

# Business Luminaries Join Stern Professor to Teach Graduate Global Markets Course

By **Rika Nazem**

“I have to be in this class!” That was second-year MBA student Titilola Bakare’s first reaction when she heard about the new elective course, Global Markets and Normative Frameworks, to be co-taught by Stern Professor Bruce Buchanan, CNBC’s Maria Bartiromo, and private equity firm Ripplewood Holdings CEO Tim Collins. “The course appealed to me because it sounded forward-looking and progressive in that we would be exploring how the global identity that people tend to embody as we travel more and work in different places affects how we do business. And the prospect of being in close proximity to some of the world’s best-known businessmen and women was exciting.”

Conceptualized by financier Collins, the course was intentionally kept on the small side so that students, drawn from Stern and around NYU, could have dynamic discussions around the course’s topics, as well as have access to Bartiromo, Collins, and the roster of high-profile speakers who co-led each session, including Gillian Tett, US managing editor of the *Financial Times*, and Maurice “Hank” Greenberg, former chairman and CEO of AIG.

Marisa Forte, another second-year student, was particularly impressed by Muna Abu Sulayman, executive director of the Alwaleed Bin Talal Foundation, who, together with the class, examined the norms across Islamic and Western culture. “She talked a lot about the role of women in Saudi Arabia and the way the country thinks about women and why. We learned that it has to do with their traditions and the way the country has developed over time, and the sorts of things they’re doing to change that.”

Former Federal Reserve Chairman Paul Volcker was also a class favorite, said Bakare. “Chairman Volcker gave us his point of view on banking, and spoke nostalgically about the dignity that came with being a banker by profession.” She asked Volcker what he thinks business school students can do to make sure they are giving back to the world. “He wished that more professionals were doing things to really make an impact. It was almost heartwarming to see someone who is an economics/finance genius talk about the softer side of things – a perspective that you may not expect from someone like him. It was a sort of intimate, special moment.”



Students in the Global Markets and Normative Frameworks course share views with CNBC’s Maria Bartiromo and former Federal Reserve Chairman Paul Volcker.

Forte, who studied in Barcelona during her spring semester, described how the course altered her perspective on global business. In one session, the class focused on the Japanese banking crisis, reading Tett’s book, *Saving the Sun*, that describes how Collins’ private equity group purchased the bankrupt Long Term Credit Bank of Japan from the government, introduced Western management principles, and then took it public. Students heard both Tett and Collins reflect on the cultural differences between Japanese and Western management. Forte said, “It gave me a new appreciation for the way business gets done and a better understanding of how to approach the people that you’re working with in business. If you cannot effectively communicate your ideas to people from other cultures, industries, or businesses, you cannot move your ideas forward.”

She concluded, “This is the kind of class that you always hear about being able to take in business school, and it’s the kind of experience that you believe you will have by going to a school in New York City. The City provides amazing access to people, and Mr. Collins and Ms. Bartiromo were able to bring them here to NYU. To sit down and talk with them... I don’t really know of another place where I would have been able to have this opportunity.” Bakare added, “Professor Buchanan effectively led the class discussion, and Mr. Collins and Ms. Bartiromo were amazing at being the ambassadors between these great business leaders and the students. When I was choosing an MBA program, I knew that there were going to be some intangibles about being at Stern – the combination of the City, the professors, and the academic offerings – that were going to make it really special. But I could never have predicted the array of opportunities – this course being one – that Stern has afforded me.” ■