse range of assignments, including projects related to distributed energy in Rwanda, market feasibility studies of sports apparel for Muslim women, and

venture capital funding for low income markets.

Students may elect to take up to 25% of their coursework outside the Johnson School. This affords them the opportunity to enroll in classes in any of Cornell’s nine colleges. Among the courses available are: sustainable agriculture, ecology, renewable energy, green building, public affairs, and international development. A document highlighting many of these relevant courses can be downloaded at: <http://forum.johnson.cornell.edu/students/orgs/netimpact/>.

The Johnson School also offers dual degrees with Cornell’s other top programs including the School of Engineering, the Cornell Law School, the Cornell Institute of Public Affairs, and the Cornell School of International Labor Relations. The programs further add to the breadth of opportunities available to Net Impact members.

Stuart Hart, the Samuel C. Johnson Chair in Sustainable Global Enterprise, is one of the leading voices in the area of corporate strategy for social and environmental sustainability. His book, “Capitalism at the Crossroads: Unlimited Business Opportunities in Solving the World’s Most Difficult Problems” was named by Strategy+Business as a Best Business Book of 2005. In addition, his article “Beyond Greening: Strategies for a Sustainable World,” won the McKinsey Award for Best Article in Harvard Business Review in 1997. Professor Hart is widely sought out by top business leaders, and Johnson students have access to him on a regular basis.

STUDENT ACTIVITIES

Student activity level in Net Impact compared to other clubs on campus: **One of the most active clubs at the program. 68%** of respondents say the *students* at their program are enthusiastic about social/environmental themes in the extracurricular events and activities; **53%** of respondents say the *faculty* at their program are enthusiastic.

Formed in 2003, Net Impact has become one of the most active and influential clubs at the Johnson School. The chapter enjoys a close relationship with the school's Center for Sustainable Global Enterprise.

Net Impact events from the past year included two symposiums (one co-sponsored by the Entrepreneurship and Private Equity Club), one career fair, an ongoing speaker series, networking breakfasts/lunches with professionals, a two week trip to China to study sustainability, and a video series on renewable energy co-sponsored by the Energy Club.

Participation in sustainability-focused case competitions is also an important part of our Net Impact club experience. Last year members participated in the LEEDS Net Impact Case Competition, the Thunderbird Sustainable Innovation Challenge, the JP Morgan Good Venture, and GE's Ecomagination Challenge. The Johnson School and the Center for Sustainable Global Enterprise often provide funding for travel expenses related to these competitions.

Several students cited strong student interest in sustainability. One cites the "support you get from your classmates who are just as passionate as you are" as a key strength of the school. Another student writes that "Students [interested in sustainable business] will find many likeminded peers." This interest is shown in the many other Johnson School clubs that share Net Impact values, including:

- Community Impact – Provides students with volunteer activities and community consulting projects. The club hosts an annual charity auction to raise money for a local non-profit organization and to fund a student's non-profit summer internship.
 - Microfinance Club – Increases awareness about microfinance. The club hosts speakers, shows movies, and is currently working to establish a domestic microfinance fund aimed at small business development in Tompkins County.
 - Big Red Ventures/Big Red Incubator – A venture capital fund and consulting group that works with start-up companies. This year students were involved with a number of clean technology ventures.
 - Camp \$start-up – A summer program that introduces young women to aspects of business, entrepreneurship, leadership, and financial independence.
 - Ethics Action Group – Seeks to strengthen the understanding of, commitment to, and integration of integrity, respect, mutual trust and ethical practices into everything we do within the Johnson School, throughout Cornell and in our future careers
- Additional clubs at Cornell that Johnson School students participate in include the Sustainable Enterprise Association, Engineers for a Sustainable World, Renewable Energy Society, Greens, Kyoto Now!, Society for Natural Resources Conservation, and the Solar Decathlon.

CAREER SERVICES & ALUMNI

49% of respondents described their career services as very helpful; **89%** found jobs that utilize their values and skills; **77%** of respondents rated their alumni network as very helpful.

Net Impact members have a host of resources available to them for pursuing careers that support their values. Many students opt for one-on-one job search counseling from a member of the Career Management Center (CMC). In addition, one CMC staff member is designated to oversee Net Impact-related career searches and routinely posts job opportunities to our online job database. Furthermore, there are career work groups run by second year students that specifically help first-year student prepare for independent job searches.

The Center for Sustainable Global Enterprise supports student job search efforts by leveraging its contacts to generate employment leads. Professors Stuart Hart and Mark Milstein provide access to their extensive network of contacts in the area of business and sustainability and are routinely available for career advice. Furthermore, students in the Sustainable Global Enterprise immersion take part in projects that

can lead to internship and full-time employment opportunities.

