Welcome to the course. The field of corporate social responsibility is evolving rapidly and this course is designed to reflect and make sense of this change.

The instructors are Professors Bruce Buchanan (bbuchana@stern.nyu.edu) and John Tepper Marlin (jmarlin@stern.nyu.edu).

The course's six sessions are built around five cases and related assignments as follows:

- Each of the five cases is first discussed in class.
- Between classes, students post short 250-word comments in the Forum for that case on the class Discussion Board.
- In the following class they have an opportunity to hear from a guest expert on that case and to comment further in class.

Student postings and class comments on each case are graded (10% for each of the five cases). A final paper is required (50% of final grade, including comments in the second half of the sixth class).

Class schedule (there will be a break in the middle of each class):

**April 3** - Introduction to the course. How do we feel about mixing ethical questions with business? Is corporate responsibility an adjunct of public relations? Are social ventures and social entrepreneurship appealing or is this something alien to business? **Break.** Advance discussion of issues relating to corporate responsibility in the extractive industries, which are by nature tied to land and are therefore faced with decisions relating to both the environment and the rights of people living on the land.

**April 10** - Guest expert on corporate responsibility concerns of extractive industries - Bennett Freeman, Burson-Marsteller, formerly with GE and with the Department of State in the Clinton Administration, where he wrote guidelines for businesses in the extractive industries. **Break.** Advance discussion of CR issues in the multinational supply chain of the agricultural industry, both environmental and workplace concerns. The concept of the "bitten brand".

**April 17** - Guest expert on environmental and social responsibility - David McLaughlin of Chiquita on its commitment to Rainforest Alliance standards as well as SA8000 workplace standards in Latin America. Dave came to the class a few years ago and was greatly appreciated. **Break.** Advance discussion of supply chain and reporting issues regarding workplace standards in the apparel industry.

**April 24** - Guest expert on reporting - Dan Henkle of The Gap, which has a supply chain stretching across Asia and other parts of the world. How does a multinational company go about seeking to assure itself as well as its customers that no sweatshops are used in production. What standards does it use? **Break.** Advance discussion of workplace standards, accreditation, certification, ISEAL vs. ISO.

**May 3** - Guest expert on workplace issues - Alice Tepper Marlin, President and founder of Social Accountability International, an active member of ISEAL and recently named in the Economist as one of the ten leading social entrepreneurs in the world. How was the SA8000 standard created, how is it kept up to date, and how does it enforced? **Break.** Advance discussion of the social proxy movement and how social proxies are administered in pension funds. Student term papers to be posted.

**May 8** - Guest expert on socially responsible investment and proxy issues - Pat Doherty, an attorney and investment policy officer at the New York City Comptroller's Office, which manages the $85+ billion NYC employees' pension fund, addresses the case of Freeport-McMoRan in Indonesia, which has long been a special interest of the NYC Comptroller and has recently been making headlines. **Break.** Discussion of student papers.