

**Specialization Proposal: Business Development for Social Enterprises**  
**Susie Snodgrass**  
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*Description*

The proposed specialization's goal is to develop a personal framework in my education that aligns three primary elements:

- **The creation of enterprise efforts to alleviate poverty in third-world countries.** Through implementing business efforts that focus on impoverished regions, new opportunities for development can and will cause significant development to the recipients of these projects.
- **The development of entrepreneurial leaders in third-world countries.** The focus of my specialization is not only to train myself in entrepreneurship towards these regions but to find significant training systems for developing others. This means gaining a holistic structural view towards entrepreneurship including management and strategy, capital management, supply chain management, and market understanding.
- **Gaining social capital in support of social enterprise projects and understanding accompanying legal implications.**

This specialization would take core elements of the usual entrepreneurship specialization and would substitute in elective courses that would increase an awareness of entrepreneurial considerations in developing regions. It focuses less on venture capital and marketing and more on the structural components and needs of social development oriented business.

*Previous/Current experience:*

Having lived in China and working for Teachoverseas.org I gained personal experience in the development of entrepreneurial leaders as an instructor of International Management & Operations at the Anhui University of Finance & Economics. My program showed great emphasis towards social impacts of business and the use of business to empower society and encourage environmental sustainability. In addition, I created and implemented a social program for college business majors in which each team of students was instructed to use \$10 to improve the lives of those in the local community. This program is now implemented in the classroom of over 200 teachers in China reaching over 3,000 students.

In addition, my role in Acirfa Bikes International has been another motivating factor to my understanding of entrepreneurship in developing countries. Working to equip business leaders within the organization and develop entrepreneurs through the use of bikes has played a great role in the continuing of my passion for this course of study.

Finally, I attended the Social Capital Conference 2008 in October to gain a deeper understanding of Social Capital markets.

*Future Career Goals*

My hope is to continue to develop projects in which I can find local needs, raise awareness and capital, develop an entrepreneurial service/product to meet that need, and finally use the business as a means of training other leaders and giving the profits back to impoverished communities. This is consistent with what I have done in the past and will continue to be what I do in the future. Having this specialization will allow me the ability to illustrate to supporters an extra credential that has given me the knowledge to implement these goals.

*Courses to meet credit requirements of specialization:*

IM 660	Entrepreneurship	3 credits	SP 2008
IM 685	Creativity & Innovation	3 credits	SP 2008
IM 698	Directed Study: Social Enterprise Governance	2 credits	Fall 2008
IM 611	Managing China Business Strategies	3 credits	Fall 2008
IM 628	International Capital Budgeting	3 credits	Fall 2008
IM 648	Supply Chain Management	3 credits	Fall 2008
WKS566	Intro to Microfinance	1 credit	SP 2008
IM 692	Developing Responsible Global Leaders	1 credit	Fall 2008
IM 694	Intl & Corporate Venture Capital	1 credit	Fall 2008
WKS567	Grant Proposal Writing	1 credit	Fall 2008
		TOTAL:	21 credits

*Extra-curricular involvement:*

This semester I joined the Net Impact club and will continue working with Acirfa Bikes. I have joined the Monterey International Rotary and will be completing a project with the GLOBE Center on Acirfa.