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*Editor's Note: Spokespeople from Columbia Business School are available upon request.*

## **COLUMBIA BUSINESS SCHOOL EXECUTIVE EDUCATION ANNOUNCES PORTFOLIO OF SOCIAL ENTERPRISE PROGRAMMING**

New York, NY, June 29, 2009 – Columbia Business School Executive Education announced new additions to its social enterprise category of program offerings that house open enrollment and customized programs for the nonprofit and public sectors. These programs will draw heavily on the resources of Columbia Business School's Social Enterprise Program for MBA and EMBA students. Raymond D. Horton, the Frank R. Lautenberg Professor of Ethics and Corporate Governance at Columbia Business School and faculty director of Social Enterprise programs for Executive Education, has designed the curriculum of two open enrollment (non-degree) programs that will train executives and middle managers of nonprofit organizations.

The first is a four-week program for senior executives, known as the INM Program, which has been the flagship of Executive Education's nonprofit offerings for more than three decades. It focuses on management principles, and helps participants sharpen their skills in strategic management, finance, fund development, marketing and organizational behavior.

The second program is a one-week Middle Management Program, designed for promising middle managers who aspire to leadership or senior executive positions. It covers elements of strategic management, including leadership skills, conflict management and negotiations, and use of financial data for strategic decision making. Both programs will be held at Columbia Business School's campus.

"Columbia Business School's Social Enterprise Program has a rich history of delivering innovative solutions to social challenges and is an influential component of our MBA and EMBA programs," Professor Horton said. "By housing the program's resources in Executive Education, we increase the School's capacity to empower individuals and organizations in the public, nonprofit and private sectors to maximize their social impact. The INM Program and Middle Management Program will help executives build the skills to survive this difficult fiscal environment."

This year, other executive education offerings include custom programs for specific U.S. and international organizations. These programs expand Executive Education's social enterprise offerings for businesses, government agencies, and nonprofit organizations into fields such as emissions trading and alternative energy, social entrepreneurship, arts management, board governance and strategic philanthropy. Examples include: The Ariane de Rothschild Fellows Program: Dialogue and Social Entrepreneurship, Center for Curatorial Leadership, Girl Scouts of the USA, the King Khalid Foundation, The New York City Fire Department and UJA-Federation of New York.

### **About Columbia Business School Executive Education**

Columbia Business School's renowned Executive Education creates a bridge between theory and practice by offering programs that deliver a rich, global perspective to organizations drawn from the public, private and nonprofit sectors. Columbia's nondegree open-enrollment programs address individual development needs in leadership and strategy, marketing, and finance, providing executives with an understanding of powerful new academic approaches and their application to achieve results. Columbia Business School partners with custom clients on designing and executing organizational initiatives that enable a critical number of top-level

executives to meet their organization's strategic goals. For more information, please visit <http://www4.gsb.columbia.edu/execed/>.

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