

RANKINGS BY SCORI

Top 100 MBA Programs		Country	Relevant Coursework	Student Exposure
12	ESADE Business School	Spain	7	28
13	Columbia Business School	United States	13	83
14	Portland State U. School of Business Admin.	United States	36	22
15	U. of Denver (Daniels)	United States	9	16
16	Loyola U. Chicago (GSB)	United States	17	3
16	San Francisco State U. College of Business	United States	28	14
17	Wisconsin School of Business	United States	28	92
18	Simmons School of Management	United States	25	2
19	Erasmus University (RSM)	Netherlands	34	68
21*	U. of Colorado at Boulder (Leeds)	United States	24	15
22	NYU (Stern)	United States	4	64
23	Willamette University (Atkinson)	United States	14	23
24	U. of British Columbia (Sauder)	Canada	18	61

OUTSIDE THE U.S.

- 1 York University (Schulich)
- 2 IE Business School

BUSINESS IMPACT

- 1 Stanford Graduate School of Business
- 2 Northwestern University (Kellogg)

RESEARCH

- 1 York University (Schulich)
- 2 Erasmus University (RSM)

SMALL F

- 1 Portland
- 2 U. of De

BUSINESS ACADEMIA GRAPPLES WITH 'ETHICAL' CURRICULUM

Photo courtesy of Beyond Grey Pinstripes

Matt King

●● It must have been difficult to be a business professor in the fall of 2008.

"It was [a bit] like having a child who ends up in prison," said Rebecca Angeles, a Canadian business professor at the University of New Brunswick (UNB). Rob Austin, dean of the business faculty at UNB, described the post-crisis fallout as one filled with "soul searching" about "whether we've gone too far": "We've produced people who know how to use exotic derivative instruments in finance, but don't necessarily think much about whether it might wreck the economy."

Despite Ms. Angeles and Mr. Austin's remorse, the reality at the time of the crisis was that many leading business schools had pre-existing ethics and corporate social responsibility, or CSR, programs in place.

For example, NYU Stern first introduced its Business & Society Program back in 2003. More formal mechanisms of oversight were also in play. As far back as 1998, an annual report entitled "Beyond Gray Pinstripes," published by the Aspen Institute, examined the inclusion of socially responsible management topics in MBA curricula.

The novel impact of the recession was to exacerbate the need to re-evaluate the importance that business schools place on such topics, e.g. ethics and CSR.

This impact was especially felt amongst undergraduate business programs, whose administrators worried that their students' lack of exposure to the humanities would hinder their overall personal and intellectual development. This idea was formalized in a much-publicized book, "Rethinking Undergraduate Business

Education: Liberal Learning for the Profession" (2011). The book centered on a Carnegie Foundation study which found that "Business programs rarely challenge students' assumptions, ask them to think creatively, or understand the broader context of business."

Three years after the crisis, the world of business academia continues to grapple with how to incorporate dimensions of ethics and CSR into the curriculum. This past April, the Association to Advance Collegiate Schools of Business, the worldwide leading accrediting agency for business-schools, again announced heightened standards regarding ethics requirements.

"Schools must show how they are committed to ethical behavior as institutions, as well as how they are embedding this behavior in the learning experience,"

said Linda Livingstone, dean of Pepperdine University's Graziadio School of Business & Management and member of the AACSB's committee on accreditation quality.

NYU Stern continues to grapple with and address this problem, in part by recently making a few high-profile hirings.

Last year, NYU Stern hired social psychologist Jonathan Haidt to develop a course called Ethical Systems Design. Haidt's recent work on morality and politics has garnered him a regular slate of op-ed columns in outlets like TIME magazine and The New York Times, and a lighter-toned guest appearance on the popular show "The Colbert Report."

This past February, NYU Stern also hired the formidable attorney and humanitarian advocate Michael Posner to establish "the first-ever center on

human rights at a business school."

Given the unsettled nature of this debate over 'ethical' business school curriculum, it came as a surprise last year when the Aspen Institute decided to cease the continuation of its "Beyond Gray Pinstripes" survey. "We're claiming victory," said Aspen's Laurie Ginsberg, manager of the institute's Business & Society Program. "The things we were celebrating and highlighting have become baseline in many programs across the globe."

One hundred and forty-nine business school programs participated in Aspen's final Pinstripes survey. Other thought leaders in the space are not sold on this victory.

