

Annual Report 2013

Summer School for Law, Economics and Public Policy



Table of Contents

Introduction	2
Preface of the Director / Administrator	3
Courses 2013 – An Overview	4
Courses 2013 – Detailed Descriptions	5
Participants 2013	10
Professors 2013	11
Summer School Organization	17
Evaluation 2013	18
Evaluation 2013 - Results	19
Master Seminar at Georgetown University 2013	20
Outlook of the WWZ Summer School	21

Introduction

Being able to look back again to a very successful year of the WWZ Summer School for Law, Economics & Public Policy, we are now preparing the 15th anniversary of the foundation of the Zaeslin Program, which took place for the first time in 2000. Six years later Rudolf Maag joined in and allowed us to add to the „Zaeslin Program on Law, Economics & Public Policy“ the „Maag Program on Business & Politics“. Two years later, in 2008 to be exact, we merged the two programs into the WWZ Summer School for Law, Economics & Public Policy and placed this integrated and enlarged curriculum into the Summer months of July and August.

2013 was a very successful year with a new record of participating students. (All in all a total of 414 students.) Also in 2013 we added a new subject with a new professor. Ed Soule from Georgetown University offered a course on „Principled Leadership“ for bachelor students, which proved to be a success with top evaluations from the students. Naturally, we tried very hard and succeeded in having Prof. Soule back in 2014. He represents in an ideal way the basic idea of the Summer School, namely to provide courses on current problems with a sound academic background and an interactive learning process.

In this past year we also held our master seminar at Georgetown University in Washington in the first half of April. Eight excellent students from the University of Basel had the unique opportunity to travel to the United States with the Summer School's Program Director. They presented their original work and discussed it with the experts from GTU. The visits at Cato Institute, the Department of Justice, the Swiss Embassy and Petersen Institute for International Economics provi-

ded fascinating encounters with policy makers from government and think tanks.

In Summer School 2013, we offered 12 courses between July 1 and August 30. An introductory law and economics course (lectured by Prof. Geoffrey Miller and Prof. Silvio Borner) was offered in June 2013 in order to provide internal and external students of law and other disciplines with a basic knowledge of law and economics. This year the entire program thus consisted of thirteen courses with 24 contact hours each (a standard course corresponds to 3 credit points).

All our courses offer precedence of place to students of Economics and Business as well as of Law at the University of Basel, students of European Studies at the Europainstitut and external students (Inter-university exchange). In 2013, the program attracted again the application of excellent and individually selected students from the International Business School at Sun Yat-sen University in China.

Owing to American interactive teaching methods, the number of students admitted to all Summer School courses is limited.

We are very pleased that the Zaeslin and Maag Summer School for Law, Economics & Public Policy has become such a success story and we are looking forward to a promising future of this program. The WWZ Summer School is a unique experience in Switzerland. We are convinced that further fascinating topics will be added to its program in the years to come.

Preface of the Director

It is a privilege and an honour to be in charge of such a top-level program, which focuses on students who possess the motivation and the qualifications to excel and who also have the capacity to adapt the new perspectives, teaching methods and subjects.

I want to thank again the sponsors, Hans-Heiner Zaeslin and Rudolf Maag, for their continuing and generous support. My sincere thanks also go to all the professors engaged in the project in Basel and at GTU and NYU for their successful contributions. Last but not least I extend my gratitude to Andrea Ottolini who administers everything with enthusiasm and flexibility.

Finally, I want to congratulate all students who worked hard and long hours to make this success story come true.

Prof. Dr. Silvio Borner
(Director of Summer School)

Preface of the Administrator

I have been working for the Zaeslin and Maag Program for nine years now and was involved in the fusion of the two programs into its present form as the Summer School of Law, Economics & Public Policy. The project has been an enriching experience through-out and has introduced me to numerous interesting people and topics.

My function as the Administrator brings me into contact with distinguished professors from the United States as well as interesting international students from diverse academic disciplines. It is an exciting assignment that presents new challenges at each stage, allowing me to grow professionally and personally with the project. I look forward to working for this fantastic program in the future and to a successful 2014.

Andrea Ottolini-Voellmy, M.A.
(Administrator of Summer School)

Courses 2013 – An Overview

Course Description	Professor / University
Fundamentals of Law & Economics	Geoffrey Miller, New York University
Competitive and Corporate Strategy	Jeffrey Macher, Georgetown University
Comparative Regulatory Analysis	Dennis Quinn, Georgetown University
Economics and Policy in the Global Business Environment	Bradford Jensen, Georgetown University
Principled Leadership	Edward Soule, Georgetown University
Corporate Restructuring	David Yermack, New York University
Venture Capital and Private Equity	Sandeep Dahiya, Georgetown University
Bank Regulations in a Time of Crisis	Geoffrey Miller, New York University
Regulating Pharmaceuticals and Medical Devices: Legal, Political and Economic Perspectives	Catherine Sharkey, New York University
Environmental Law and Public Policy: Risk and Regulation	John Wargo, Yale University
Corporate Mergers & Acquisitions	Yakov Amihud, New York University
Competition Policy	John Mayo, Georgetown University
Negotiations	Catherine Tinsley, Georgetown University

Courses 2013 – Detailed Descriptions

Fundamentals of Law & Economics – Geoffrey Miller

This course deals with the fundamental principles of Law and Economics - the discipline of using economic methods to understand legal rules and practices. After investigating the implications of the Coase Theorem, which directs attention to the importance of transactions costs in the analysis of legal issues, the class turns to applied issues in areas such as the law of automobile accidents, pollution, rules governing parties in civil lawsuits, and the analysis of criminal law and criminal punishments. The basic principles will be explored with numerical illustrations, examples drawn from Swiss culture, and detailed analysis of judicial opinions from the United States and other countries. No prior knowledge of Law or Economics is required.

