



NYU

STERN SCHOOL
OF BUSINESS

***Embedding the SDGs into NYU Stern's
First-Year Intro to Business course***

UN PRME 5th Northeast Virtual Conference Program / October 26, 2020

Mara van Loggerenberg, Matt Statler, Jeff Younger, & Amy Dong NYU Stern School



STERN SCHOOL
OF BUSINESS

Core Curriculum Overview

The NYU Stern Social Impact Core Curriculum helps students to:

- Become aware of **multiple stakeholder perspectives** on important business issues
- Develop a nuanced understanding of the many **relationships** between corporations, governments, NGO's, market economies and civil society
- Begin the process of developing **professional ethics** in harmony with their own **personal values**
- Learn to **articulate, defend, and reflect critically** on a point of view.



STERN SCHOOL
OF BUSINESS

Business and Society Overview:

Our goal: Students reconsider “value”

The learning objectives for Business and Society include:

- Able to **analyze the role of business in society** from **multiple perspectives and stakeholder interests**, while drawing on various academic disciplines.
- Able to **think critically and creatively** about how business can respond to current global challenges by creating economic, social, and environmental **value**.
- Able to **speak and write clearly and persuasively** about business and society.

The course follows a weekly process.

Monday night plenary (>600 students)

- Speaker / interview
- Themes: climate change, equity, ESG investing, implicit bias, circular economy, corporate sustainability, disruptive technology
- SDG themes: poverty, education, responsible consumption & production, economic inequality, financial inclusion

Two weekly sessions (approx. 20 students/section)

- Discussion of speaker topics + new themes: stakeholder/stockholder, social contract, bias...
- Exercises in thinking and writing: Role plays, exercise (veil of ignorance), writing workshops

The course builds in 3 steps

Unit 1 - Case study

- Selected social problem related to business
- Curated List of resources
- Weekly journaling
- Final analytical research paper

Unit 2 - SDGs/social issues

- Students select social problem (related to business)
- Research their own resources
- Weekly journaling
- Final analytical research paper

Unit 3 - Business-related solutions

- Students select social problem related to business
- Research their own resources
- Weekly journaling
- Final research recommendation paper

1 NO POVERTY



2 ZERO HUNGER



3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



5 GENDER EQUALITY



6 CLEAN WATER AND SANITATION



7 AFFORDABLE AND CLEAN ENERGY



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



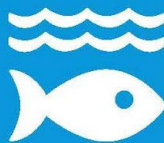
12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



14 LIFE BELOW WATER



15 LIFE ON LAND



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



17 PARTNERSHIPS FOR THE GOALS

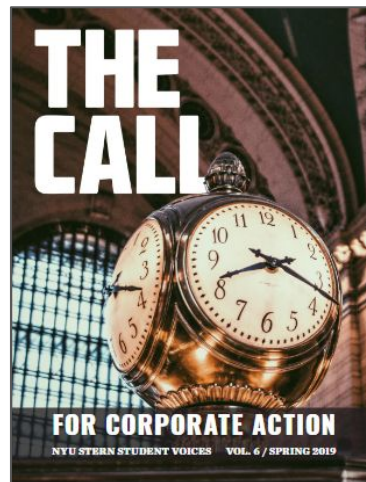
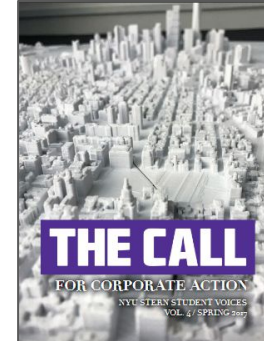
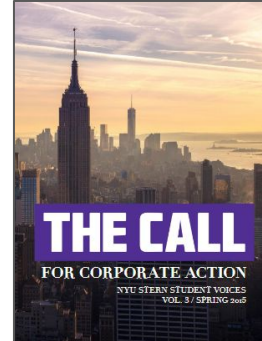
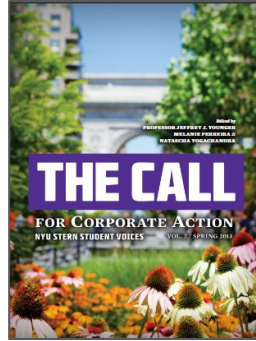
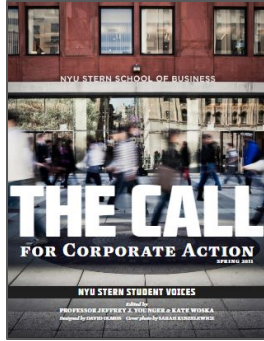