The second annual sustainability career symposium entitled "The Relevance of an MBA in the Millennial Age," provided students with an opportunity to meet dozens of company representatives in the areas of sustainability, renewable energy, and international development. Companies such as GE, Accenture, McDonalds, SC Johnson, and Emerging Markets Group were on hand to discuss career opportunities and pass along advice to students.

Johnson School students have access to alumni through the Cornell-wide alumni database. This database tracks tens of thousands

Prominent alumni

- Justin De Koszmovszky (2006)** – Manager, Strategic Sustainability, SC Johnson
- Andy Dijkerman (1985)** – CEO, The Emerging Markets Group
- Kevin B. Thompson (2003)** – Program Manager for Corporate Citizenship, IBM
- Alex Sloan (1998)** – Principal, Expansion Capital Partners
- Barbara Sullivan (2000)** – Broad Resident, Boston Public Schools

CAREER SERVICES & ALUMNI *continued*

of Cornell alumni around the world. In addition to this resource, the Johnson School has its own database and former Net Impact members are captured in a searchable “club” field.

A stipend of \$5,000 is available to students pursuing jobs in the

non-profit and international development sectors. Additionally, the Weil Fellowship, a loan forgiveness program, is granted to students seeking full-time work in entrepreneurial ventures abroad.

ADMINISTRATIVE SUPPORT

49% of respondents say the administration is enthusiastic about social/environmental themes in the *curriculum*; **51%** of respondents say the administration is enthusiastic about social/environmental themes in *extracurricular events and activities*.

Our chapter receives a high level of administrative support and funding from the Center for Sustainable Global Enterprise (CSGE). Director Mark Milstein, is active in mentoring students and serves as the club’s faculty advisor. One student writes, that “The access we have to Mark Milstein and Stuart Hart is amazing...The support we get from CSGE is second to none and a large part about what makes us unique.” The CSGE also organizes classes, holds workshops, and invites speakers from organization that share our mission.

The Johnson School application process allows us to identify prospective students who are interested in social and environmental issues as they relate to business. Net Impact members subsequently work to support these applicants through the admissions process.

Faculty members throughout the Johnson School have embraced Net Impact and the Center for Sustainable Global Enterprise. There are growing links between sustainability and the different functions and contexts of business. Classes on the commercialization of technologies frequently bring practitioners to campus. Entrepreneurship courses are also beginning to stress the idea of sustainability as the foundation for new enterprises.

Next year the Johnson School will have a new dean, and two highly qualified candidates are being considered. Both candidates have cited sustainability, its relationship to international business and entrepreneurship, and the existence and growth of the Center for Sustainable Global Enterprise as fundamental strengths of the school.

REASONS TO ATTEND

87% of respondents strongly agree their program adequately prepares Net Impact members for ethical and socially responsible leadership; **21%** of respondents strongly agree their program adequately prepares all students for ethical and socially responsible leadership.

Students at the Johnson School have access to an increasing number of faculty, a diverse array of visiting speakers, and a number of unique networking opportunities in this area. The School’s Center for Sustainable Global Enterprise, led by visionary scholars Stuart Hart and Mark Milstein, is at the forefront of cutting-edge research on how companies can profitably address growing environmental and social issues. Through the Immersion in Sustainable Global Enterprise, students at the Johnson School are also able to develop practical skills during their first year, which they can then draw upon in a sustainability-oriented summer internship. Unique among business programs, the immersion also enables students to customize their experience around specific interests during their second year. Supporting this are a number of other world-class graduate programs at Cornell through which Johnson students are encouraged to take classes. Underlying the focus on sustainability is a focus on creating leaders capable of making a real impact in their careers. In addition to the Park Leadership Fellowship program, which offers 25 full-tuition scholarships to leaders with a commitment to social responsibility, there is a comprehensive leadership program available to all students who are interested in developing their personal

and interpersonal skills. Finally, the Johnson School is increasingly recognized as one of the top programs for MBAs with a commitment to sustainable enterprise, a fact reflected by the growing number of students here who are enthusiastic and engaged in these important issues. As one student writes “The program is constantly being improved - new classes and initiatives are added each year. Students have tremendous enthusiasm that generates growing support for the program.” For applicants interested in sustainability, the Johnson School provides a collaborative and dynamic environment that ensures their personal investment in an MBA will pay off.

To sum it up

The Johnson Graduate School of Management would be most fitting for someone interested in attending a school where students and faculty are on the forefront of social/environmental issues.

