embedding the SDGs into NYU Stern’s First-Year Intro to Business course
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.
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

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<tr>
<th>Unit 1 - Case study</th>
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<tr>
<td>● Selected social problem related to business</td>
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<td>● Curated List of resources</td>
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<td>● Weekly journaling</td>
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<td>● Final analytical research paper</td>
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<th>Unit 2 - SDGs/social issues</th>
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<tbody>
<tr>
<td>● Students select social problem (related to business)</td>
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<td>● Research their own resources</td>
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<td>● Weekly journaling</td>
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<td>● Final analytical research paper</td>
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<th>Unit 3 - Business-related solutions</th>
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<td>● Students select social problem related to business</td>
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<td>● Research their own resources</td>
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<td>● Weekly journaling</td>
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<td>● Final research recommendation paper</td>
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The Call for Corporate Action:
NYU Stern Student Voices, Vols. 1-7

- Volume 8 Spring 2021 - coming soon
The Call for Corporate Action:
NYU Stern Student Voices, Vols. 1-7
Letter from the Dean
DEEPA MENON

Introduction to Business and Its Publics
PROFESSOR BATA WISENFELD

Beyond the Concrete Roots
JEEN WANG

Putting a Cap on Opioid Addiction
ANTONIO DI MEGlio

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

Addressing the Gutter Oil Issue in Beijing, China
SHINNIA CHEN

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

Reinventing Wholesome
AMY DONG

Could Trash Cure Haiti’s Employment Crisis?
TARA RANGWANI

Power to the Period
MELISSA ALVAREZ

Can a Sponge Save the Deepwater Horizon?
JANE LIN

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

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Reinventing Wholesome
AMY DONG
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