SUSTAINABLE DEVELOPMENT GOALS

The Call for Corporate Action: NYU Stern Student Voices, Vols. 1-7

- Volume 1 Spring 2011 - https://issuu.com/corporateaction/docs/thecall_2011
- Volume 2 Spring 2013 - https://issuu.com/corporateaction/docs/the-call-spring-2013-web_final
- Volume 3 Spring 2015 - https://issuu.com/nyusternschoolofbusiness/docs/issuu_version_of_the_call
- Volume 4 Spring 2017 - https://issuu.com/corporateaction/docs/thecall_nyustern_2017
- Volume 5 Spring 2018 - https://issuu.com/corporateaction/docs/thecall2018_nyustern
- Volume 6 Spring 2019 - https://issuu.com/corporateaction/docs/thecall2019_nyustern
- Volume 7 Spring 2020 - https://issuu.com/corporateaction/docs/thecall2020_nyustern
- Volume 8 Spring 2021 - coming soon

The Call for Corporate Action: NYU Stern Student Voices, Vols. 1-7





CONTENTS

4 Letter from the Dean
DEAN GEETA MENON

5 Introduction to Business and Its Publics
PROFESSOR BATIA WIESENFIELD

6 Beyond the Concrete Roots
EILEEN WANG

12 Good Peer Pressure: How to Increase Savings in Latin America
MARY GAO

18 Putting a Cap on Opioid Addiction
ANTONIO DI MEGLIO

24 Oceanic Plastic Pollution Solved: Collection, Recycling, Repurposing
ZACH ASATO

30 Reinventing Wholesome
AMY DONG

36 Addressing the Gutter Oil Issue in Beijing, China
SIENNA CHEN

42 Can a Sponge Save the Deepwater Horizon?
JANIE LIN

48 Could Trash Cure Haiti's Employment Crisis?
TARA RANGWANI

54 Power to the Period
MELISSA ALVAREZ

60 One Step Toward a Greener China: The Beijing Energy Park
JUDY KAM

67 Acknowledgements
PROFESSOR JEFFREY J. YOUNGER

6

Beyond the Concrete Roots

EILEEN WANG

12

Good Peer Pressure: How to Increase Savings in Latin America

MARY GAO

18

Putting a Cap on Opioid Addiction

ANTONIO DI MEGLIO

24

Oceanic Plastic Pollution Solved: Collection, Recycling, Repurposing

ZACH ASATO

30

Reinventing Wholesome

AMY DONG

36

Addressing the Gutter Oil Issue in Beijing, China

SIENNA CHEN

42

Can a Sponge Save the Deepwater Horizon?

JANE LIN

48

Could Trash Cure Haiti's Employment Crisis?

TARA RANGWANI

54

Power to the Period

MELISSA ALVAREZ





NYU

STERN SCHOOL
OF BUSINESS

***Embedding the SDGs into NYU Stern's
First-Year Intro to Business course***

UN PRME 5th Northeast Virtual Conference Program / October 26, 2020
Mara Van Loggerenberg, Matt Statler, Jeffrey Younger, and Amy Dong

1 NO POVERTY



2 ZERO HUNGER



3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



5 GENDER EQUALITY



6 CLEAN WATER AND SANITATION



7 AFFORDABLE AND CLEAN ENERGY



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



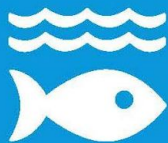
12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



14 LIFE BELOW WATER



15 LIFE ON LAND



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



17 PARTNERSHIPS FOR THE GOALS



SUSTAINABLE DEVELOPMENT GOALS