Competitive and Corporate Strategy – Jeffrey Macher

Competitive and Corporate Strategy is concerned with managing the competitive position and long-term development of the business enterprise in order to ensure its survival and success. Every firm must create and sustain a competitive advantage if it is to survive and prosper over the long-term. This course provides frameworks, tools and concepts to help students analyze and understand the creation of competitive advantage. Industries differ in the extent to which they provide opportunities for sustained profitability. Industries also evolve over time, providing firms with continuously changing opportunities and threats. Finally, firms in an industry jockey for position through their actions and interactions. Every firm seeks to obtain a competitive position in an industry through an appropriate configuration of its assets and products in order to generate superior value for its customers. The first section of the course takes us through the challenges of external analysis. While industry and competitor analysis provides firms insights into what they must do

to succeed, it does not throw much light on what they can do. Resource and capability analysis (and the investigation of the firm's 'core competence') provides an insight into firms' strengths and weaknesses (as they relate to the external environment). An understanding of firms' internal strengths enables them to fully exploit and build their capabilities to compete successfully. The second section of the course focuses on internal analysis. Based on the results of the above external and internal analyses, firms must choose strategies that lead to value creation and value capture, as well as a sustained ability to compete. The third section of the course deals with strategies for sustaining competitive advantage. While competitive strategy focuses within the context of a particular industry, corporate strategy examines the question of the appropriate scope of a firm's activities. Section four examines the advantages and disadvantages of various diversification (i.e., geographic, horizontal and vertical) approaches and develops several frameworks for assessing the design and implementation of strategy across multiple lines of business. Students are placed in the position of key decision makers (or their advisors) and are asked to solve problems related to the development or maintenance of the competitive advantage of the firm. Readings and cases developed by leading researchers and practitioners in the field are used to provide contextual familiarity and teach the tools and skills required for competitive analysis.

The Political Economy of Economic Globalization – Dennis Quinn

The Political Economy of Economic Globalization is about the economics and politics of the nation in a global economy. We will study the political and economic forces that shape production, trade flows, capital flows, interest rates, exchange rates, and other variables that create the global economic landscape. The course is also about firm-level decisions in the face

of these global forces. Prof. Quinn seeks to illustrate how globalization influences strategy and performance within firms. His ultimate objective is to help students develop a framework for analyzing both opportunities and risks in a global business environment.

Economics and Policy in the Global Business Environment – Bradford Jensen

The objective of the International Business Environment course is to help students understand how forces outside their industry influence the performance of their firm. The course investigates the forces that shape relative costs of production, trade flows, capital flows, interest rates, exchange rates, and other variables that affect the global economic landscape. The course examines firm-level decisions in the face of these global forces and how globalization affects firm performance. The ultimate objective is to help students develop a toolkit for analyzing both opportunities and risks in the global business environment.

Principled Leadership – Edward Soule

Principled Leadership for Business and Society (PLBS) addresses the following questions:

1. What do we owe morally to others in a corporate context?
2. What inclines us to follow some people but not others?
3. What do corporate leaders owe to society?
4. What does it take to incline teams, business units, or entire firms to perform ethically?

These questions will not be answered comprehensively. Rather, they will be used to stimulate discussion and introduce basic frameworks and strategies for navigating the ethical and social domains of business. Multiple literatures will be brought to bear: from organiza-

tional behavior to business ethics, social psychology, and criminology. A host of findings and theories will be abstracted from these and other fields to support an exploration that will be equal parts normative and empirical.

The overarching objective of this course is to help students make the most of the leadership opportunities that come their way; and to alert them to the ethical perils and potential of commercial life. The following learning outcomes are targeted:

1. Conceptual answers to the above questions
2. An awareness of one's ethical predispositions and vulnerabilities;
3. Conceptual understanding of the social footprint of corporate enterprises and the leadership imperative it entails; and
4. An understanding of business in which the profit motive is harmonized with the demands of morality.

Corporate Restructuring – David Yermack

This course examines business problems that arise from conflicts between shareholders, managers, and occasionally other groups such as bondholders, labor, and government regulators. Most of these conflicts lead to either a market-based or regulation-based response that changes the shape of the company involved. Topics include choices of organizational form, mergers and acquisitions, spinoffs and other equity restructuring, private equity, takeover defenses, and liability restructuring under financial distress. Many classes involve case studies of prominent companies in the U.S. and Europe.

