Just Capital & Cause Driven Marketing  
B8647-001  
Professor Deepak Chopra  
Professor Sharad Devarajan  
Uris 141  

2015 Schedule:  
Mon Jan 12   9:00AM to 5:30PM  
Tues Jan 13   9:00AM to 5:30PM  
Wed Jan 14   9:00AM to 1:00PM  

COURSE SYLLABUS  

OVERVIEW:  
During this three-day workshop, internationally acclaimed author, innovator and Professor, Dr. Deepak Chopra along with media entrepreneur and Professor, Sharad Devarajan, will lead the class in exploring new social paradigms for how entrepreneurs, businesses and marketers can interact with their customers and communities. Dr. Chopra will share strategies for how businesses can promote creativity, innovation and social well being into the DNA of their organizations and marketing efforts. Students will engage in active workshops, partnering in teams to develop disruptive, world-changing, ideas that can not only become self-sustaining and profitable, but also socially conscious and transformative. Various speakers will be brought into the class to explore areas of cause driven marketing, story driven marketing and social entrepreneurship.  

AGENDA:  

Monday Jan 12th  

9:00am – 10:45am:  
Introduction to Just Capital & Cause Driven Marketing  

11:00am – 12:30pm:  
Guest Speaker: Ms. Lauren Bush, CEO, Creative Director, and Co-Founder of FEED Projects  
http://en.wikipedia.org/wiki/Lauren_Bush  

12:30pm – 1:30pm:  
Lunch  

1:30pm – 3:15pm:  
Deepak Chopra: The Soul of Leadership  

3:30pm – 5:30pm:  
Guest Speaker: Dr. Anita Goel, Chairman and CEO of Nanobiosym  
http://en.wikipedia.org/wiki/Anita_Goel  

Tuesday Jan 13th  

9:00am – 10:45am:  
Deepak Chopra / Sharad Devarajan: Just Capital & Cause Driven Marketing
11am – 12:30pm:
Guest Speaker: Mr. Jeffrey Walker, Co-Founder, The Generosity Network; former CEO and Co-Founder of CCMP Capital; Former Vice Chairman of JPMorgan Chase & Co.
http://www.thegenerositynetwork.com/authors/jeffrey-c-walker/

12:30pm – 1:30pm:
Lunch

1:30pm – 3:00pm:
Guest Speaker: Martin Whittaker, CEO, JUST Capital
http://www.creo-network.org/team#Whittaker

3:15pm – 4:15pm:
Deepak Chopra: Myth, Vision & Values

4:30pm – 5:30pm:
Sharad Devarajan: The Power of Story

Wednesday Jan 14th

9:00am – 10:00am:
Deepak Chopra & Danielle Posa: Well Being
http://www.choprafoundation.org/speakers/danielle-posa/

10:00am – 10:30am:
Guest Speaker: Poonacha Machaiah, Jiyo
http://www.choprafoundation.org/speakers/poonacha-machaiah/

10:45am – 1:00pm:
Group Presentations with Guest Judges

GRADING

Class Participation: 50%

IMPORTANT NOTE – Please be advised that class participation requirements are taken very seriously and can materially impact student grades.

- Attendance is mandatory (email in advance if you are unable to attend class, excused absences for recruiting events, illness, etc will not adversely impact your grade)
- Students are expected to engage in classroom dialogues
- Prepare smart, challenging questions
- No laptops, ipads, phones, etc.
- Be on time
- Respect other students & speakers
- Visitors and non-enrolled students are not permitted to attend classes
• **Confidentiality** is to be maintained by all students: classroom participants & speakers are encouraged to speak candidly and openly with students and their dialogues with the class are to remain in confidence.

**Final Paper & Presentation: 50%**
Students will work in groups of 8, to present a final project during the last class accompanied by a brief written proposal or powerpoint deck. Groups will work together, and be graded together, on the creation of a disruptive, world-changing, social project or business idea that can become self-sustaining and profitable, but also socially conscious and transformative. Students will make a presentation including the business strategy, marketing plan, milestones and measures for success and rationale for why it is needed today.