Business & Society Program Area

**Mission** The purpose of the Business & Society Program Area (BSPA) is to ensure that every Stern student graduates with a strong understanding of his or her responsibilities as a business professional, and with a keen appreciation for the role of ethics and law in creating and maintaining efficient markets and best business practices.

**Pedagogy** The Business & Society Program Area is necessarily interdisciplinary; its courses challenge students to look beyond their functional expertise and to understand the relationships between their work and the broader issues of firm performance, culture, and capital structure, as well as market creation, function, and regulation.

As such, BSPA Program course work draws upon ideas from many academic disciplines including accounting, economics, finance, law, marketing, and philosophy. Course cases and problems require students to integrate theory from these fields with business facts to arrive at balanced and well-considered judgments about complex situations.

BSPA courses and events leverage Stern's New York location, as evidenced by its outstanding adjunct professors and the broad range of guest speakers who visit individual classes. In BSPA courses, students hear from senior executives, activists, lawyers, and other advocates.

**Co-Curricular Programs** In addition to delivering courses, BSPA coordinates events and programs that serve the entire Stern community.

**Citi Program in Leadership & Ethics** brings to Stern distinguished leaders in thought and practice to address current challenges and issues in business. Organized by the NYU Stern Business & Society Program Area, with generous support from the Citi Foundation, the program annually appoints a Distinguished Fellow in Leadership & Ethics and hosts a business ethics conference at Stern. Past Fellows include Fred Krupp, President of the Environmental Defense Fund; Alice Tepper Marlin, President and CEO of Social Accountability International; Arthur Levitt, former Chairman of the SEC; Harvey Goldschmid, former SEC Commissioner; and Charles Ellis, Founder, Greenwich Associates. For 2009-2010, Mary Ellen Iskenderian, President and CEO of Women’s World Banking is the Citi Distinguished Fellow in Leadership & Ethics, and on March 5th she will anchor a conference on New Challenges in Micro-Finance.

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For more information contact

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**MBA Course Offerings**

* Professional Responsibility
  B02.3101 – 1.5 credits

* Corporate Governance
  B65.2176 – 1.5 credits

* Corporate Turnarounds
  B55.3150 – 1.5 credits

**Undergraduate Course Offerings**

** Business & Its Publics: Inquiry & Discourse
  C40.0125 – 4 credits

* Law, Business, & Society
  C40.0006 – 4 credits

* Professional Responsibility & Leadership
  C40.0012 – 2 credits
Haitkin Lecture Series introduces Stern students to people who have challenged conventional business ethics norms. Past lecturers include Rosanne Haggerty, Founder and President of Common Ground; Thomas Ekeli, Investment Director in the Asset Management Department of the Norwegian Ministry of Finance; Marc Rotenberg, Founder and Executive Director, Electronic Privacy Information Center; Nel Minnow, President and CEO of The Corporate Library; and Kurt Eichenwald, author of “Conspiracy of Fools.”

Faculty The Business & Society Program Area faculty are recruited for their breadth of integrative business, institutional, and academic experience. Such experience and perspective are crucial to guiding students through the multi-faceted and challenging intellectual terrain of business ethics.

BSPA faculty are drawn from virtually every department at Stern and from a distinguished group of practitioners teaching as adjunct professors. Each faculty member brings to the program a unique set of skills and experiences.

BSPA faculty meet regularly to exchange ideas on the delivery of courses and to discuss current trends, events, and legal precedents.

The standard of teaching is very high, and six faculty members have won prestigious teaching awards.

Paduano Faculty Research Symposium Established in 2007 through the generous support of Daniel and Nancy Paduano, the symposium was founded to create and develop an interdisciplinary research community centered at NYU Stern but including other NYU faculties dedicated to fostering research in the field of business ethics.

Past Paduano Research Fellows are: Doug Guthrie, Professor of Management (Stern) and Sociology (NYU Faculty of Arts & Sciences); Foster J. Provost, Professor of Information Systems; Batia Wiesenfeld, Professor of Management and Dale Atkins Rosen Faculty Fellow; and David Yermack, Albert Fingerhut Professor of Finance and Business Transformation and Yamaichi Fellow.

Current Paduano Research Fellows are: Dolly Chugh, Assistant Professor of Management and Organizations; Vasant Dhar, Professor of Information Systems; Tom Meyvis, Associate Professor of Marketing; and, Christine Petrovits, Assistant Professor of Accounting.

