

NEW YORK UNIVERSITY

**Undergraduate Division
Leonard N. Stern School of Business**

C00.0002.01
Stern Honors Seminar
Fall 2010/Spring 2011

Professor Marti G. Subrahmanyam,
Coordinator

Seminar Objective and Description:

The broad objective of the honors seminar is to provide academically oriented students with an opportunity to understand the research issues, methodologies and processes in a variety of areas in business. It is hoped that the seminar will get them excited about research as well as its practical applications. The administrative arrangements of the seminar are as follows:

1. Honors students will enroll in an honors seminar in both the fall and spring semesters of their senior year. The seminar will include topics from all the areas taught at the Stern School.
2. Experienced faculty members will be requested to present research developments in their area in a manner that would appeal to bright undergraduates.
3. The seminar will meet roughly thrice each month throughout the academic year. (Each of these meetings will be the equivalent of two regular class sessions of seventy-five minutes.)

The seminar will consist of several two-session modules. The rough format of each module is follows:

1. Prior to the first session of the module, readings will be assigned. The readings will be carefully selected so that the students are not overburdened either in terms of the sheer bulk of the materials or the content.
2. In the first session, a problem area will be defined in detail and the relevant concepts and methodologies explored in some depth. Research on the topic will be presented in a manner that would appeal to an intelligent, but not particularly knowledgeable, audience. Examples include a discussion of questions such as: What are the research issues involved in the area that have some practical ramifications? What are the different approaches and methodologies that have been used to address them? What are the open issues? Ideally, the session will end with a specific assignment for the students to work on for the next session.

3. The second session will typically be devoted to a discussion of the specific assignment and related issues. It may include a discussion of related research. A bias towards research conducted by the faculty member teaching the class or other colleagues at Stern is likely and is appropriate. The objective is to achieve some closure at the end of the session.

Instructions:

Students in the course are expected to study the readings and problem sets prior to the assigned dates and come prepared to discuss them in class. The following outline represents the dates, subject areas and the names of the instructors for the various sessions. Any modifications of the schedule will be announced in class.

Grading for the course will be based approximately on the following weights:

Class Participation	40%
Assignments	30%
Final Presentation of Thesis	30%

	100%

Coordinator's Office Hours:

Tuesdays, 10.30 a.m. - 12 noon,
Thursdays, 10.30 a.m. - 12 noon,
and by appointment. (Call Ms. Hakema Zamdin at 998-0301, or email her at hzamdin@stern.nyu.edu for an appointment.)

Office: Room 9-68, KMC, Tel: X80348, e-mail: msubrahm@stern.nyu.edu

SEMINAR OUTLINE

Date	Sess. No.	Subject Area	Instructor
Fall 2010			
09/10	I	Introduction to Research	Marti Subrahmanyam
09/17	II	Statistics	Aaron Tenenbein
09/24	III	Statistics	Aaron Tenenbein
10/01	IV	Research Methods in Finance	Stephen Brown
10/08	V	Discussion of Research Proposals	Marti Subrahmanyam
10/15	VI	Economics of the Internet	Anindya Ghose
10/22	VII	Individual appointments	Marti Subrahmanyam
10/29	VIII	Marketing	Vicki Morwitz
11/05	IX	Marketing	Jeffrey Greene
11/12	X	Writing Research Proposals	Patricia Bower
11/19	XI	Research Methods in Finance	Stephen Brown
11/26		Thanksgiving Break	
12/03	XII	Online Social Networks In Business	Arun Sundararajan
12/10	XIII	Presentation: Research Reports	Marti Subrahmanyam
12/13		Research Report Due	

SEMINAR OUTLINE

Date	Sess. No.	Subject Area	Instructor
Spring 2011 (tentative!)			
1/28		Thesis Research: No Class	
2/04	XIII	Corporate Governance	David Yermack
2/11	XIV	Corporate Governance	David Yermack
2/18		Buffett Trip Discussion	Marti Subrahmanyam
2/25	XIV	Visit to Omaha	
3/04	XV	Game Theory	Adam Brandenburger
3/11	XVI	Game Theory	Adam Brandenburger
3/18		Spring Break	
3/25	XVII	Organizational Behavior	Zur Shapira/ Batia Wiesenfeld???
4/01	XVIII	Organizational Behavior	Yuval Rottenstreich???
4/08		Thesis Research: No Class	
4/15	XIX	Thesis Writing:	Patricia Bower
4/22		Thesis Preparation: No Class	
4/29	XX	Thesis Presentations	Marti Subrahmanyam
5/06		Thesis Submission Deadline	
5/17?? (not confirmed)		Honors Graduation	Marti Subrahmanyam