The Business Case for Investing in Women
(UGBA 192T-1)

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“Women represent the largest market opportunity in the world.”
- Harvard Business Review

“Women are not the problem, they're the solution.”
- Nicholas Kristof and Sheryl WuDunn

Course Description:
This course is directed towards men and women. It focuses on the business opportunities and solutions that women represent and on how business can continue to be a force for positive change while creating both ROI for the firm and for society.

Women are customers, employees, suppliers, and leaders. The earning power of women globally expected to reach $18 trillion by 2014, over 2x the estimated 2014 GDP of China and India combined. In addition, gender equity has critical business implications such as improved ROI, better stock performance, higher quality decision-making, and better social and environmental performance.

Smart companies understand that it does not make good business sense to ignore half of the population, as “women hold up half the sky.” Companies like Goldman Sachs, Nike, Coca-Cola, Wal-Mart, and Gap are investing heavily in the global development of women, with a focus on both firm and societal value. Given the severity of challenges confronting our global society, we need all hands on deck, men and women alike.

This course has three sections:
1. Women in Global Business
We will explore data from sources such as the World Economic Forum’s Global Gender Gap Index, which links gender equity and a country’s GDP; Goldman Sachs’ theory of Womenomics, again linking the economic health of a country to the health of its women; and Calvert’s Women’s Empowerment Principles for global investing.

2. Women in Organizations
We will investigate the data, trends, causes, and opportunities in the numbers of women in various roles and ranks of the corporation. Included will be research linking a firm’s financial, social, environmental, and governance performance and women in top ranks; McKinsey’s Women Matter longitudinal study of the impact of women on business performance; and big businesses’ (e.g., Coke, Goldman Sachs, Nike) investments in the global development of women.

3. Your Role & Leadership Opportunity
We will explore and develop practical skills, tools, and solutions for women and men to use their authentic voices to lead more effectively. Included will be emergent views such as Sheryl Sandberg’s Lean In and Anne-Marie Slaughter’s Women Can’t Have It All.
Professor Kellie McElhaney
Dr. McElhaney is an adjunct professor in the Institute for Business and Social Innovation at the Haas School of Business at the University of California, Berkeley. Her research and teaching are in three areas: (1) The economic and business value of investing in women; (2) Global macro trends and business solutions; (3) Strategic corporate sustainability. She has written a book entitled *Just Good Business: The Strategic Guide to Aligning Corporate Responsibility and Brand* (2010) on her work, as well as given a TED talk. Kellie founded the Center for Responsible Business at Haas in 2003, and the *Financial Times* rated it as number one in the world in 2008. She launched the successful Haas Socially Responsible Investment Fund in 2008, which is totally student run and outperforming against traditional indices. Along with two other faculty members, she is developing a new Gender Equality Initiative at Haas. In 2013 Professor McElhaney was awarded the Earl F. Cheit Outstanding Teaching Award, and in 2013 she received the Founder and Visionary award from Haas.

Kellie keynotes for and consults to global 1000 companies and organizations all over the world in developing integrated investing in women and corporate sustainability strategy. She also serves on several corporate and non-profit boards. She earned her B.A. from the University of North Carolina, her M.A. from Ohio University, and her Ph.D. from the University of Michigan. Kellie has two incredibly strong-willed and smart teenaged daughters and lives in Oakland.