

USD's Kroc School of Peace Studies Launches Global Executive Seminar to Explore 'Business for Good'

SAN DIEGO, Calif., September 5, 2023 –The University of San Diego's Joan B. Kroc School of Peace Studies is launching a first-of-its-kind Global Executive Seminar: Exploring 'Business for Good' Practices on Three Continents to address the urgent call for change of today's capitalism. The 10-month program, which combines in-person visits to businesses in Spain, Rwanda and San Diego with online meetings and personalized consulting sessions, is aimed at mid-career or later professionals in any field who want to use 'business for good' principles and practices to tackle the world's urgent problems.

"Business for good, a direct response to addressing our finite planetary resources, is a rapidly growing movement," said Paula Cordiero, PhD, Dammeyer Distinguished Professor of Global Leadership and Education at Kroc School. "We created this Global Executive Seminar to equip motivated professionals with the knowledge and tools to merge leading-edge social practices with enlightened commercial practices."

Beginning in January 2024, participants in the Global Executive Seminar will spend five days each in Barcelona and Mondragon, Spain; Kigali and Musanze, Rwanda; and San Diego to experience first-hand the inner workings of approximately 50 of the highest-performing 'business for good' organizations. The program's theme is how to integrate social and environmental responsibility into business and community ventures that contribute meaningfully to building a better world.

"The launch of this Global Executive Seminar, USD's first foray into global executive education, represents an important step forward for the university," said President James T. Harris III, D.Ed. "We expect that this USD executive seminar will set the tone for future endeavors to further the vision of our university: to confront humanity's challenges by fostering peace, working for justice and leading with love."

In addition to Paula Cordiero, the faculty and co-creators of the Global Executive Seminar are Juan F. Roche, PhD, MBA, professor of practice at the Kroc School and Knauss School of business, and Karen Henken, MBA, adjunct professor in strategic management at USD's Knauss School of Business. All three have spent their careers leading, researching and teaching the curriculum of this seminar, managing international businesses, and forging global relationships with the experts and organizations that seminar participants will visit.

Program participants will:

- Emerge with practical strategies, tactics and resources for implementing ‘business for good’ practices in their own business or community venture.
- Acquire in-depth understanding of various business models that balance economic success with social and environmental impact.
- Gain insights into impact investing and the principles, strategies and approaches that can generate both financial returns and positive social and environmental outcomes.
- Connect with contacts, colleagues and mentors to empower their impact long after the seminar ends.
- Be prepared to help transform today’s capitalistic system into a new global economic system that values people and the planet alongside profits.

Seminar details

The seminar dates are January 21, 2024, to October 6, 2024 and the fee is \$18,000. Early bird registration is \$16,000 with a \$1,000 deposit required by October 1. There is a 20% discount fee of \$14,400 for employees of Certified B Corporations, non-profits or certified employee-owned companies; USD alums and staff; and two or more individuals from a single organization. Registration deadline is December 31, 2023.

The seminar fee includes program materials; some meals in San Diego, Spain and Rwanda; in-country transport; and transport to and from all sites visited; it does not include travel expenses to and from San Diego, Spain and Rwanda or lodgings in these locations.

For registration details and more information on the Global Executive Seminar, visit the website: <https://sandiego.edu/ges>.

ABOUT THE UNIVERSITY OF SAN DIEGO

The University of San Diego sets the standard for an engaged, contemporary Catholic university where innovative Changemakers confront humanity’s urgent challenges. With more than 8,000 students from 75 countries and 44 states, USD is the youngest independent institution on the U.S. News & World Report list of top 100 universities in the United States. USD’s eight academic divisions include the College of Arts and Sciences, the Knauss School of Business, the Shiley-Marcos School of Engineering, the School of Law, the School of Leadership and Education Sciences, the Hahn School of Nursing and Health Science, the Joan B. Kroc School of Peace Studies, and the Division of Professional and Continuing Education. In 2021, USD was named a “Laudato Si’ University” by the Vatican with a seven-year commitment to address humanity’s urgent challenges by working together to take care of our common home.

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