**Wicked Problems: Business in a World of 9 Billion People**

IBUS 579
Instructor Elizabeth Stearns with Industry Leaders (Foster Alums)

**WHAT:** A 2 credit course, Monday 12:30-1:20, which connects the MBA Core Content to the realities for achieving success in the 21st century.

**WHY:** Today’s leaders, CEO’s, Managers have a mandate to manage within the construct of global resources and liens on those resources by a burgeoning population and their demands for goods and services. The class content illustrates risks posed by these problems to the future of business success

**HOW:** Speaker series providing a window for solutions for decision making, leadership and strategy.

**Topic Coverage**

- Course Introduction: Wicked Problems, Success and 9 Billion People
- Week 2 – Impact Investing ~ Finance & Shareholders
- Week 3 – Accounting & Reporting including UN Goals ~ PwC
- Week 4 – Business, Governments, and NGOs ~ What happens when Greenpeace hangs from your offices? Ask Facebook and Amazon!
- Week 5 – The Global Energy Story: Supply and Demand. Connecting Developed and Developing Countries
- Week 6 – International Supply Chain: Resources and Labor
- Week 7 – Marketing and Branding to Consumers ~ Do consumers care? Who leads?
- Week 8 – Water ~ Part of the bottom line for survival ~ Ask Starbucks, Coca Cola, Intel, Microsoft
- Week 9 – Wrap Up

**Student Responsibilities:**

- Mandatory Attendance
- Weekly journal of key learning from Speaker content from the Student’s perspective and insights ~ submit last day of class
- Readings from Articles and News Stories to provide context ~ no cases