

ALWAYS B CREATING CEOS- THE SAXBYS APPROACH TO CREATING A NEW GENERATION OF CEOS

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ABSTRACT

Thousands of students major in Management, but typically management roles come years after earning a bachelor's degree. Few companies hire new graduates as CEOs or even as managers of other employees. How might universities provide executive management experience? A university/industry-partnership with Aramark's B Corporation, Saxbys, provides an answer to this question. Students run a café with one serving as a paid CEO and several other students working as paid senior managers who also complete related courses for credit. The company is structured as B- Corporation permitting students to learn to do good for their communities while making a profit.

This study explores the following research questions: (1) How can universities create courses that fit these unique jobs? (2) How do student management skills improve from this experience? (3) How does a university attract student to apply for these jobs and select the right students for this opportunity? (4) What additional tools, training, or information are needed to further develop a pipeline to meaningful management careers? The study contributes to the management development and entrepreneurship literature with implications for alliance building, selection, attraction and development attraction of management talent.

Keywords: management development, selection, B Corporations, alliance building