

SOCIAL IMPACT (SOIM-SHU)

SOIM-SHU 65 Organizational Communication and Its Social Context (4 Credits)

Typically offered Fall and Spring

Students learn how organizations communicate with multiple types of audiences, focusing on the interconnections between business and society. The course uses the stakeholder model of the corporation to introduce the strategic implications of communication for modern organizations. Students focus on strategic and tactical aspects of corporate communication to study and practice the ways in which organizations communicate to their varied internal and external stakeholders. Assignments develop students' abilities in speaking and writing to these varied audiences, both to inform and to persuade. The course emphasizes bridging theoretical fundamentals, and action learning is stressed, which includes applying communication strategy to the following: oral and written business assignments; presentation delivery techniques; visual communication analysis and practice; team communication. Pre-requisites: None, but priority to business majors; not open to freshmen. Fulfillment: BUSF Non-Finance elective; BUSM Non-Marketing elective; IMB Business elective.

Grading: Ugrd Shanghai Graded

Repeatable for additional credit: No

- SB Crse Attr: NYU Shanghai: BUSF Non-Finance Elective
- SB Crse Attr: NYU Shanghai: BUSM Non-Marketing Elective
- SB Crse Attr: NYU Shanghai: IMB Business Elective

SOIM-SHU 9006 Law, Business, & Society (4 Credits)

Typically offered Fall

This course challenges undergraduate students to think deeply about legal systems and the continual evolution of business practice and business law. This process is multidimensional and involves social, political, ethical, and technological factors. In the course, students examine how key areas of business law influence the structure of societal and business relationships, while honing their analytical, communication, and writing skills. While focusing on the American legal tradition, the course taught in Shanghai Spring 2016 will involve select points of comparison with legal and business practice in China. Stephen Harder is the managing partner of the China practice of the international law firm Clifford Chance. He is based in Shanghai where his practice focuses on cross border project transactions of Chinese institutions. When based previously in Europe and New York, he acted as counsel for the Russian and Polish privatization programs and the Polish sovereign debt restructuring. He has written on "China's Sovereign Wealth Fund: The Need for Caution" in the International Financial Law Review, and spoken recently at Harvard and Columbia on "China Ventures Forth - Advising China on Foreign Investments" and "China in the Balance: Needed Reforms, Vested Interests and the Choices Facing China's New Leaders". He has also written on "Political Finance in the Liberal Republic" in the Annals of the American Academy of Political and Social Sciences. He received his undergraduate degree in Chinese Studies from Princeton and his MBA and JD degrees from Columbia. Prerequisite: Open to all Seniors, Juniors, with preference to Stern program students. Interested sophomores need to request permission from the instructor. Fulfillment: BUSF Non-Finance elective; BUSM Non-Marketing elective; IMB Business elective; Social Science Focus Political Economy 200 level.

Grading: Ugrd Shanghai Graded

Repeatable for additional credit: No

- SB Crse Attr: NYU Shanghai: BUSF Non-Finance Elective
- SB Crse Attr: NYU Shanghai: BUSM Non-Marketing Elective
- SB Crse Attr: NYU Shanghai: IMB Business Elective
- SB Crse Attr: NYU Shanghai: Social Science Focus Political Economy