In a recent op-ed for the Global Times, Sir Richard Lambert — former director-general of the

Confederation of British Industry and the present chancellor of University of Warwick — called on the world of business academia to do more: "Academics themselves should be doing more to shape the debate, through their research and their writings...[Business school graduates] need big new ideas and fresh thinking about their roles and responsibilities."

Another oft-cited criticism about current ethics and CSR programs are their relative isolation within the broader curriculum. For example, some question how effective a CSR course can be when the students are not considering such issues, e.g. human rights and labor ethics, in their global operations courses.

C.B. Bhattacharya, the CSR program head at the European School of Management and Technology, has articulated the need for such programs to "build

CATEGORY

Faculty
Research

34

9

39

62

22

31

8

62

2

27

30

124

6

ROLLMENTS *

School of Business Admin.

College of Business
Management

linkages to other disciplines" and "integrate sustainability through the entire curriculum."

Maybe increased pressure from high-profile donors, who are often the source of funding for these CSR programs, can speed this development. Media titan Michael Leeds recently donated \$35 million to create a Center for Education on Social Responsibility at his alma mater, the University of Colorado.

Drawing on his first-hand experience grappling with the gray area of business ethics, he said: "If you say [the students] have to take a class in ethics, that's good, but it doesn't impact the students' thinking unless they talk about it in relation to management or accounting and how it fits in with the values in other classes."

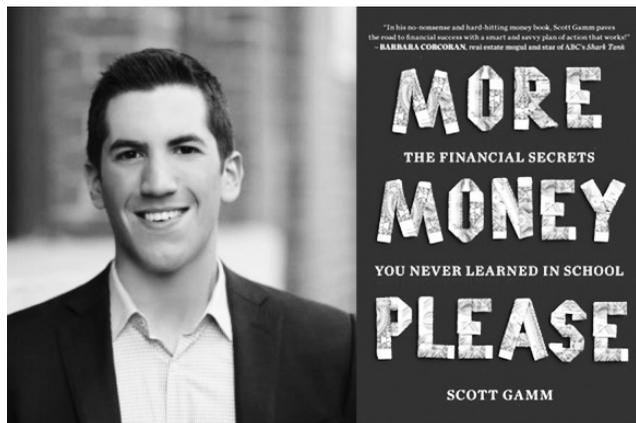


Photo courtesy of Scott Gamm

STERN JUNIOR WRITES PERSONAL FINANCE BOOK "MORE MONEY PLEASE"

Jeffrey Shi

●● Meet Stern junior Scott Gamm. Originally from Long Island, Gamm started his own website dedicated to personal finance when he was still in high school. Straying from the traditional Sternie career path in investment banking, Gamm is focused on something different: financial journalism. Gamm has been with Forbes.com, covering corporate stocks and earnings, TheStreet.com and The Huffington Post, writing articles on personal finance. Gamm has also been featured on NBC's "Today Show," the Fox News Channel and ABC News.

Speaking about what first drew his interest to personal finance, Gamm said, "Finding ways to save has always played a big part in my life. Arguments about money caused my parents' divorce, and seeing how the recession affected so many families, I thought this issue needed more attention." Realizing the importance of personal finances during the 2008 financial crisis, Gamm took the initiative to shed light on the issue for other teens and their parents. His solution: HelpSaveMyDollars.com, a website he created a year later in 2009.

"Many people learn about personal finance after making bad financial decisions," said Gamm, "You know ... using credit cards recklessly and failing to save enough for the future. But if you're armed with the proper information, you're bound to make fewer financial mistakes. And that's basically why I created HelpSaveMyDollars.com. My main focus in starting this initiative was to help younger students learn more about money, a subject not

commonly taught in school." On HelpSaveMyDollars.com visitors can find articles and tools to help stay updated on smart financial decisions and money management. Gamm writes on topics ranging from credit cards, to student loans, to paying off debt and even on retirement. The site also offers an online retail textbook search engine and a monthly expense calculator.

"If you're armed with the proper information, you're bound to make fewer financial mistakes. And that's basically why I created HelpSaveMyDollars.com."

In 2011, Gamm was determined to make an even bigger impact. "I thought the next logical step was to expand my message into a book that had everything you needed to know about money in one place," he said. Gamm's book, "More Money Please: The Financial Secrets You Never Learned in School" is an easy-to-understand, comprehensive and accessible introduction to money management. Discussing the value that the book offers readers, Gamm explains that "The book serves as the personal finance class that never existed in school. Regardless of what field of work you're in, you're going to have to deal with personal finance eventually." "More Money Please" will be released by Penguin's Plume in stores and online on April 30.

