

How can Business Change the World?



UNIVERSITY OF
MARYLAND

ROBERT H. SMITH
SCHOOL OF BUSINESS

THE CENTER FOR
Social Value Creation

One person at a time.

inspire

We encourage a new generation of leaders to redefine business success, awakening their curiosity to recognize and act on opportunities to use business to improve the world around them.

innovate

We provide a platform for students to learn how to apply business models in creative and entrepreneurial ways, whether starting a new venture or charting new waters within an established organization. We also foster innovation through faculty research and partnerships with organizations seeking better ways to create social value.

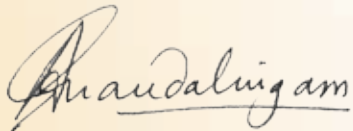
lead

We are committed to developing leaders with a core sense of integrity and stewardship. These leaders understand that responsible business decisions advance the quality of life for all stakeholders, forging a lasting impact on future generations.

G. "Anand" Anandalingam

Dean

“I deeply believe that business management education is fundamentally changing and that we, at the Smith School, have a responsibility to give our students the knowledge to use business as a vehicle for both economic prosperity and transformative social change. The Center for Social Value Creation is the centerpiece by which the Smith School will execute this vision. We believe our graduates will become global leaders who will change the world through ingenuity and responsible leadership.”



G. "ANAND" ANANDALINGAM, DEAN
Robert H. Smith School of Business



The role of business is irrevocably changing.

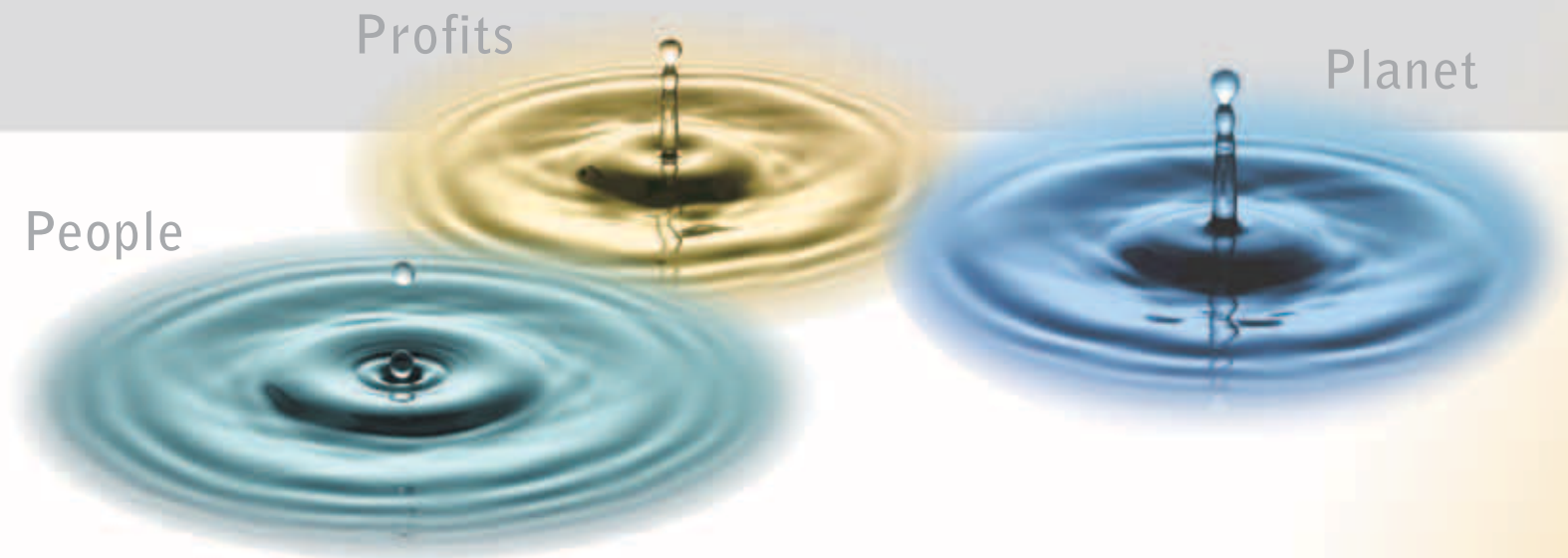
Organizations are increasingly connected globally in unprecedented ways. The blurring of boundaries and the impact of technology have accelerated the flow of ideas and resources, directly affecting how businesses operate, are funded and ultimately succeed.

These changes prompt innovation that seeks to balance profit with societal benefits, creating long-term value for all stakeholders. Social value creation exists at this intersection of people, profits and the planet.

At the Robert H. Smith School of Business, we recognize that the changing role of business requires a new kind of leader—one who is skilled in thinking critically, recognizing the complexities of the global economy, and understanding the contexts in which today's organizations must operate.

This was the impetus for the Center for Social Value Creation.

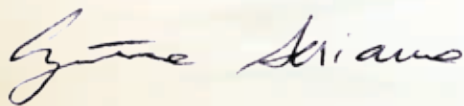
inspire



Be inspired.

