



# SEER

SOCIAL, ETHICAL & ENVIRONMENTAL RESPONSIBILITY

## GO BEYOND THE BOTTOM LINE.

Today's organizations need global-minded leaders who understand the complexities of sustainability and social responsibility. As an extension of our commitment to ethical business practice and entrepreneurial spirit, we offer the Certificate in Socially, Environmentally, and Ethically Responsible Business Strategy as a complement to our 20-month, 15-month, and International MBA degree programs.



"The primary thing that attracted me to Pepperdine was their focus on corporate social responsibility. Before I even got accepted, I had read about SEER and I thought that any program that implemented that as a strong cornerstone would be a program that would prepare me for a future in business and would give me an alternative viewpoint to management."

**LERON BISHOP**

SEER MBA ALUMNUS  
OPERATIONS ANALYST  
GLASS, LEWIS & CO.



GET ON THE PULSE OF SUSTAINABILITY

[BSCHOOL.PEPPERDINE.EDU/SEER-MBA](http://BSCHOOL.PEPPERDINE.EDU/SEER-MBA)



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## WHAT MAKES SEER *UNIQUE*?

Unlike other MBA sustainability programs, SEER expands the notion of the “triple bottom line” — People, Planet and Profits — to include a critical fourth factor: Product. Course offerings integrating environmental stewardship, corporate responsibility, and quality products and services will give you an eye for value-creation; not just for your organization, but for your stakeholders and the world around you.

## SEER CERTIFICATE AT A GLANCE

- Ranked **Top Ten Green MBA** School by Princeton Review
- Features four elective courses within the SEER curriculum
- Serve the community with an extracurricular SEER project
- Join and be a member of the **Pepperdine Net Impact** chapter
- Travel abroad for a global, environmental intensive course



“The SEER Certificate has prepared me beyond measure for the real world and has allowed me to think critically, act rationally, and appreciate the beauty and importance that corporate social responsibility plays in our society today.”

**HALA HADAWAR**

SEER MBA ALUMNA  
LEADERSHIP DEVELOPMENT PROGRAM  
FELLOW, NIAGARA BOTTLING



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