Venture Capital and Private Equity – Sandeep Dahiya

The course focuses on a distinct type capital broadly classified as Private Equity. Venture Capital is a specific form of private equity (another type being buy-out funds). The impact of this source of capital is considerably larger than its size. It is frequently cited as one of the main reasons why entrepreneurial activity is much higher in the United States compared with the other parts of the world. European policy makers have frequently cited the lack of vibrant private equity (especially venture capital) as being the reason for Europe's inability to compete in high-technology industries. In recent years the pace of fund raising as well as investment by private equity funds in Europe has picked up considerably. This course introduces students to the venture capital industry. The course focuses on describing the "Private Equity Cycle". The cycle begins when a typical fund raises money from investors such as pension funds, then invests the raised money in entrepreneurial firms and finally harvests the returns by selling its investments either to another buyer or through an Initial Public Offering (IPO). The course consists of three distinct modules that map these distinct phases of a private equity fund and a fourth module that explores Corporate Venture Capital.

Banking Regulation in a Time of Crisis – Geoffrey Miller

This course examines the fundamental rationales for regulating banking institutions. Starting with the definition of a bank as a financial intermediary offering payment services, the course proceeds to investigate the nature of the deposit account and the problem of instability associated with fractional reserves. Attention is paid to mechanisms for coping with instability in banking firms, including government deposit insurance, and the associated problem of moral hazard. The class concludes with an examination of financial

crises and panics with special focus on the Crisis of 2007-2009.

The Regulation of Pharmaceuticals and Medical Devices – Catherine Sharkey

The regulation of pharmaceuticals and medical devices - fields of rapid technological growth and innovation - is a topic of legal, political, and economic significance. Our study of regulation will encompass an exploration of such direct controls as governmental legislation and agency directives and indirect controls like products liability litigation, insurance, intellectual property and antitrust regimes. We will study how technological advances in the pharmaceutical and medical device industry challenge and demand redefinition of the institutional relationships between agencies and courts, and of the mechanisms of supervision and control provided by the market, government, and common law litigation.

Environmental Law and Public Policy. Risk and Regulation – John Wargo

This course will examine environmental and energy laws and policies in a number of sectors: food and agriculture, synthetic chemicals, nuclear power, renewable energy, natural gas extraction, oil extraction (Gulf disaster), transit and urban growth, building design, carbon cap and trade, and carbon taxes. Whenever possible comparisons will be made among Swiss, EU, and US policies.

Students will be exposed to a variety of legal strategies to encourage environmentally responsible behavior including: prohibitive policies, cost-benefit balancing, risk ceilings, contamination limits, cap and trade programs, tax policies, labelling/warning requirements, density guidelines, land use and zoning regulation, public subsidies, green building standards, and 3rd party certification.

In each case considered, students will evaluate risks, costs, and benefits of policy alternatives. Students will learn to evaluate the effectiveness of law and policy, and to judge the quality and uncertainty of scientific evidence used to claim that a problem exists. Each session will include a 1 hour lecture followed by a discussion of presented materials and assigned readings. Students will be responsible for approximately 30 pages of readings per session, as well as preparation for class discussions. Readings will be available electronically on a CD. A take-home final examination also will be required.

Corporate Mergers & Acquisitions – Yakov Amihud

This course presents the theories and empirical evidence on corporate control transactions, the process of evaluating acquisition targets and its application in practice. Empirical research findings on the reaction of stock prices to information on control transactions are used to analyze the effects of various policy options in such transactions. Strategies of acquisition are studied as well as defensive measures against them, their purpose and their consequences.

The class combines lecture material, quantitative and qualitative analyses and discussions of relevant news. There is an emphasis on fundamental concepts and rigorous quantitative methods of valuation and other areas of corporate finance related to Mergers & Acquisitions. The course requires knowledge in corporate finance, operations and valuation.

Competition Policy – John Mayo

The purpose of this course is to provide an interactive learning experience that highlights the economic, legal and policy foundations of competition law, especially focusing on monopolization and merger policies. The course consists of both lectures and student participation.

First, at a very general level, students gain an enhanced understanding of when markets work and when markets fail. This deeper understanding of markets, in turn, provides the relevant benchmark against which to judge appropriate and inappropriate government policies toward business. Second, a more specific set of benefits flow from a detailed study of antitrust and regulatory policies. These policies shape industry structure and, therefore, strategy in many industries. Specific examples include recent and lively debates in the United States and around the world regarding mergers, monopolization, broadband access to the Internet, line of business restrictions in the telecommunications industry, and privatization and deregulation of the electric utility industry. Finally, the specific cases discussed focus on active and visible “new economy” industries. An improved exposure to these industries enriches and broadens business knowledge.

Negotiations – Catherine Tinsley

Negotiation is central to business, whether one plans on working in marketing, on Wall Street as a consultant, for government, not-for-profit, or for yourself. This class teaches the basic tenets of successful negotiation, and helps students gain an understanding of the strategies and tactics that work best. This course is designed to complement the technical and diagnostic skills learned in other courses at the WWZ. Although business requires a broad array of analytical skills in marketing, management, finance, accounting, and operations, these skills only go so far. As a complement, managers need a broad array of negotiation skills in order to get their proposals accepted and implemented. In other words, this course not only helps students to get a job, but also to succeed in it. This course develops participants’ negotiation skills via experience. A considerable amount of time is used for practicing techniques so that the participants feel comfortable using them. This unique course is based on the most

up-to-date theories and frameworks, and enables an analysis of what strategies work, and under what circumstances they are most effective. To make each participant a more effective negotiator, this course aims at the following skills:

- Reevaluate your notions of when and why people negotiate.
- Understand the central strategies and tactics of negotiation.
- Improve your ability to analyze the behavior and motives of others.
- Diagnose situational factors and how they will influence the negotiation process.
- Negotiate with 'difficult' people.
- Develop confidence in using negotiation as a tool to help you get what you want.