Cynthia Soriano

“My work with the small nonprofit International Children’s Digital Library was my first exposure to working with a client and a team to solve real problems. We came up with a marketing plan for the organization to reach sponsors and globally increase Web traffic to the library site among children and their parents. Before coming to the business school I was a teacher, so I’ve always had a soft spot for education and literacy issues. This project reinforced my commitment to a career in the nonprofit sector and led me to a summer internship with Washington-based literacy nonprofit First Book. I learned that when it comes to nonprofits, doing the greatest good with the smallest amount of resources is critical.”



CYNTHIA SORIANO, MBA 2010
Social Venture Consulting Program



Our Mission

The Center for Social Value Creation at the Robert H. Smith School of Business is developing leaders with a deep sense of individual responsibility and the knowledge to use business as a vehicle for social change. We are working to infuse these principles into every aspect of the student experience here at Smith. The concepts are woven into our curriculum and are a focus of faculty research. Students gain real-world field experience through global study projects and consulting work, often with nonprofits and community organizations. These experiences enable them to create social value, whether they choose work in Fortune 500 companies, as entrepreneurs, or in government or nonprofit organizations. Ultimately, our students will leave Smith with the passion, expertise and tools necessary to make an immediate and lasting impact on the world around them.



Smith's location in the Washington, D.C. metropolitan area is in the heart of a vast array of nonprofits, government agencies and socially conscious for-profit companies. This provides unparalleled access to public policymakers, leaders in the social sector, and private enterprise executives focused on issues of sustainability, social entrepreneurship and corporate social responsibility.

lead



Innovate. Jason Lee

“My time in Burkina Faso with Engineers Without Borders will forever be remembered as the event that convinced me of the power and potential of applying business principles within the development context. While it was indescribable to witness children reading at night for the first time under a solar-powered lighting system that our team had created, I realized how much more incredible it would be if we could create a business model that generated enough value on its own to provide such an opportunity to every child in Burkina Faso. That is the power of social entrepreneurship.”



JASON LEE, MBA/JD 2009
Global Impact Program



Our Approach to Social Value Creation

Real-World Field Experience

Smith students can experiment with new business models, using innovative technologies and critical thinking to explore environmentally sustainable solutions to social market failures, both locally and around the globe.

- ❖ The **Social Venture Consulting Program** matches MBA students with nonprofit organizations to spend a semester working on challenges critical to the operational goals of the organization.
- ❖ The **Global Impact Program** takes students into emerging economies to benefit from opportunities to use their skills to address global challenges.

- ❖ Students can pursue their own start-up ideas as **Social Entrepreneurs** with the support of the Center for Social Value Creation and the Dingman Center for Entrepreneurship.
- ❖ The Smith School led the University of Maryland's participation as an original **Ashoka Changemaker Campus**. Ashoka, a national network of social entrepreneurs, developed the program to promote innovation and social change at universities.
- ❖ Smith MBA and undergraduate students can get involved in active **student-run clubs**, including **Net Impact**, the **Society for Green Business** and the **Business Ethics Society**.

Engaging Curriculum

In our core business management courses, students learn the tools and frameworks for understanding the global context of business, managing complexity and mastering critical thinking. The required curriculum addresses issues of ethics, cross-cultural communications, globalization and entrepreneurship. Students can supplement this base with elective courses such as Economics of Sustainable Development and Social Entrepreneurship that examine how organizations can do well while doing good.

A Collaborative Approach to Research

The Center for Social Value Creation fosters multidisciplinary research collaboration and provides a forum for faculty to focus on research areas that address social value creation principles. For example, David Kirsch, associate professor of management and entrepreneurship, and Vojislav Maksimovic, professor of finance, are innovative thought leaders whose research examines the social and environmental impact of business. Kirsch, an electric car historian, explores how battery-powered vehicles can reduce oil dependency, and Maksimovic's research investigates how finance can promote development in emerging economies. The center awards research grants to Smith faculty and PhD candidates.

execute vision

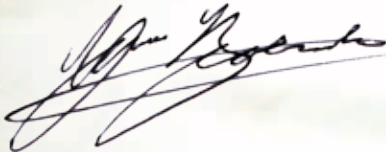
Targeted Career Planning

The center collaborates with Smith's Office of Career Management to attract employers that embody the values and systems of social value creation, and provides opportunities for students to explore careers in all fields. The center sponsors career treks to organizations in the public and private sectors, and hosts a career fair as part of the annual Social Enterprise Symposium.

Lead globally.

Yonas Beshawred

“I’m involved with a student-founded nonprofit called Harambe Endeavor. We’re facilitating ways for Africans around the globe to find effective engagement in Africa. Working with the organization has deepened my conviction that Africa’s greatest resource is its people and their entrepreneurial spirit and that there is no problem in Africa that its people cannot fix. And while there is no one solution to all of Africa’s problems, social innovation is key.”



