

Creating Futures

University of Colorado *Denver*

Opportunities to Invest in

Strong, Sustainable, Socially Responsible Business



“The Business School has the best and most complete array of sustainable business courses in the Rocky Mountain region. They are clearly on their way to being the regional leader in sustainability related business education activities.”

—Bud McGrath,
retiring President CORE,
Connected Organizations
for a Responsible Economy

Yesterday, the mantra of reduce, reuse, recycle served as a “green” business practice. Today, expectations have risen. From LEED building to triple bottom line reporting, clients and consumers look beyond the three R’s. The Business School at UC Denver is one of the few schools in the country with an MBA Specialization in Managing for Sustainability. This pioneering program prepares students to take leadership roles in corporate and non-profit settings as change agents and managers in social and environmental responsibility.

Continued on back

Contact

University of Colorado Foundation
1800 Grant Street, Suite 725
Denver, Colorado 80203

Matt Wasserman

Senior Director of Development
303-315-2067
matt.wasserman@cufund.org

www.cufund.org

**The Challenge**

Concerns about conserving and preserving environmental resources and reducing negative effects of operations have compelled companies to develop corporate responsibility policies that include sustainable management practices. Businesses have also become global innovators to find entrepreneurial solutions to social and environmental problems. These vital efforts to protect our resources place a new expectation on business executives. More than ever before, major companies and entrepreneurial ventures are seeking a competitive advantage by embracing sustainability as a core business strategy.

Your investment in our program, faculty and students, as well as in formation of a center for sustainable management, will help create a sustainable community which will in turn create a more sustainable economy.

The Program

In partnership with local business, the Sustainability program provides invaluable real-world experience. Topics range from environmental finance and accounting to corporate social responsibility, social marketing and social entrepreneurship. The range of offerings enables students to integrate into the business community and become the future business talent for the region and the world. Opportunities are available in cross-disciplinary courses and internships.

And in keeping with sustainable practices, courses are offered online to increase accessibility, decrease paper excess and minimize the need to commute. The specialization is also open to alumni and non-degree students to receive a Certificate in Managing for Sustainability.

The Investment from You

Invest in future leaders who will help solve global problems, contribute to a better tomorrow and research sustainable solutions for best management practices. Opportunities for support include *endowment gifts* to create a center for sustainable management, to enhance ongoing *faculty research* and to increase *fellowships* and *scholarships* for talented students who are working on behalf of the next generation.