



Sustainable Global Enterprise Immersion (SGE)

Bloomberg BusinessWeek in 2013 (its most recent survey) ranked Johnson the #2 business school for sustainability, recognizing the SGE Immersion's requirement for students to address a sustainability-related challenge for a real company.



Johnson
Cornell
SC Johnson College of Business



Sustainable Global Enterprise Immersion

(SGE)

Immerse yourself in a business function to get the in-depth knowledge, skills, and experience you need to succeed. You'll join a select cohort of students with common interests, participate in live case studies at companies, hear from industry experts, train under world-class faculty, and apply your skill set to solve real problems for actual organizations.

Whether you're new to business, experienced but requiring deeper knowledge, or switching careers, this intensive second-semester experience prepares you to succeed — in your summer internship and beyond. We guide you carefully to ensure you choose the right immersion for your goals.

Business can be a unique agent for addressing the world's most pressing problems. In the SGE Immersion, you'll learn to develop competitive, profitable solutions built on rigorous business analysis of social and environmental sustainability challenges.

Career paths. Sustainability is a context for sharpening management decision-making skills, so this immersion is great for any student — from the general manager to the functional expert.

Key skills. The SGE Immersion emphasizes critical thinking, problem solving, data collection, analysis, creativity, and innovation.

Coursework. Students take the SGE Immersion Practicum and a case-based course on strategies for sustainability and choose five credits of electives (within Johnson or across Cornell) relevant to their specific interests and career goals.

Consulting engagement.

Multidisciplinary teams conduct carefully selected consulting assignments with real firms, researching and presenting recommendations focused on strategic initiatives exploring new business opportunities. Projects have included business opportunities in the shifting energy sector, commercialization opportunities for emerging technologies, new business models to deliver products and services to low-income populations, brand renewal strategies, and new models for finance and investment.

Employers. SGE Immersion students have obtained traditional and nontraditional domestic and international internships and full-time employment, directly and indirectly related to sustainability. Industries and sectors include, but are not limited to: renewable energy and carbon markets, life sciences and sustainable agriculture, consumer packaged goods and technology, food and nutrition, healthcare and hospitality management, as well as finance and international development.



See how we
immerse
ourselves
in business.