Photo: Yvonne Mery, WWZ

Participants 2013

Course	Level	Students
Fundamentals of Law & Economics	Bachelor	37
Competitive and Corporate Strategy	Master	35
Comparative Regulatory Analysis	Bachelor	34
Economics and Policy in the Global Business Environment	Master	23
Principled Leadership	Bachelor	35
Corporate Restructuring	Master	35
Venture Capital and Private Equity	Bachelor	26
Banking Regulations in a Time of Crisis	Bachelor	37
Regulatory Analysis of Pharmaceuticals and Medical Devices: Legal, Political and Economic Perspectives	Master	25
Environmental Law and Public Policy: Risk and Regulation	Master	32
Corporate Mergers & Acquisitions	Master	28
Competition Policy	Master	34
Negotiations	Bachelor	33
	Total Students	414

Professors 2013



Yakov Amihud has been Professor of Finance at the Leonard N. Stern School of Business at New York University since 1990. He teaches Corporate Finance and Mergers & Acquisitions and his research interests are especially Securities Markets Microstructure and Corporate Finance. He made his BA in Economics and Political Science at the Hebrew University in 1969, his MSC in Economics and Quantitative Analysis at the New York University in 1973 and his PhD in Economics and Quantitative at the New York University in 1975.

He made his BA in Economics and Political Science at the Hebrew University in 1969, his MSC in Economics and Quantitative Analysis at the New York University in 1973 and his PhD in Economics and Quantitative at the New York University in 1975.



Sandeep Dahiya is Associate Professor of Finance at the McDonough School of Business, Georgetown University. He focuses on empirical corporate finance, especially on role of financial intermediaries and international finance. His research has

been published in various finance journals, including the *Journal of Finance*, *Journal of Financial Economics*, *Journal of Business*, *Journal of Corporate Finance*, and *Journal of Banking and Finance*. He has taught undergraduate, MBA, and executive MBA courses and was the finalist for the university-wide teaching excellence award in 2004 and 2005. From 2001 to 2003 he worked as a member of the Corporate Finance practice of McKinsey & Company. Professor Dahiya spent two years working in the Corporate Finance and Strategy practice of McKinsey & Company, a leading strategy consulting firm. He worked with CEOs and CFOs of Fortune 500 firms in Healthcare, Financial Services and Chemical industries focusing on Valuation, Mergers & Acquisitions, Capital Markets and Risk Management issues. Dr. Dahiya has a Bachelor's degree in Textile Engineering from the Indian Institute of Technology, New

Delhi, an MBA from the Indian Institute of Management, and a Ph.D. in Finance from New York University.



J. Bradford Jensen is a professor of economics and international business at the McDonough School of Business at Georgetown University, a senior fellow at the Peterson Institute for International Economics, senior policy scholar at the Georgetown Center for

Business and Public Policy, and a research associate of the National Bureau of Economic Research.

Jensen pioneered the use of plant-level microdata to investigate the impact of trade on the US economy. His recent work examines the relationship between trade and firm performance and the impact of trade in services on the US economy. He is author of *Global Trade in Services: Fear, Facts, and Offshoring* (2011). His work has been published in variety of academic journals, including the *American Economic Review*, the *Review of Economics and Statistics*, the *Harvard Business Review*, the *Journal of International Economics*, and the *Journal of Monetary Economics*.

His research has been supported by the National Science Foundation, the Alfred P. Sloan Foundation, and the John D. and Catherine T. MacArthur Foundation. Jensen's research has been cited in popular press publications including the *Economist*, *Wall Street Journal*, *New York Times*, *Fortune*, and *Business Week*.

Prior to joining Georgetown in 2007, Jensen served as deputy director at the Peterson Institute for International Economics. Jensen has also served as director of the Center for Economic Studies at the U.S. Census Bureau, on the faculty at Carnegie Mellon University, and as a visiting professor at the Tuck School of Business at Dartmouth College.



Jeffrey Macher is an Associate Professor of Strategy, Economics and Policy in the McDonough School of Business at Georgetown University. He is also the Director of Georgetown's Center for Business and Public Policy, and a Visiting Professor at ESADE Business

School in Barcelona, Spain. Professor Macher teaches full-time, evening and executive MBA and executive education courses in microeconomics, strategy, and the management of technology and innovation.

He received his undergraduate degree in computer engineering from the College of Engineering at the University of Michigan; his MBA from the Amos Tuck School of Business Administration at Dartmouth College; and his Ph.D. from the Walter A. Haas School of Business at the University of California, Berkeley. Prior to Georgetown University, Professor Macher worked for Braxton Associates (a strategy consulting firm now part of Deloitte Consulting), IBM and Motorola.

His research has been published in *Academy of Management Journal*, *B.E. Journal of Economic Analysis and Policy*, *California Management Review*, *Journal of Law and Economics*, *Journal of Regulatory Economics*, *Management Science*, *Organization Science*, and *Strategic Management Journal*, among others. He is the co-editor of a book entitled, *Innovation in Global Industries: U.S. Firms Competing in a New World*, published in 2008 by the National Academy Press.

