



## **SOM'S INSIDE SCOOP: CAREERS IN CORPORATE SOCIAL RESPONSIBILITY**

### **RELEVANT CLASSES – IN AND OUTSIDE SOM**

- **MGT 528:** Public and Private Management of the Environment (with FES)
- **MGT 623:** Strategic Leadership Across Sectors.
- **MGT 686:** Financial Markets and Environment Seminar
- **MGT 687/FES 768:** Business and Environment Leaders
- **MGT 694a:** Community and Economic Development (with Law)
- **FES 796:** Markets, Social and Environmental Certification, and Corporate Accountability
- **F&ES 594a:** Comparing Environmental Governance across Countries
- **MGT 820:** Energy Markets Strategy.
- **F&ES 842a:** Economics of Sustainable Development and Policy Considerations
- **MGT 864:** Profits and Principles: Managing Businesses with Multiple Objectives

### **FACULTY**

- Jonathan Koppell (SOM)
- Nat Keohane (SOM/FES)
- Garry Brewer (SOM)
- Michael Conroy (FES)

### **SECOND YEARS INTERESTED IN/WITH EXPERIENCE IN THE FIELD**

- Jessica Smith – Coca-Cola (CSR)
- Marc Hiller: New Forests Asset Management, Equator Principles (worked with HSBC)
- Bailey McCallum - GE Energy Financial Services
- Heather Stone - Renewable Energy Services Ltd.
- Nadia Gomez – CARE
- Sara Eisenstat – Overseas Private Investment Corp.
- Amy Laughlin
- Anthony Allard
- Marieve Gauthier
- Charlotte Kaiser
- Vanessa Stewart

### **HELPFUL ALUMNI**

- Christine Bader '00, BP
- Lindsey Halverson '05, Seattle-Northwest Securities Corp.
- Franky Mo, The Gap, Inc.
- Kara Rodgers '05 and Kevin Boughan '06, Praxair Inc.
- Ellen Weinreb ([www.ellenweinreb.com](http://www.ellenweinreb.com)), CSR consultant and career counselor (SF)

- Seth Goldman, Honest Tea
- Dara Kovell '06, Jonathan Rose Companies, LLC.
- Dee Siegel
- Nick Brod
- James Woody
- Michal Perlstein

**ORGANIZATIONS WITH STRONG CSR RECRUITING THROUGH THE CDO**

- Pepsi
- 3M
- IBM
- Johnson & Johnson
- Lafarge
- Microsoft
- DuPont
- General Electric
- Goldman Sachs

**YALE UNIVERSITY RESOURCES**

- **The Program for Social Enterprise** is the school's focal point for scholars, students, alumni, and practitioners involved with the many different dimensions of social enterprise. **Program on Nonprofit Organizations**, also a part of the Program for Social Enterprise, fosters interdisciplinary research aimed at developing an understanding of nonprofit organizations and their role in economic and political life. After more than 25 years of attention primarily to the domestic American scene, PONPO is now re-focusing its efforts on the study of international non-governmental organizations and the not-for-profit sector in developing countries

**PUBLICATIONS, PERIODICALS, WEBSITES**

Websites (note—many have regular email newsletters that you can sign up for)

<b>Organization</b>	<b>Website</b>
Business for Social Responsibility	<a href="http://www.bsr.org">www.bsr.org</a>
Brooklyn Bridge-TBLI Group	<a href="http://www.tbli.org">www.tbli.org</a>
The Center for Corporate Citizenship	<a href="http://www.bcecc.net">www.bcecc.net</a>
CSR Wire	<a href="http://www.csrwire.com">www.csrwire.com</a>
CSR Asia	<a href="http://www.csr-asia.com">www.csr-asia.com</a>
CSR Chicks USA	<a href="http://groups.yahoo.com/group/csrchicksusa/">http://groups.yahoo.com/group/csrchicksusa/</a>
Ethical Corporation	<a href="http://www.ethicalcorp.com">www.ethicalcorp.com</a>
Global Reporting Initiative	<a href="http://www.globalreporting.org">www.globalreporting.org</a>
GreenBiz Resources	Regular Email News, Environmental Focus
Grist	Online pub

Lifeworth	<a href="http://www.lifeworth.com">www.lifeworth.com</a>
Net Impact	<a href="http://www.net-impact.org">www.net-impact.org</a>
The Natural Step	<a href="http://www.naturalstep.com">www.naturalstep.com</a>
SustainAbility	<a href="http://www.sustainability.com">www.sustainability.com</a>

**Dancing with the Tiger: Learning Sustainability Step by Natural Step, Brian Natrass & Mary Altomare**

Presents original case studies highlighting the use of the Natural Step framework for sustainability. Case studies include by Nike, Starbucks and Whistler.

**Cannibals with Forks, John Elkington**

Discusses whether holding corporations accountable to a "triple bottom-line" of economic prosperity, environmental quality, and social justice constitutes progress. The book identifies the seven dimensions a sustainable future.

**Harvard Business Review on Corporate Responsibility, Harvard Business Review Paperback Series**

**The Ecology of Commerce: A Declaration of Sustainability, Paul Hawken**

Proposes a culture of business in which the natural world, is allowed to flourish as well, and in which the planet's needs are addressed.

**What Matters Most: How a Small Group of Pioneers Is Teaching Social Responsibility to Big Business, and Why Big Business Is Listening, Jeffrey Hollender**

Builds a case for global citizenship, with in-depth analysis of case histories

**Corporations and the Public Interest-Guiding the Invisible Hand, Steve Lydenberg**

Addresses three key questions: What is the public interest that we have set corporations free to serve? How can society know when corporations are in fact serving that interest? How can society reward those companies that are serving that interest and impose a cost on those that are not?

**The Fortune at the Bottom of the Pyramid: Eradicating Poverty Through Profits, C. K. Prahalad**

Discusses the immense entrepreneurial capabilities and buying power the world's billions of poor people. Shows how companies are committing their energy and resources to help the disadvantaged of the world in a profitable manner.

**The Travels of a T Shirt in the Global Economy, Pietra Rivoli**

**BACKGROUND ON THE FIELD**

Corporate social responsibility (CSR) defines the obligation of a company to be accountable to all of its stakeholders in all its operations and activities. The purpose of CSR is to achieve sustainable development across economic, social, and environmental dimensions.

A company's stakeholders include any party that can influence or is influenced by the company's actions. Business stakeholders include (but are not limited to): employees, customers, suppliers,

community organizations, subsidiaries and affiliates, joint venture partners, local neighborhoods, investors, shareholders (or a sole owner), and the environment.

Since CSR spans such a large range of stakeholders, there is no clear career path into the sector although increasingly, companies are putting more weight behind the seriousness of engaging their stakeholders on the range of CSR issues providing multiple opportunities for job seekers.