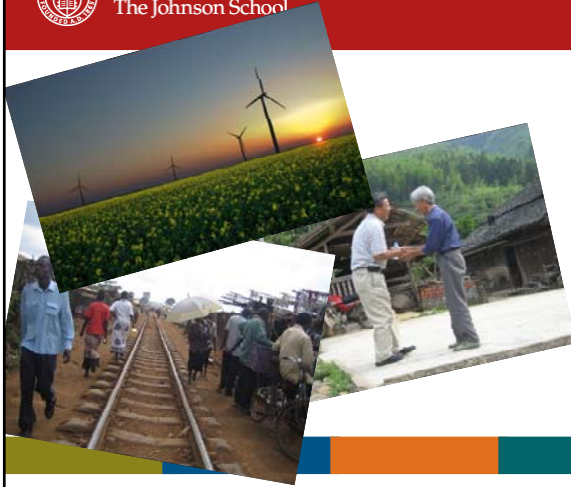




Cornell University
The Johnson School



Sustainable Global Enterprise Immersion

Information Session
September 16, 2010

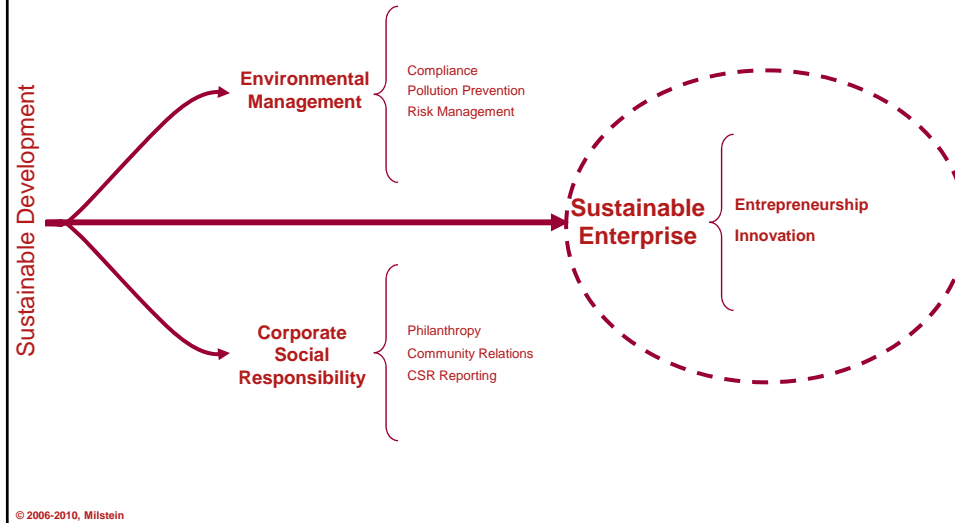
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Immersion Goals

- 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 (1st) 1.5 cr
- System Tools for SGE (2nd) 1.5 cr
- Evaluating Capital Investment Projects (1st) 1.5 cr
- Valuations (2nd) 1.5 cr
- Financial Statement Analysis (1st) 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) directly confirming:
 - Attendance from January 13th
 - 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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