He is a member of the Academy of Management (AOM), the International Society for New Institutional Economics (ISNIE) and the Strategic Management Society (SMS). He is on the editorial board of *Strategic Management Journal*, and a reviewer for several academic journals. He is also a Special Government Employee (SGE) of the Food and Drug Administration (FDA).



John Mayo is a Professor of Economic, Business and Public Policy in Georgetown University's McDonough School of Business. His research interests lie in the areas of industrial organization, regulation and antitrust, and, more generally, the application

of microeconomics to public policy. He has published roughly 50 articles in economics, law and public policy journals including the *RAND Journal of Economics*, the *Journal of Law and Economics*, the *Yale Journal on Regulation*, the *Review of Economics and Statistics*, the *Journal of Industrial Economics*, and the *Journal of Regulatory Economics*. He is also the author of numerous book chapters and monographs, and is the co-author of a comprehensive text on *Government and Business: The Economics of Antitrust and Regulation*.

Professor Mayo has held a number of senior administrative positions at Georgetown including a term as the Dean of the McDonough School of Business from 2002-2004. Additionally, he has been the Chief Economist, U.S. Senate Small Business Committee (Democratic Staff) and has served as an advisor and consultant to both public and private agencies including the U.S. Department of Justice, the Federal Trade Commission, the U.S. Department of Energy, AT&T, MCI, Sprint, Verizon, the Tennessee Valley Authority and Oak Ridge National Laboratory.

Professor Mayo has participated in a number of regulatory and antitrust proceedings and has testified before both federal and state legislative and regulatory bodies on a number of matters, including monopolization, price fixing, mergers, and regulatory pricing policy. Professor Mayo's research and or interviews have appeared in the popular press, including the *Washington Post*, *New York Times*, *Financial Times*, *Today* and the *San Francisco Chronicle*.



Geoffrey Miller is the author or editor of eight books and over two hundred articles in such fields as financial institutions, corporate and securities law, constitutional law, civil procedure, legal history, jurisprudence, and ancient law. He has taught a wide

range of subjects including property, federal regulation of banking, land development, securities, financial institutions, the legal profession, and legal theory. Miller received his B.A. magna cum laude from Princeton in 1973 and his J.D. from Columbia in 1978, where he was editor-in-chief of the Columbia Law Review. He then clerked for Judge Carl McGowan of the U.S. Court of Appeals for the District of Columbia Circuit and Justice Byron White of the United States Supreme Court. After two years as an Attorney Advisor at the Office of Legal Counsel of the United States Department of Justice and one year with a Washington law firm, he joined the faculty of the University of Chicago Law School in 1983. Miller is Director of the Center for Financial Institutions, Co-Director of the Program in Compliance and Enforcement, a Founder and member of the Board of Directors of the Society for Empirical Legal Studies, and a member of the board of directors of State Farm Bank.



Dennis Quinn specializes in business and public policy. His current research focuses on democratization and economic liberalization in emerging markets, the origins and consequences of international financial liberalization, globalization, and international political economy. He teaches undergraduate and graduate

courses in business and public policy and business ethics. He made his M.Sc. (Sociology) at London School of Economics in 1978 as well as his M.A. in Political Science at Columbia University in 1978. In 1984 he made his Ph.D. in Political Science at Columbia University.



Catherine Sharkey is the Crystal Eastman Professor of Law at New York University School of Law. Sharkey is one of the nation's leading authorities on punitive damages and federal pre-emption. She has published dozens of articles, essays, and book chapters

in the fields of torts, products liability, administrative law, and class actions. Sharkey is co-author with Richard Epstein of *Cases and Materials on Torts* (10th ed., 2012) and co-editor with Saul Levmore of *Foundations of Tort Law* (2nd ed., 2009). Sharkey is an adviser to the ALI Restatement of the Law Third, Torts: Liability for Economic Harm and is a Founding U.S. Member of the World Tort Law Society. She was a 2011-12 Guggenheim Fellow and an academic consultant to the Administrative Conference of the United States. Sharkey received her B.A. in economics summa cum laude from Yale. A Rhodes Scholar, she received an M.Sc. in economics for development, with distinction, from Oxford and her J.D. from Yale, where she was Executive Editor of the Yale Law Journal. After clerking for Judge Guido Calabresi of the U.S. Court of Appeals for the Second Circuit and Justice David H. Souter of the U.S. Supreme Court, Sharkey practiced appellate litigation before becoming a tenured faculty member at Columbia Law School. She joined NYU School of Law in 2007.



Edward Soule is an Associate Professor at the McDonough School of Business, Georgetown University, where he has taught courses in managerial ethics, leadership, and corporate social responsibility since 1999. In 2002 and 2011 he was awarded the Joseph

F. Le Moine Award for Undergraduate and Graduate Teaching Excellence.

Dr. Soule's research is focused on the moral and social dimensions of commercial life. His book, *Morality &*

Markets: The Ethics of Government Regulation, was published in 2003 (Rowman & Littlefield Publishers, Inc.). In 2005 he addressed the challenges of managing ethical performance in a post-Enron world in *Embedding Ethics in Business and Higher Education: From Leadership to Management Imperative* (Washington, D.C.: Business-Higher Education Forum). That publication was translated and published in Japan by the Business-University Forum of Japan. He is currently conducting research on a living wage policy for garment workers in the Dominican Republic. Preliminary results are available at <http://ibd.georgetown.edu/236606.html>.

