Social Entrepreneurship: Going Global
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Presenter:
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- 2\textsuperscript{nd} largest major behind the College of Arts and Science
- Largest minor at USC (nearly 500 students)
- Nearly 3,700 business students
- 20% international student population
- *Time* magazine “College of the Year” - 2000
- Highly involved campus – 70% of business majors report being involved in community service programs while at USC and Marshall
Domestic Programs

**USC Programs**

- USC Friends and Neighbors Day
- Joint Education Project (JEP)
- Alternative Spring Break
- Volunteer Center

**Marshall Programs**

- Marshall Community Service Day
- Los Angeles Community Impact
- Trojan Consulting Society
- Marshall Outreach Volunteers and Entrepreneurs

Through business education we can help change and impact the world.
Society and Business Lab (SBL)

- Created in 2008
- Dedicated to creating the next generation of enlightened, responsible business leaders and social entrepreneurs.
- Director is Adlai Wertman – Former investment banker and President and CEO of Chrysalis

Program offerings

- Coursework
  - Six courses offered ranging from ethical and social issues in the global context as well exploration in social entrepreneurship and enterprise
- SBL Scholars Mentoring Program
- Lunch and Learn Speaker Series
- Scholarships and internship subsidies
Global Business Brigades (GBB)

- Marshall partnered with **Global Brigades** - the world’s largest student-led global health and sustainable development organization.
- USC Marshall chapter began in late fall 2008
- Program offers a week-long experiential learning experience in rural regions of Panama
- Students develop sustainable business models and facilitate workshops. They learn and work with local micro-enterprises and help with investment planning in local projects.
- Cost= **$1,600** per student (*includes round trip airfare, ground transportation, lodging, food and capital investment of $100 per student*)
- Marshall staff advisor attends every brigade
Projects:

- Help honeybee farmers streamline their business processes, improve sales, and become a government-recognized cooperative.
- Establish a juice bar in a rain forest with no source of electricity.
- Improve sales at a “refrescaria” (local store) run by the Ngobe Bugle (an indigenous island community).
- Expand sales from chicken farming to tilapia farming.
Global Business Brigades

GBB Student Participation to Date

Number of Participating Students

- 2009: [Value]
- 2010: [Value]
- 2011: [Value]
Think Impact (TI) - Summer 2011

- Marshall partnered with ThinkImpact - a global social enterprise that provides students with a premier immersion program in rural Africa.
- Summer internship program lasts 10 weeks (June through August)
- Teams of 12 scholars led by 2 TI advisors live and work in rural villages in Kenya and South Africa.
- The goal of the program is to have the student develop a business plan for a new business they believe will alleviate poverty in a local community.
Innovation Institute - Africa

Africa Internships
- Cost: $6,000 per student (*includes round trip airfare, lodging, meals and excursions*)
- Marshall is subsidizing partial scholarships of $4,000 per student
- 3 students were selected for this pilot program
Next Steps

- Continue to identify opportunities to partner with the Society and Business Lab

- Pilot Global Business Brigades Program in Ghana (new destination) in March 2012 in addition to Panama

- Double the number of Africa social entrepreneurship internships offered to students in Summer 2012.
Questions?

For more information or to set up these programs at your university, please contact:

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