Business on the Frontlines

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Aspirations

*Every global and social issue of our day is a business opportunity in disguise.*” Peter Drucker

– Political transformation and economic globalization spark growth for some and unrest for others
– Rampant civil war undermines human progress and economic development for millions
– Post-conflict societies provides opportunities and risk for the private sector

How can we inspire future business to transform global social issues, such as post-war reconstruction, into business opportunities?
Key Themes

• Explore impact of business in the reconstruction of war-torn societies
• Create deep understanding through first-hand exposure of field studies
• Ground future leaders in business opportunities and societal challenges created by post-conflict recovery process
Themes to explore in “Business on the Frontlines”

• Overall goal of raising GDP/person, fostering political stability, and lowering inequality
• Relationship of business with public sector
• Role of ex-pats in investment
• Micro-finance among refugees
• Local business and MNCs’ initiatives to bridge sectarian conflicts
• Private sector programs to rebuild infrastructure in the absence of effective government action
Generating passion by forcing students out of their comfort zones

- Class is necessary but insufficient
- On the ground experiences create a lasting priority, not a fleeting project
Collaboration between Notre Dame and CRS for Bosnia & Lebanon field studies

**Resources**
- Case study design
- Interviews with business leaders
- Access to faculty with expertise on subject countries

**Security**
- Logistics
- Historical and cultural context
- Access to civic, governmental, and religious leaders
Future Business Leaders

• New mindset that global problems become business opportunities
• Future business leaders with a passion to overcome societal challenges
Key Takeaways

• Show that global challenges are business opportunities in disguise
• Generate lasting passion in students
• Give future business leaders the experiences and tools to create and sustain change