Professor Soule's articles appear in a range of scholarly journals, from *The Academy of Management Review* to *The Journal of Philosophy and Medicine*. Recent works include a 2009 article, "Principles of Managerial Moral Responsibility" (with M. Hedahl and J. Dienhart), that appeared in *Business Ethics Quarterly*; and an essay, "Regulation," that was included in a 2010 anthology entitled *Finance Ethics: Critical Issues in Theory and Practice* (Ed. John Boatright).

Dr. Soule addresses a wide range of audiences, from domestic and international executives to anti-corruption officials in developing countries. In 2006 he was a speaker and concluding discussant at a Cleveland Clinic sponsored program, A National Dialogue on Biomedical Conflicts of Interest and Innovation Management. And in February of 2007 he delivered a keynote address at a Tokyo conference, Responsible Practices in Research and Development Enterprises.

Dr. Soule's academic activities combine his unlikely past—formal training in moral and political philosophy that came at the conclusion of his business career. He practiced public accounting for twelve years, after which he served as the Chief Financial Officer of Edward Jones from 1986 to 1995. In 1999 he received a Ph.D. in moral and political philosophy from Washington University in St. Louis.

Dr. Soule chairs the Board of Trustees of Rare, an international conservation organization headquartered in

Arlington, Virginia (rare.org). A native of St. Louis and a seasonal resident of Clarksville, Missouri, Ed is a devoted fan of the most illustrious organization in professional sports, the St. Louis Cardinals.

Catherine Tinsley is a Professor of Management at the McDonough School of Business at Georgetown University. She is also the Executive Director of the Georgetown University Women's Leadership Initiative. She is a CPMR fellow for the National Aeronautics and Space Administration, an affiliate at the



Georgetown Center for Business and Public Policy, and a Zaeslin fellow at the college of Law and Economics, University of Basel. She has received several grants from: NASA, the National Science Foundation, and the Department of Homeland Security for her work on decision making and risk and from the Department of Defense and Army Research Office for her work on modeling culture's influence on negotiation and collaboration.

Dr. Tinsley studies how factors such as culture, reputations, and gender influence negotiation and conflict resolution. She also studies how people make decisions under risk, applying decision analytic frameworks to understand organizational disasters, and individual and expert responses to natural disasters (such as hurricanes) and man-made disasters (terrorist attacks). She is currently on the editorial board of *Organization Behavior and Human Decision Processes*, *International Negotiations: A Journal of Theory and Practice*, and *International Journal of Conflict Management*. She is a past editorial board member of the *Academy of Management Journal*. Her work has appeared in numerous peer-reviewed journals, including: *Management Science*, *Academy of Management Review*, *Journal of Applied Psychology*, *Organization Behavior and Human Decision Processes*, *American Sociological*

Review, *Journal of Economic Psychology*, *Research in Organizational Behavior*, *Journal of International Business Studies*, *Negotiation and Conflict Management Research*, *Research on Negotiations in Organizations*, *Negotiation Journal*, *Journal of Applied Social Psychology*, *Applied Psychology*, *International Negotiation: A Journal of Theory and Practice*, and *International Perspectives on Organizational Justice*.

Dr. Tinsley recently served on three committees for the National Academy of Sciences— The Committee to Improve Intelligence Analysis for National Security, The Committee on Unifying Social and Cultural Frameworks in the Military, and Committee on The Context of Military Environments. She collaborated with the White House and U.S. State Department to execute a woman-to-woman mentorship summit. This summit kicked off in Helsinki, Finland, including remarks from President Tarja Halonen of Finland and President Vaira Vike-Freiberga, of Latvia and concluded in Washington, D.C., including remarks from President George H.W. Bush of the U.S. and Dr. Condoleeza Rice, then National Security Advisor. She also partnered with the U.S. State Department and the Council of Women World Leaders to convene the first ever world-wide meeting of the Ministers of Women’s Affairs.

Dr. Tinsley has conducted numerous negotiations, conflict resolution, and leadership training seminars for various organizations including: the Staff of the U.S. Senate, Rolls Royce N.A., Gucci, Rio Tinto, Sprint-Nextel, Nextel, Verizon Avenue, the World Bank, DPT Laboratories, Ferro, Lamson & Sessions, Rhode & Schwarz, the International Securities Management Association, the General Clinical Research Center, and the Korean International Trade Association. She has also run numerous “open enrollment” negotiations trainings for managers of a variety of companies, and within a variety of cultures, including: Germany, Japan, Korea, Slovenia, Hong Kong, India and Mexico. She also runs semi-annual seminars for Senior Executives in the Energy Industry. She received her Masters and PhD in Organizational

Behavior from J.L. Kellogg Graduate School of Management at Northwestern University, and her BA in anthropology from Bryn Mawr College.

