



BUSINESS SCHOOLS **FOR IMPACT**

PROGRAMME HANDBOOK

The United Nations Conference on Trade and Development (UNCTAD) has launched Business Schools for Impact to address a key component to unlocking finance for development and shifting corporate strategies – by creating awareness, delivering educational resources to drive business schools to action, and equipping future business leaders with the necessary skills to impact the Sustainable Development Goals.

Here's A 'Training Handbook' Of How The Programme Works:

The programme has established a network of like-minded educators, students and impact practitioners. The project approach is novel: it solicits contributions of materials from schools that can be used by schools, thus creating a global commons of business education materials to help educators introduce a wholesale new approach in the classroom. The impact-oriented core and elective courses are supplemented by case studies and internships, which introduce an experiential and practical component to round out the learning experience. These components constitute a package of learning materials the project makes available to educators in the way of a tool box, where they can complement their own programmes or build a new curriculum.

The hub of the programme is built around a dynamic web tool platform.

On the website, you can:

1. Access and Download Course Modules
2. Access and Download Case Studies
3. Browse and Apply for Internships
4. Utilize Supporting Publications and Toolkits
5. Build your own Global Impact Masters

Course modules and case studies are open to all members of the Business Schools for Impact programme. They can be searched by subject, country of reference or general keyword search.

Over 45 impact-oriented teaching modules have been assembled thus far on a diverse set of subjects that put sustainable development imperatives at the core of the teaching plan.

Subject areas include courses such as: Business Strategies for the Base of the Pyramid, Developmental Entrepreneurship, Strategic Management of Corporate Social Responsibility,

Entrepreneurial Marketing, Social Technology Innovation, Social Enterprise Management and Banking with the Poor.

The programme includes over 55 case studies assembled in collaboration with the Case Centre, the oikos collection, Empretec, Impact Investing Latin America and IESE Publishing. The cases review businesses based in developing countries (of which, 23 per cent are in least developed countries, 38 per cent in Africa, 33 per cent in Asia, and 10 per cent in Latin American and the Caribbean); illustrate alternative business models and ownership structures; and focus on nine different sustainable development sectors, including health, education, energy, agriculture, microfinance, youth, and women.

In the "**Other Resources**" section, we have collated top impact-related research reports and toolkits that can supplement your business curriculum by supplying the latest business data and offering practical "hands-on" student exercises. Sample resources include: the GRLI Sustainability Literacy Test, A Beginners Guide to Social Entrepreneurship, and Business Plan Model Template.

Under the "**Internships**" section, students can access unique opportunities to fulfill their graduate internship requirements. Internships are valuable currency for business students and this element has become an integral component of the curriculum enrichment offering of the Business Schools for Impact. Participating enterprises are selected if their activities have a developmental dynamic or align with sustainable development objectives. Moreover, these enterprises require support in core areas which provide students with a real opportunity to obtain valuable experience while contributing to make a difference.

Business Schools for Impact ultimately aims to help schools design a fully-fledged integrated masters programme: a **Global Impact Master (GIM)**. The GIM will be built around a coherent and complete subset of the modules and courses available on the Business Schools for Impact platform – modules that, put together, cover all the necessary elements of a masters programme.

After you have identified curriculum from the platform that meets your needs, you can assemble a Global Impact Masters by selecting the specific resources and clicking "Add to GIM" button. You can then access your custom-built programme in a special section of the website.