



# Business for Change Curriculum

Fall 2024



# Basic Curriculum Structure

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## Week 1

Why do we care?

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## Week 2 - 3

What does international development look like?

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## Week 4 - 6

What skills to develop to succeed in an impact career?

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## Week 7 - 8

How to get involved?

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## Week 9

How does this relate to GBB?

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# Curriculum Objectives

- A strong comprehension of international development (history, different strategies, and natural progressions to/away from the goal)
  - An understanding of how one can create impact, both within a formal international development role or indirectly within one's career
  - An expansive skillset for creating impact internationally, while also recognizing how to better take into account all stakeholders
  - A newfound excitement for the brigade in May, with a strong foundation for continued professional development
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## To accomplish this, each session will possess 4 key features:

- An interactive and discussion-focused nature, allowing for open communication and reflection
  - Anecdotes from industry professionals, grounding each lesson in relevant experience and insight
  - Cross-organizational collaboration as we look to partner with other student groups to enhance the diversity of thought and overall publicity of our initiatives
  - Potential involvement with corporate sponsors, as they provide opportunities to forge impact through one of their career opportunities and influence the future Business for Change sessions
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## **September 30th 7:00 PM - 8:30 PM:** **Why Care about Development?**

Led by: Dr. Shital Vora



**Collaborating Organizations: Global Medical Brigades, Global Brigades- WASH, Global Brigades - Legal Empowerment**

### **Learning Objectives**

- How is international development defined?
- What are its main objectives?
- What are some international development myths or misunderstandings?
- How has the developing world changed over recent years?

### **About Speaker**

Dr. Shital Vora is the Co-Founder and Chief Executive Officer of Global Brigades, overseeing talent programs, administrative policies, and University/Donor relationships. Prior to this role, she worked as a Doctor of Physical Therapy in Orthopedics and Sports Medicine. While at Marquette University in 2003, she founded the first medical brigade club, which has grown into over 450 groups providing health care in rural communities across several countries.

## **October 7th 7:00 PM - 8:30 PM:** **Impact of Globalization on Emerging Markets**

Led by: Dr. William (Bill) Lane



### **Learning Objectives**

- What are the recent trends in globalization?
- What are the pros and cons of globalization in the developing world?
- How have countries effectively adjusted to the newly globalized world?

### **About Speaker**

A 40-year retired Caterpillar Veteran, Bill is Chairman Emeritus of the U.S. Global Leadership Coalition which supports U.S. funding for diplomacy and development. Most recently he led a successful effort to modernize NAFTA. He is an Executive Board Member of Global Communities and a Wall Street Journal paid contributor.



**October 14th 7:00 PM - 8:30 PM:**  
**Doing Business in Different Cultures**

Led by: Professor Cassandra Ghinos



Main topics covered:

- How to properly research a country's culture and prepare yourself for a venture abroad?
- How to handle language and cultural barriers?
- How can performing an assessment of my own culture lead to improved interactions with those from other ways of life?

**About Speaker**

As an instructor of international business, Ghinos' overarching goal is to bring the complexities of global business into the classroom. Prior to joining Penn State, she worked in global business for 30+ years with a focus on developing high-performing global distributor networks across diverse industries and cultures.

**October 21st 7:00 PM - 8:30 PM:**  
**Identifying Opportunities for Growth/Development**

Led by: Dr. John Gershenson



Main topics covered:

- How to properly research and understand a given environment to identify opportunities for growth and development?
- How to identify the root cause of an issue?
- How to analyze project and stakeholder capacity for a given solution?

**About Speaker**

Dr. Gershenson is currently focused on developing Kijenzi, a startup that makes 3D printing accessible to everyone. Prior to this, he co-founded Baisikeli Ugunduzi, a social venture that makes bicycles safer and more productive for people in East Africa who depend on bicycles to earn a living. Lastly, Dr. Gershenson serves as Director of the Humanitarian Engineering and Social Entrepreneurship program at Penn State, where he works with hundreds of students to create mission-focused ventures within the Kenyan region.

**Collaborating Organizations: Sapphire Leadership Academic Program**



**October 28th 7:00 PM - 8:30 PM:**  
**How to Measure Impact**

Led by: Maddison Abboud



Collaborating Organizations: Net  
Impact

**Main topics covered:**

- How to develop a proper project framework?
- How to measure the impact of a project beyond profitability and expansion?
- How does the IFC execute projects to ensure both short and long-term success?

**About Speaker**

Maddison Abboud is a Blended Finance Consultant at the IFC - International Finance Corporation, bringing experience from previous roles at Shepherd Impact and the U.S. Chamber of Commerce. Maddison Abboud holds a master's degree in international business and policy from Georgetown University, and a bachelor's degree in economics and international politics from Penn State.

**November 4th 7:30 PM - 9:00 PM:**  
**Impact of Public Sector vs Private Sector on International Development**

Led by: Rachanee Chanawatr



**Learning Objectives**

- How do the objectives differ between public and private development initiatives?
- What are the inherent strengths and weaknesses of the public and private sectors on economic growth?
- How do the public and private sectors view one another in their motives for international development?
- How can these sectors work together to maximize economic growth?

**About Speaker**

Rachanee Chanawatr is an Asia-Pacific principal investment officer at the International Financial Corporation (IFC), an institute under the World Bank Group, working in early-stage engagements with the private sector to create development and investment projects in manufacturing, agribusiness, and services (healthcare, education, tourism, retail, and property) industries.



**November 13th 6:00 PM - 7:30 PM:**  
**Careers in Development and Impact**

Led by Panel Discussion



**Collaborating Organizations: Business Career Center, Net Impact**

**Main topics covered:**

- How impact careers can be successfully identified?
- What are the pros and cons of working within an impact-based career? How is it different from a traditional career path?
- Personal anecdotes shared from panelists' career paths and advice that panelists wished they had known during their career search

**About Speaker**

Sponsored by the Penn State Business Career Center, the virtual panel will possess numerous professionals working within the Social Impact sector, ranging in industry and geographic focus.

**November 18th 7:00 PM - 8:30 PM:**  
**What is a Service-Based Mindset?/How your Skills can Foster Impact**

Led by: Eric Jacobs



**Collaborating Organizations: Sapphire Leadership Academic Program**

**Main topics covered:**

- How can a university student exercise service-based leadership?
- What do examples of economic and social impact look like, and how can they be achieved in a traditional career path?
- Inspire students to go facilitate change within their own lives, both in a local and global context

**About Speaker**

Eric Jacobs was recently elected as the Chief Global Growth Officer at Aimbridge Hospitality and served as Chief Development Officer at Marriott International. He is a board member of Extreme Response International, a board member of ECPAT- USA (PACT), and a coach for Leader Mundial, a leading non-profit that aims to position leaders and organizations for greater global impact.





November 25th and December 2nd: Thanksgiving Break

**December 9th 7:00 - 8:30 PM:**  
**How we will Apply this in Panama/Global Brigades**  
**overview**

Led by: Penn State Global  
Business Brigades



**Main topics covered:**

- What did we learn thus far?
- How does Global Brigades encapsulate these ideas?
- How will all of these lessons be applied to the brigade, both internationally and domestically?

**About Speaker**

As the curriculum comes to a close, Penn State's Global Business Brigades chapter will showcase how each Business for Change seminar can be applied within the upcoming brigade to Panama.

December 16th: Finals Week