John Wargo is a Professor of Risk Analysis, Environmental Policy, and Political Science, and Chair of the Yale College Environmental Studies Major and Program. B.A., University of Pennsylvania; M.L.A. University of Massachusetts, and Ph.D., Yale University. He holds appointments in the Yale School of



Forestry and Environmental Studies and the Department of Political Science, and is a fellow of Branford College. He has been a professor at Yale since 1985. He has written and lectured extensively on the limits and potential of environmental law, with a focus on human health.

He has just written *Green Intelligence Creating Environments that Protect Human Health* published by Yale Press. The book is closely associated with the lecture topics presented in this Open Yale Course, *Environmental Politics and Law*. The book won the Independent Publishers Award of Gold Medal in the field of “environment, ecology, and nature” for 2010. It also won the 2010 Connecticut Book Award in non-fiction. It was chosen as one of *Scientific American’s* favorite books for 2009. He compares the history of five serious and global environmental threats to children’s health in the twentieth century: nuclear weapons testing, pesticides, hazardous sites, vehicle particulate emissions, and hormonally active ingredients in plastics. This fall, 24 lectures associated with the book, all filmed in high definition together with recorded mp3 files will be publicly accessible as part of the Open Yale program. Professor Wargo also wrote *Our Children’s Toxic Legacy: How Science and Law Fail to Protect us from Pesticides*, published by Yale University Press in 1998, presenting a history of law and science governing

pesticides with special attention to the vulnerability of infants and children. The book won the American Association of Publishers award as the Best Scholarly & Professional Book in Government and Political Science in 1998. He is also co-author of *Ecosystems: Science and Management* published by Springer-Verlag in 1998.

Professor Wargo participated in several National Academy of Sciences committees, analyzing children's exposure to toxic substances. He also has testified before both Senate and House Committees, and been an advisor to the White House, the World Health Organization, the Food and Agriculture organization, the EPA, USDA, and the Centers for Disease Control and Prevention on environmental threats to children's health. He has participated in the design of federal and state laws and regulations intended to reduce human exposures to air pollution, pesticides, plastics, mercury, and endocrine-disrupting chemicals.



David Yermack is the Albert Fingerhut Professor of Finance and Business Transformation at New York University's Stern School of Business.

In addition, he is an Adjunct Professor of Law at NYU Law School and Director of the NYU Pollack Center for Law and Business. His current teaching includes the popular MBA/Law School elective course, "Restructuring Firms and Industries," as well as doctoral research courses.

He joined the NYU/Stern faculty in 1994 after receiving his Ph.D. in Business Economics at Harvard University. His dissertation, on executive stock options, was completed under the supervision of Prof. Andrei Shleifer. Since joining the Finance Department at Stern, Prof. Yermack has published numerous influential papers in the areas of executive compensation, corporate governance, and corporate finance.

Professor Yermack's education includes Bachelors (1985), MBA (1991), JD (1991), Masters (1993) and PhD (1994) degrees from Harvard University. Before becoming a professor he worked as a management consultant and financial journalist. He is a frequent speaker at academic conferences, has taught as a visiting professor at universities in Switzerland, Germany, Great Britain, Sweden, Australia, the Netherlands, and Russia and is a Research Associate of the National Bureau of Economic Research program on Law and Economics.

Summer School Organization



**Program Director –
Prof. Dr. em. Silvio Borner**

Professor Silvio Borner is the Director and founder of the WWZ Summer School for Law, Economics & Public Policy.

Until July 2009 Professor Borner was Ordinarius for Economics and Politics at the WWZ; from 2007 to 2009 the Dean of the faculty.



**Program Administrator –
Andrea Ottolini, M.A.**

Andrea Ottolini is the Program Administrator of the WWZ Summer School for Law, Economics & Public Policy.

She has made her M.A. in social anthropology, sociology and environmental studies at the University of Basel in 2007. Furthermore she is educated manager's assistant since 1997.

She has been working for the Zaeslin and Maag program since 2005.

Executive Committee

This committee supports and supervises the Director and Administrator, proposes the choice of visiting professors and courses to the faculty and is responsible for the strategic development of the program. It consists of the following persons:

- Dean of the Faculty (Y. Lengwiler)
- Study Dean of the Faculty (R. Weder)
- Director (S. Borner)
- Deputy Director (A. Stutzer)
- Dean of the Law Faculty (S. Gless)
- Executive Director of Faculty (S. Bösch)
- Head of the WWZ Forum (B. Guggisberg)

***All works like a Swiss clock.
Yakov Amihud, 2013***

Evaluation 2013

In order to constantly improve our quality management and strengthen the high standard of this program, the Summer School makes evaluations at the end of each course. Within this procedure, all Summer School Fellows as well as all Summer School students complete evaluation forms that provide valuable information for improvement. It has to be pointed out that this evaluation procedure is an essential monitoring device in order to guarantee that our Summer School fulfills the high requirements set by all the participants of the program.

Great professor. I've never got such a comprehensive feedback to my write-ups before (Master Student 2013).

The student evaluation consisted of fifteen questions regarding the course and the lecturer. The overall appraisal is excellent and we are highly motivated to proceed with this program and steadily improve our course offering. The only significantly lower score concerns the exams, which are very different from ours. We shall apply special attention to this (minor) problem.

Very interactive! Great preparation for practice /work in strategic management or consulting without losing the link to theory (Master Student 2013).