YONAS BESHAWRED, 2009
VP of Strategic Partnerships
Director of Harambe Ethiopia
Social Entrepreneurship



Melissa Carrier, Executive Director, Center for Social Value Creation

Melissa Carrier joined the Smith School in the spring of 2006 after a decade of leading organizational growth for technology companies ranging from Fortune 500 to early stage start-ups, most recently with AT&T where she served as finance director for Mergers and Acquisitions. After nearly three years with the Dingman Center for Entrepreneurship, Carrier designed and launched the Center for Social Value Creation. She is responsible for the center's strategic direction across co-curricular and curricular programs, research collaboration and career pathing. She received a BS in chemical engineering from the Ohio State University and an MBA with honors from the Wharton School at the University of Pennsylvania.

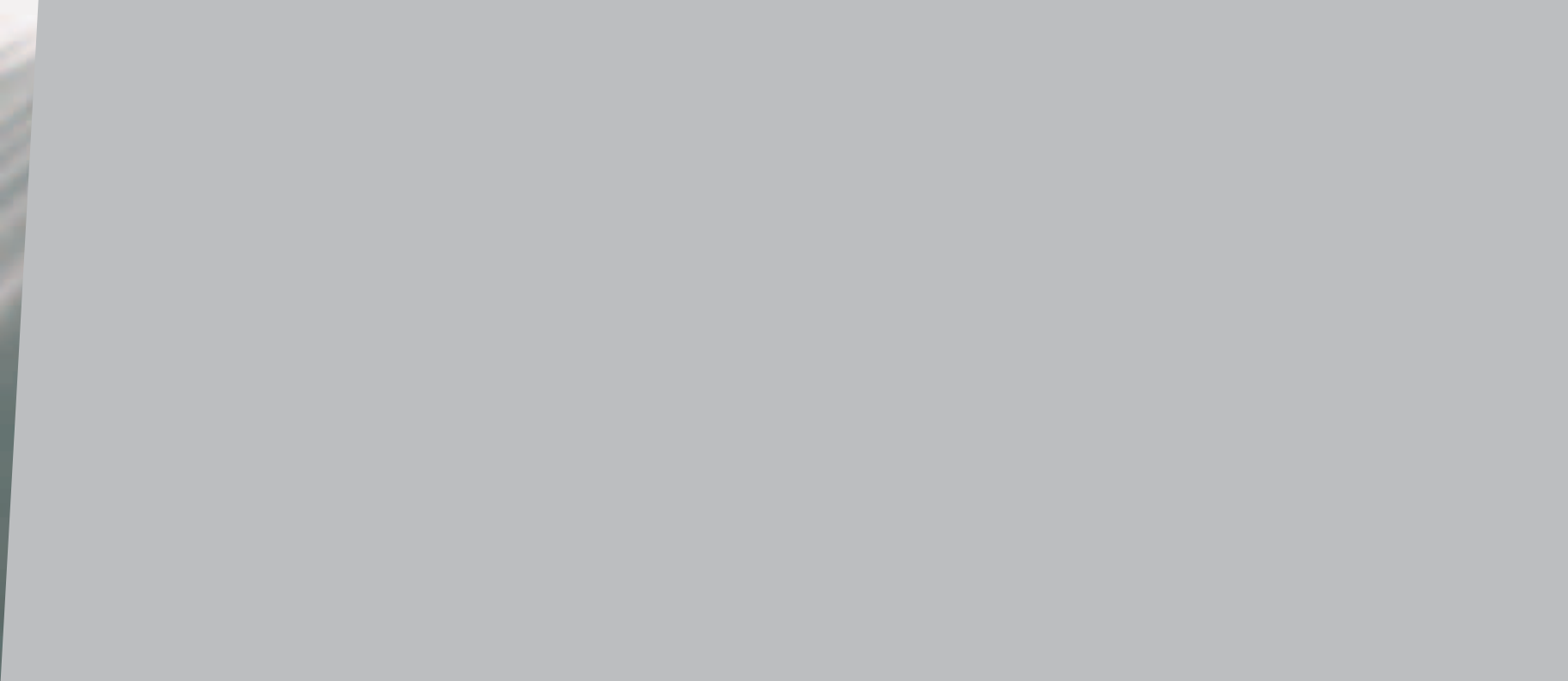
Get Involved.

Businesses today have responded to calls for greater transparency and accountability with an impressive array of more socially responsible and environmentally sustainable endeavors. However, truly great leaders go beyond merely responding. They recognize and seek out opportunities for their organizations to effect real change. They set in motion ripples of innovation that can be felt far and wide. These are the leaders we are educating at the Smith School. We invite you to join us in this pursuit as our partner.

TO LEARN MORE ABOUT
THE CENTER FOR SOCIAL VALUE CREATION,
OR TO BECOME INVOLVED, CONTACT US AT:

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The Robert H. Smith School of Business

is an internationally recognized leader in management education and research. One of 13 colleges and schools at the University of Maryland, College Park, the Smith School offers undergraduate, full-time and part-time MBA, executive MBA, MS, PhD, and executive education programs, as well as outreach services to the corporate community.

The school offers its degree, custom and certification programs in learning locations in North America and Asia.



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