



# SOCIAL ENTREPRENEURSHIP IN FOCUS



2011

international  
EDUCATION WEEK

INTERNATIONAL  
EDUCATION WEEK  
**NOVEMBER  
14-18**



**Social Entrepreneur** – Someone who energetically and creatively builds or leads an organization that advances a solution to a pressing social problem.

– D. Bornstein

## KEYNOTE LECTURE

Wednesday, November 16 • 3:30 p.m.  
Student Union Theater, North Campus



### How to Make Change Happen: Stories of Social Innovators from Around the Globe

David Bornstein,  
Author of *How to Change  
the World: Social  
Entrepreneurs and the  
Power of New Ideas*

Is it possible to eliminate homelessness? Can anyone learn to 'do math'? Is there a way to teach kindness? In the U.S. and around the world social innovators are experimenting with new ideas and models to address social problems in many fields. David will share stories of people who are demonstrating surprising results and opening the door to new possibilities.

## KEYNOTE EXHIBIT

Wednesday, November 16 • 5:00-6:30 p.m.  
Student Union Lobby, North Campus

### Social Entrepreneurship Fair & Book Signing by David Bornstein

Organized by UB Undergraduate Academies,  
Center for Student Leadership & Community  
Engagement and Intercultural & Diversity Center

## KEYNOTE FILM

Monday, November 14 • 4:00-5:30 p.m.  
Student Union Theater, North Campus

### The New Recruits (U.S., 2010)

Followed by student panel discussion moderated  
by Prof. John Thomas, School of Management, UB

Believing that capitalism can end global poverty, recent business school graduates turned aspiring social entrepreneurs set out to turn poor people into customers by charging them for goods and services.

**SPONSORS:** AT&T, M&T Bank, HSBC Bank USA, N.A., Bank of America, UB Alumni Relations, UB Asian Studies Program, UB Undergraduate Academies, Haylor, Freyer & Coon, Inc., UB Discovery Seminars Program, UB Division of Student Affairs, UB Office of International Education, UB School of Management HSBC Center for Global Leadership

All events are free and open to the public.

**CLICK HERE FOR MORE INFO**

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