All our courses were regarded as highly interesting and certainly justified the extra reading and studying required. The degree of difficulty is, of course, never the same for all students but, on the whole, it is assessed as adequate. This is also reflected in the high proportion of students who passed the exams. Students like the American interactive method of teaching, which differs from the way classes are conducted in Switzerland. The informal attitude of our guest professors and communicative interchange with other students were both highly esteemed.

Prof. Tinsley's enthusiasm for the subject made the class even more excellent. Thank you! (Bachelor Student 2013).

Evaluation 2013 – Results

The results of this year's evaluation (average value of all Summer School courses (if not indicated otherwise): 1 = I do not agree at all – 6 = I agree fully) are very good and clearly exceed the values of our ordinary courses:

Evaluation of the Lecturers	2012	2013
The lecturer structures the lectures well	5.3	5.3
The lecturer clearly outlines lecture targets	5.1	5.1
The lecturer relates theory to practice	5.7	5.7
The lecturer relates theory to research	5.4	5.2
The lecturer relates lecture content to current events	5.5	5.4
The lecturer communicates the subject matter comprehensibly	5.5	5.6
The lecturer answers questions competently	5.7	5.7
The lecturer promotes active collaboration	5.6	5.6
The lecturer stimulates my active interest in the lecture contents	5.5	5.5
The lecturer is actively engaged in this teaching duties	5.7	5.7
The lecturer clearly outlines what is required in the exams	4.7	4.9

Evaluation of the Courses	2012	2013
The recommended literature is helpful	5.1	5.1
The documentation supplied is helpful	5.1	5.1
I would recommend the course to other students	5.5	5.5
My overall assessment of the lecture is	5.5	5.4

Master Seminar at Georgetown University 2013

Experience-Report of the “Colloquium for Law, Economics and Public Policy” at Georgetown University Washington, April 2013

The two weeks in Washington have been a wonderful experience, which has begun already last summer during the courses of the summer school. Here, through the interactive teaching style of the American professors, students are challenged to really dive into the learning material in order to be ready for answering questions instead of mindlessly learning contents by hard for an exam. Thereby, in contrast to our “normal” lectures and seminars at the University of Basel, the lectures of the summer school contribute significantly to an understanding of the relationship between economics and public policy. So have the two weeks we could spend together in Washington. Preparing a topic all by myself, which had to be good enough to be appreciated by distinguished teachers of such a considered university as the GTU, has changed the way I studied. I put a lot more effort in the paper for the Colloquium than I have done for any course ever before, and transferred this motivation to my other courses at university. This has really led to me achieving higher subject-specific skills and self-consciousness. Presenting and discussing my self-developed topic in front of and together with the professors in Washington has been the academic highlight of my whole time at university. The professors gave us the feeling of being not just a student, but rather an economically skilled person with which they enjoy discussing an interesting topic. Besides the discussions with the professors, the excursion to think tanks and other universities have been inspiring. I have never been able to talk to so many intelligent and sophisticated people as in these two weeks. The particularly distinct opinions of the different researchers triggered me to start thinking about

topics from perspectives I have not been considered so far. The climax for me has been the visit at the Department of Justice. We had the chance to listen to an absolute expert in competition policy talking about how consumers are protected from collusive firm behavior, which is a field of study I am totally interested in. In a nutshell, I want to highlight the fact that the seminar allowed all of us to apply the knowledge that we have gathered throughout our studies for the first time in exciting conversations and discussions with experts, professors and equally interested students. Yet, even more important than the contribution to my economic capability, the seminar has offered me the possibility to interact with great people and I think long-lasting friendships have developed between all of us. Consequently, the seminar has not only been an academic highlight, but also a personal experience that I will never forget.

Benjamin Bastian, Master Student 2013



Prof. Borner, Prof. Mayo and student group, 2013

Outlook of the WWZ Summer School

Again in 2014, the course „Regulating Pharmaceuticals and Medical Devices“ taught by Prof. Catherine Sharkey will be an integral Part of a special master program of the Law Faculty. We will try to strengthen the ties between the two faculties.

In 2014 our program will celebrate its 15th anniversary. We will include this festivities to the US Master Seminar in Washington in April 2014. Besides the head of the program, the professors from Georgetown and our student group, we are glad that one of our sponsors, Dr. h.c. H-H. Zaeslin, as well as a delegation of the WWZ will participate in the anniversary activities. They include interesting speeches, student presentations and fantastic dinners.

The coming year 2014 will be a mixture between traditional and proven courses and some innovations. There will be two new lecturers: Stephen Weymouth (Georgetown University) lecturing „Business and Policy in the Global Economy“ and Thomas Lyon (University of Michigan) lecturing „Corporate Environmentalism and Public Policy. We all look forward to a very promising course program in 2014.

***For detailed course program 2014 consult:
<http://wwz.unibas.ch/index.php?id=13977>***

Contact

WWZ der Universität Basel
Summer School for Law, Economics & Public Policy
Peter Merian-Weg 6
Postfach
CH-4002 Basel

Phone +41 (0)61 267 33 42
Fax +41 (0)61 267 33 77

<http://wwz.unibas.ch/summerschool/home/>
andrea.ottolini@unibas.ch

Impressum

Druck: Oeschger Druck, Bad Zurzach
Konzeption/Redaktion: Andrea Ottolini-Voellmy
Layout: Andrea Ottolini-Voellmy