THERE’S A MAP FOR THAT.

BUSINESS MANAGEMENT

Ever wonder how you can get more involved with your major and change the world at the same time? Use the guide on the back of this map to learn how to connect with and engage in social innovation in your own major.

FIELD OVERVIEW
Practical business acumen combined with social and cultural knowledge can open new possibilities to create capital, jobs, and communal benefits for the developing world.

MODEL IN THE FIELD
Stephen Gibson has created over a dozen entrepreneurial businesses. His most successful company was named one of the 500 Fastest Growing Companies in the U.S. by Inc. magazine. After selling his business, Gibson decided to use his entrepreneurial and business skills to start a successful social venture—The Academy for Creating Enterprise. The Academy is a nonprofit organization that helps Latter-day Saints in Mexico and the Philippines lift themselves out of poverty by helping returned missionaries launch their own micro-enterprise.

ballardcenter.byu.edu
801.422.6283
360 TNRB
BUSINESS MANAGEMENT
CHANGEMAKER MAP

GET STARTED HERE ON CAMPUS

CLASSES
- BUS M 371R: Social Entrepreneurship Lecture Series
- BUS M 490R: Social Innovation—Do Good Better
- BUS M 490R: Social Venture Academy
- BUS M 372: Basic Entrepreneurial Skills
- IAS 220: Intro to International Development
- REC M 306: Intro to Nonprofit Organizations
- REC M 451: Nonprofit Fundraising
- REC M 455: Nonprofit Management

ORGANIZATIONS
- Ballard Center for Economic Self-Reliance
- Kennedy Center for International Studies
- SILC (Social Innovation Leadership Council)
- SID (Students for International Development)
- NMSA (Nonprofit Management Student Association)

INTERNSHIPS AND EXPERIENCES

INTERNSHIPS
- SIP (Social Innovation Projects on-campus internships)
- UIF/UVF (University Impact Fund/University Venture Fund in Salt Lake)
- ACE (Academy for Creating Enterprise)
- Crocker Innovation Fellowship
- SVA (Social Venture Academy)

GRADUATE PROGRAMS
- Skoll Centre for Social Entrepreneurship (Said Business School-Oxford)
- Social Enterprise Initiative (Harvard Business School)
- Center for the Advancement of Social Entrepreneurship (Fuqua School of Business-Duke)
- Center for Social Innovation (Stanford Graduate School of Business)
- Marriott School of Management (BYU)

MINORS/CERTIFICATES
- International Development Minor
- Non-profit Management Minor
- Global Management Certificate

OTHER RESOURCES

PROFESSORS
- Todd Manwaring, Ballard Center Director (on several nonprofit boards, interested in innovation within bureaucratic structures)
- Gibb Dyer, Organizational Leadership and Strategy (family business and entrepreneurship, microfranchising)
- Paul Godfrey, Strategy (research focuses on types of capital needed for self-reliance)
- Aaron Miller, MPA Program (Social Venture Academy director, Grantwell coordinator, has a legal background)
- Todd Milton, Finance (how environmental factors affect economic systems in over 100 countries)
- Brad Harris, Recreation Management (NMSA advisor, non-profit fundraising, recruiting)
- Eve Witesman, MPA Program (disaster response giving and volunteerism, public policy)
- Robert Jensen, Strategy and International Business (focuses on microfranchising)

EDUCATIONAL RESOURCES
- marriottschool.byu.edu/selfreliance
- ted.com (especially tedxbuyu.com)
- inc.com
- Sign up for emails from the Ballard Center
- Sign up for Kennedy Center emails
- socialedge.org
- Stanford Social Innovation Review (ssireview.org)

COMPETITIONS AND CONFERENCES
- TEDxBYU
- Peery Film Festival
- SVC (Social Venture Competition)
- CGIU (Clinton Global Initiative University
- Hult Prize ($1 million prize)