Sample

Vanderbilt 214
INTA-GB.3105-10 1.5 Credits

Faculty:

Michael Posner
Professor of Business and Society
Co-Director
Center for Business and Human Rights

Affiliated Faculty:

Bruce Buchanan
Professor
Director, Business & Society Program
NYU Stern

Maria Bartiromo
Fox Business Anchor
Fox News Network
Adjunct Professor Business and Society
NYU Stern

This seminar is an exploration of ethics, law, business, and the press in the context of the accelerating globalization and advancing technology, with a special focus on the promulgation and protection of human rights in global markets.

The rapid development of the global media enhanced by advances in technology means that consumers in Manhattan or London are now linked to factory workers in China, the tin miners in Bolivia, and fruit pickers in Costa Rica. Consumers of food and beverages know that the cocoa in their food and candy is harvested by young children on West African farms. In such a world, the news media and social networks are focusing even greater attention on the role of global companies who have become major economic actors on the global stage. It has been over one hundred years since 146 young immigrants died in New York’s Triangle Shirtwaist Factory Fire, a tragedy that galvanized the United States labor movement and eventually led to domestic standards of factory safety. Yet, just last spring, over 1100 workers died in an unsafe factory in Bangladesh, making clothes to be sold in the US and Europe. The problem of human rights in business has not been resolved only moved, and increasingly the brand reputation of global companies is tested as media attention to these subjects expands.

Communications technology, and the internet, has knitted disparate people together with new bonds of instant connectivity to create a true global village. The news media is focusing on increasing attention on human rights challenges confronting companies and monitoring their response. In the last few years, major news organizations themselves have faced government coercion around the world because of their efforts to report the truth. The NSA/Snowden revelations underscore the internal challenges the media face in confronting serious issues that test the limits of government power. These companies are also confronting growing consumer pressures relating to their own collection and use of user data.

This seminar draws upon academic research and case studies to bring these issues to life. It sets the broad human rights framework the examination of these issues and then presents a series of guest speakers who have been actors in this global milieu, each with a particular expertise and point of view. In class discussion and lectures, and through questions and answers with the visitors, students will develop an appreciation for challenges facing business and the press as they confront human rights challenges in their global operations.
The course comprises nine Thursday evening sessions, from 6:30-8:30, spread across the Fall Term 2014. The scheduled dates are: 9/25, 10/2, 10/9, 10/16, 10/23, 10/30, 11/6, 11/13, 11/20. Class sessions meet at NYU Law School in Vanderbilt Hall 214.

Tentative Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Visitor</th>
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<tbody>
<tr>
<td>9/25/14</td>
<td>Course Overview &amp; Perspective</td>
<td>None</td>
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<tr>
<td>10/2/14</td>
<td>Human Rights &amp; Business</td>
<td>None</td>
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<tr>
<td>10/9/14</td>
<td>A View from Within: Mars &amp; Walmart</td>
<td>Alberto J. Mora&lt;br&gt;General Counsel, Mars &amp; Company&lt;br&gt;Chief Council, Walmart</td>
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<td>10/16/14</td>
<td>TBC</td>
<td>Steve Coll&lt;br&gt;Dean &amp; Henry R. Luce Professor of Journalism&lt;br&gt;Columbia University</td>
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<td>10/23/14</td>
<td>Bangladesh: Responding to Rana Plaza</td>
<td>Sarah Labowitz&lt;br&gt;Co-Director, Center for Business and Human Rights</td>
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<td>10/30/14</td>
<td>Free Press &amp; Human Rights</td>
<td>Maria Bartiromo&lt;br&gt;Fox Business Anchor&lt;br&gt;Fox News Network&lt;br&gt;Adjunct Professor&lt;br&gt;NYU Stern</td>
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<td>11/6/14</td>
<td>Internet Privacy: The Yahoo Case</td>
<td>Michael Samway&lt;br&gt;formerly of Yahoo!&lt;br&gt;VP &amp; General Counsel&lt;br&gt;Adjunct Professor at Georgetown&lt;br&gt;Adjunct Professor at NYU Stern</td>
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<td>11/13/14</td>
<td>Engaging Consumers: Behind the Brand</td>
<td>Chris Jochnick&lt;br&gt;Director of Private Sector Department&lt;br&gt;Oxfam, US</td>
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<td>11/20/14</td>
<td>How the Media Approaches Global Business</td>
<td>Betsy West&lt;br&gt;Associate Professor&lt;br&gt;Columbia University&lt;br&gt;Executive Producer at MAKERS</td>
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Senior Vice President at CBS News
Executive Producer at ABC News
Senior Broadcast Producer at ABC News,
PrimeTime Live