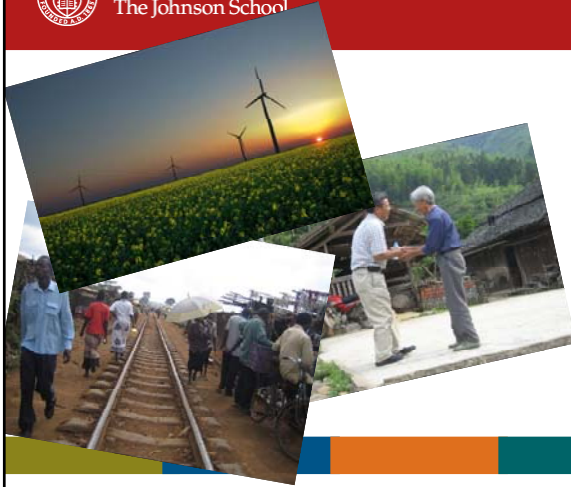




Cornell University  
The Johnson School



# Sustainable Global Enterprise Immersion

Information Session  
September 16, 2010

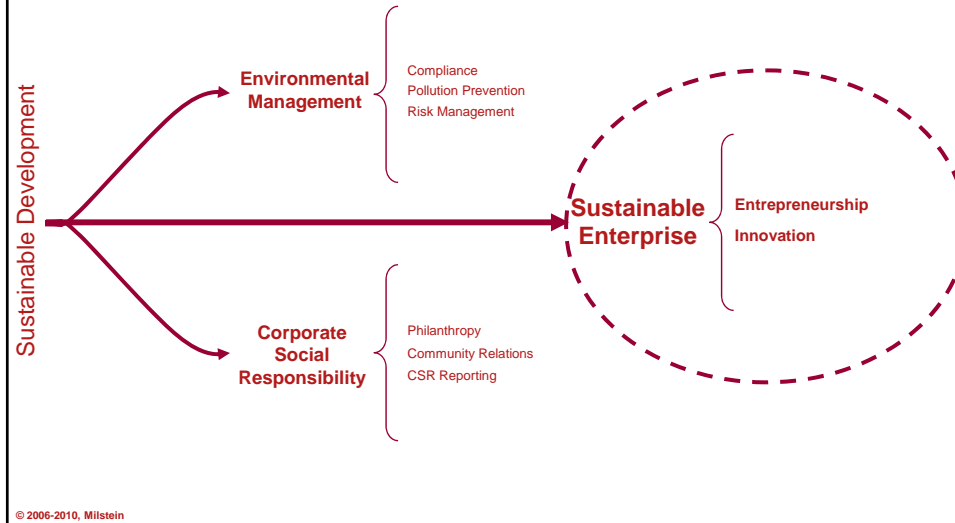
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## Immersion Goals

- Bridge theory and practice
- Give students relevant experience
- Make students more valuable candidates for internships and full-time job opportunities
- Network
- Help students articulate a career path

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# What is Our View?



# Strategic General Management Focus

- Apply Functional Skills
  - Finance
  - Marketing
  - Operations
  - Accounting
  - Strategy
  - Organizational Behavior
- Refine Individual Skills
  - Critical Decision-Making
  - Leadership
  - International Management
  - Innovation
  - Entrepreneurship
  - Technology Management

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## Build Strong Fundamentals

- Apply tools from the core
- Strengthen your skills by using them
- Get relevant experience
- Focus on developing your area(s) of interest

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## SGE Immersion Key Dates

- |                  |                                     |
|------------------|-------------------------------------|
| • Early December | Group Meeting Prior to Break        |
| • January 13-21  | “Sustainability Boot Camp”          |
| • January 18-19  | Team/Project Assignments            |
| • January 20-21  | Project Scoping                     |
| • February 23-25 | NY Trek                             |
| • March 16-18    | Washington, DC Trek                 |
| • March 19-27    | Potential Field Work (Spring Break) |
| • April 29       | Final Reports                       |
| • May 10-11      | Final Presentations                 |

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## SGE Immersion Program Structure

- Boot Camp
  - **Immersion Core** **5.0 credit hours**
    - NBA 6580 – Practicum (Milstein) 3.5 cr.
    - NBA 6030 – Sustainable Global Enterprise (Dowell) 1.5 cr.
  - **First-year Core** **3.5 credit hours**
    - OPS 2.5 cr.
    - MLO 1.0 cr.
  - **Complementary Electives** **7.5 credit hours**
    - Track Electives 3.0 – 4.5cr.
    - Quantitative Electives 3.0 -4.5 cr.
- 
- 16 Credit Hours**

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## Industry Specialization Tracks

Choose 3 – 4.5 credits in a specialized area

Examples:

- **Clean Technology**
  - Evaluating Capital Investment Projects (1st) 1.5 cr
  - Energy Economics (1st) 1.5 cr
  - Managing Innovation and Technology (Full) 3.0 cr
- **Emerging Market Development**
  - Evaluating Capital Investment Projects (1st) 1.5 cr
  - Green Leap (2nd) 1.5 cr
  - Product Management (Full) 3.0 cr.
- **Sustainability & Strategy**
  - Consulting Focus (Full) 3.0 cr

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# Quantitative Electives

Choose 3 – 4.5 credits

- Spreadsheet Modeling (1<sup>st</sup>) 1.5 cr
- System Tools for SGE (2<sup>nd</sup>) 1.5 cr
- Evaluating Capital Investment Projects (1<sup>st</sup>) 1.5 cr
- Valuations (2<sup>nd</sup>) 1.5 cr
- Financial Statement Analysis (1<sup>st</sup>) 1.5 cr
- Data Driven Marketing (Full) 3.0 cr
- Market Research (Full) 3.0 cr

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# Picking Electives

- Consultation Session next week with TAs & SGE  
Immersion Alums
  - Elicia Carmichael
  - Liz Mygatt
  - Laura Schaffer

- |                                      |                           |
|--------------------------------------|---------------------------|
| - Base of the Pyramid                | - Clean Technology        |
| - Corporate & Project Finance        | - Conservation/ecotourism |
| - Consulting                         | - CSR                     |
| - Entrepreneurship & Venture Capital | - Marketing               |
| - Socially Responsible Investing     | - Operations              |
| - Technology Management & Innovation | - Real Estate             |

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## Past Project Sponsors

- A123Systems
- Acciona
- AES – Electropaulo
- American Governor
- Cascade Engineering
- Clean Energy Group
- Dow
- Dow Corning
- DuPont
- Emerging Markets Group
- Environmental Credit Corporation (w/Cornell University)
- Freeplay Energy/Freeplay Foundation
- Gates Automotive (w/Sherwin Williams & NAPA)
- GE
- Grassroots Business Fund
- Hersha
- IBM
- Insinger
- Intelligen Power Systems
- Johnson & Johnson
- Ocean Spray
- MicroVest
- New York City Transit Authority
- Nike
- Plebys
- Principle Energy Ltd.
- S.C. Johnson
- SNV
- Suncor Energy
- Tandus Group
- ToughStuff
- WaterHealth International
- World Bank
- The Water Initiative
- Yingli Green Energy


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## Non-JGSM Registration

- Email me ([mm462](mailto:mm462)) directly confirming:
  - Attendance from January 13<sup>th</sup>
  - NBA 6580
  - NBA 6030
  - Other Johnson School electives of interest (optional)
  - Your Resume
  - Brief statement about why you want to take the Immersion

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# Q & A

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