Recent guest speakers at the Paduano Research Seminars include: Jules L. Coleman (Yale Law School); R. Edward Freeman (University of Virginia, Darden School of Business); Nicholas Sturgeon (Cornell University); Robert Audi (University of Notre Dame); Michael Jensen (Harvard Business School); Richard De George (University of Kansas); Joshua Greene (Harvard University); Norman Bowie (University of Minnesota);

**BSPA Faculty**

**Patricia Agnello, J.D.**
Adjunct Professor of Business Ethics
- Chief Human Resources Officer: Icahn Enterprises, LP.

**Ronald E. Berenbeim, J.D.**
Adjunct Professor of Business Ethics
- Principal Researcher & Director: The Conference Board Working Group on Global Business Ethics Principles

**Jennifer Bergenfeld, J.D.**
Adjunct Professor of Business Ethics
- Interim Counsel, Jennison Associates of Prudential

**Kenneth S. Bigel**
Adjunct Professor of Business Ethics

**Karen Brenner**
Clinical Professor of Business Ethics

**Bruce Buchanan**
C. W. Nichols Professor of Business Ethics, Professor of Marketing

**George Buckley, J.D.**
Adjunct Professor of Business Ethics

**Jeanne Calderon, J.D.**
Associate Clinical Professor of Business Law

**Eric Dinallo, J.D.**
Henry Kaufman Visiting Professor of Finance
- Former Superintendent of New York State Insurance Department

**Robert H. Gurland**
Professor Emeritus of Philosophy, NYU Faculty of Arts & Science
Jeffrey Moriarity (Bowling Green State University); Ian Maitland (University of Minnesota, Carlson School of Management).

Visiting Faculty To enhance the academic rigor of the Business & Society Program Area, we host distinguished faculty from other universities as visiting scholars. Recent visitors include Edwin Hartman, Professor and Chair in the Department of Business Environment, Rutgers Business School, Professor, Department of Philosophy, Faculty of Arts & Science, Rutgers University-Newark, and Director of the Prudential Business Ethics Center at Rutgers; and Robert Frank, Henrietta Louis Johnson Professor of Management and Professor of Economics at Cornell University's S.C. Johnson School of Management.

Courses The Business & Society Program Area fulfills its mission by delivering a mix of required and elective courses in both the MBA and Undergraduate Programs. These are:

Professional Responsibility – A second-year MBA course taken after students have completed all other courses in the MBA core. This interdisciplinary capstone course is designed to build the student's awareness of the interplay among a society's laws, ethical norms, and markets.

In addition, through case analyses, lectures, and guest speakers, the course provides students with a chance to develop their ethical judgment in business situations.

Corporate Governance – This MBA elective examines the key concepts, structures, and dynamics of modern corporate governance. The course explores three questions: 1) how is the control of publicly traded corporations exercised, 2) how are managers in control kept accountable, and 3) will recent regulatory changes improve corporate governance or simply add an unnecessary layer of bureaucracy? The course gives students the tools needed to recognize an effective corporate governance system and manage corporate governance within the context of our legal system, product distribution, labor structure and financial markets.

Corporate Turnarounds – The MBA elective draws on the major core disciplines in the program, and provides an opportunity to apply them to organizations in the midst of major transitions. Students in this course apply both quantitative and qualitative tools drawn from accounting, corporate finance, cash flow modeling, negotiation, marketing, management, leadership and communication. The perspective is from the office of the CEO. Financial, market, and organizational aspects of transformation are explored through case studies, texts and class discussion.
Business & Its Publics – This required course introduces freshmen to the many interconnections between business, society, markets, politics, art, culture and life. Through a series of lectures featuring a broad range of visitors, complemented by small group discussions with senior Stern faculty and intensive writing sessions, students develop and express their own perspectives on the meaning of business and its role in society while hearing, seeing, and questioning key people in business and the institutions that surround it. Speakers at plenary lectures span the range of executives, entrepreneurs, artists, politicians, activists, regulators, and writers.

Law, Business & Society – This course challenges undergraduates to think deeply about legal systems and the continual evolution of business practice and business law. This process is multi-dimensional and involves social, political, ethical and technological factors. In the course, students examine how key areas of business law influence the structure of domestic and international business relationships, while honing their analytical, communication and team problem solving skills.

Professional Responsibility & Leadership – This capstone undergraduate course fosters the development of professional judgment in business. Students consider how to behave in ambiguous professional situations, balancing self-interests and those of the firm within the larger context of society, ethics, and law. The course builds on content discussed throughout the core while introducing new themes pertinent to students about to enter the workforce, including the economic and ethical aspects of acting as a business professional and several models, or approaches, to leadership.

Please visit the Business & Society Program Area website
http://w4.stern.nyu.edu/mel