

Joan B. Kroc School of Peace Studies

Making Business a Force for Peace



Center for Peace and Commerce: \$2.5 Million

Background

The Joan B. Kroc School of Peace Studies (KSPS) and the School of Business (SB) believe that business and peace are inextricably linked. Markets and entrepreneurship are driving forces in the creation of a sustainable world. Building peace requires economic opportunities and jobs. There is poor understanding, however, of the appropriate role for business in the simultaneous creation of wealth, prosperity and social justice.

At the same time, students are entering universities with the will and vision for making a positive difference in the world. The mission of the Center for Peace and Commerce (CPC), a collaborative effort between the Kroc School and School of Business, is to prepare new generations of “change makers” building a sustainable world through innovative thinking and action, integrating business principles and effective management with unique ideas for peace building and poverty alleviation.

CPC’s Double-Strength

The CPC builds upon the strength of the School of Business and the expertise of the Joan B. Kroc School of Peace Studies, serving as a nexus of dialogue and action for peace-building around the world. The CPC’s value proposition is distinctive in its diverse intellectual traditions and experiences stemming from the collaboration of two schools that have traditionally examined world issues through different lenses. The CPC’s three key objectives are to transform the learning experience, inside and outside the classroom; to support and enhance relevant research; and to promote the development of social enterprises.

Endowing New Models for Change

A \$5 million endowment (each school is working to raise \$2.5 million) will allow the donor to name the center, and the funds will support the administration,

operating costs, programs, and office space and staffing needs. A key benefit would be the assignment of a faculty member to serve as Faculty Director of the CPC, with a reduced teaching load so he/she can devote time to thought leadership and collaborations across campus, among multiple campuses, and across the border. Funds will also be used to hire a Managing Director who will focus on planning, execution, fundraising, and managing the CPC Advisory Board.

The endowment will support the Social Enterprise Challenge (SIC), a CPC flagship program, where students develop new sustainable social ventures. The SIC promotes, guides and supports these student-driven ideas, which can be for-profit, nonprofit or hybrid organizations. The SIC has grown from 16 to 114 teams since its inception in 2010 and includes a San Diego-wide track for entrants from other colleges and universities.

Conclusion

A vibrant Center for Peace and Commerce will prepare leaders with the attitude, skills and knowledge to build enterprises worldwide that are economically sustainable, while alleviating poverty, promoting peace and promoting social justice. The CPC’s value lies in the integration of two schools of thought for solving complex problems through enterprise and business acumen. The CPC empowers students through innovative learning experiences, scholarship, enterprise development, active engagement with multiple stakeholders, and the promotion of good governance.

For More Information

Diana Kutlow

Director of Development

Joan B. Kroc School of Peace Studies

(619) 260-7803

dkutlow@sandiego.edu

leadingchange.sandiego.edu