For more information, check out Scott Gamm at twitter.com/ScottGamm and facebook.com/helpsave-mydollars

DID YOU KNOW? UP AND COMING FRESHMEN

●● Clement Chiun

Hometown: Cupertino, Calif.

Special Talents: Talking, rocking bowties, competitive swimming

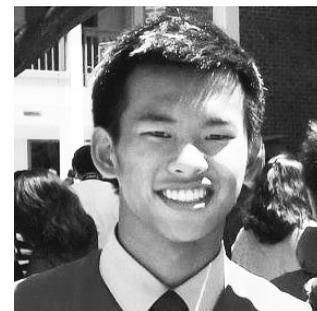
Motivation to Come to Stern: "As someone who was born and raised in California, I felt the need to step outside of my comfort zone and explore the world; coming to Stern provided a great opportunity for me to receive a great academic education as well as a diverse 'life education.'"

What Led to His Involvement: "It really started with the people that I've met here at Stern. I was fortunate enough to find some seniors who I could reach out to and who really took care of

me in my first semester here. I met a lot of people through these seniors and became really great friends with them outside of school. Once I became invested in the community and started caring about the people as friends and not just peers, it became way easier to stay involved at a high level because I truly enjoy spending time with these people on a daily basis."

Most Fun/Interesting Experience So Far:

Working on an IAG investment pitch with renowned seniors Alex Jiang, John Ang, and Michael Ibragimchayev. "I got to learn from some of the most knowledgeable students here at Stern ... it was also very fun because we worked late into the night and had some great conversations in our sleep deprived-state."



What He Hopes to Add in the Next Three Years:

"I hope to help foster a tighter community of students and faculty within Stern through my work in Student Council and other clubs. I am a firm believer that with this tighter bond, people will be more eager to come and work together. The success of individual programs and initiatives will follow because everyone will work harder towards the improvement of Stern as a whole."

●● Shahryar Bachani

Hometown: Karachi, Pakistan

Special Talents: Superb memory, unintentionally making people laugh

Motivation to Come to Stern: "Primarily the vast resources Stern and New York City have to offer. Stern also has a very diverse program, great Social Impact offerings, and a prestigious Business and Political Economy program."

What Led to His Involvement: "After Orientation Week, I was



invested in the core values of 'explore, collaborate and engage.' The Stern Student Council immediately attracted me, since student government was a big part of my life in high school. I also decided to rush for Delta Sigma Pi, a professional fraternity here at Stern, and successfully crossed at the end of the fall

semester."

Most Fun/Interesting Experience So Far: "All the StuCo events from Holiday Soiree to All-U Games to the Stern Semi this year were awesome and memorable."

What He Hopes to Add in the Next Three Years: "I hope to represent Stern in the best way possible, to stay involved through Student Council, DSP and The Gould Standard. I look forward to being an ambassador of Stern through all my pursuits. Ultimately, I hope to establish a strengthened community incorporating everyone from the students to the faculty."



●● Keerthi Moudgal

Hometown: Fremont, Calif.

Special Talents: Bharatanatyam Indian dance, rapping Kreyshawm and Childish Gambino, cat daddying, Instagram expert

Motivation to Come to Stern: New York City was the only place on the East Coast I was willing to go to. I was not sure about leaving California, but I knew I could not pass up the opportunity to live in New York for at least four years."

What Led to Her Involvement: "Honestly, I wouldn't be as involved in the community if senior Jackie Serame had not introduced me to the different aspects of Stern life early on in the school year. Fortunately she did, and I have really enjoyed everything I participated in."

Most Fun/Interesting Experience So Far: "Traveling to Brooklyn with

my cohort to Fette Sau for a SoHo cohort event ... it was both my first time being in Brooklyn and my first time trying ribs, which were so extremely good."

What She Hopes to Add in the Next Three Years: "I hope to improve the Stern experience for all members of the student body, especially those who feel lost or disconnected from the rest of the community. There's a niche here for everyone, and as someone who at first didn't feel as she fit in with the rest of Stern, I think it's important to provide more opportunities for students to form ties with others who they vibe with."

Photos courtesy of Interviewees