# WICKED PROBLEMS: Business in a World of 9B People

**IBUS 579 ~ Winter 2019**  
Day Section: Mondays 12:30-1:20p ~ PACCAR 291  
Evening Section: Mondays 5:00-5:50pm ~ Dempsey 126

**Instructor**  
Elizabeth Stearns - estearns@uw.edu  
Office PCAR 438 - Office hours by appointment

## Week 1: January 7

**Wicked Problems: Introduction, Expanding the Stakeholder Framework**

<table>
<thead>
<tr>
<th>Guest</th>
<th>Readings</th>
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<tbody>
<tr>
<td>Blake Opsahl, Sr Program Manager Amazon Air</td>
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</table>
  - Dilemmas in a General Theory of Planning, Horst, Rittel, and Webber  
  - Tackling Wicked Problems, Updated Definitions, Australian Public Service Commission, 2013  
  - Iberdrola: Expanding the Stakeholder Framework |

## Week 2: January 14

**Connecting Stakeholders ~ Business, Government & NGOs**

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<tr>
<th>Guest</th>
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<tbody>
<tr>
<td>Ben Packard, UW Earth Lab Executive Director Fmr. Dtr Corporate Engagements ~ Nature Conservancy, VP Global Responsibility SBUX</td>
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</table>
  - US Climate Report Warns of Damaged Environment and Shrinking Economy  
  - Unilever Sustainable Living Plan (UN SDG’s) |

## Week 3: January 21 – NO CLASS: Martin Luther King Day

## Week 4: January 28

**Finance – Shareholder Advocacy & UN SDG Goals**

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<td>Jonas Kron, Sr Vice President Trillium Asset Mgmt. &amp; Director Shareholder Advocacy</td>
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  - Why an Activist Hedge Fund Cares Whether Apple's Devices are Bad for Kids |
### Week 5: February 4
**Accounting for Social and Environmental Impact: OEM’s and Labor**

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<tbody>
<tr>
<td>Laura Plant, PWC, Impact Economist ~</td>
<td>• LaborVoices: Bringing Transparency to the Global Supply Chain</td>
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<td>Sustainable Business Solutions</td>
<td>• Child Labor Behind Smart Phone &amp; Electric Car Batteries/ Electric Cars: Running on Child Labor</td>
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### Week 6: February 11
**Product Development: Anthropological Research and Food Innovation**

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<tr>
<td>Laurie Demeritt, CEO The Hartman Group</td>
<td>• Global Demand for Food is Rising: Can We Meet It?</td>
</tr>
<tr>
<td>Mariko J. Helm, Foster MBA ‘18</td>
<td>• Liquidity Crisis</td>
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### Week 7: February 18 – NO CLASS: Presidents’ Day

### Week 8: February 25
**Connecting Growth Models to Renewable Energy**

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<tr>
<td>Nat Sahlstrom, Director Amazon Energy, AWS</td>
<td>• Imagining a World Without Growth</td>
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<td>• The Cost of Climate Change</td>
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<td>• The Great Inaction – Why is Climate Change So Hard to Tackle?</td>
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<td>• De-Carbonized Capitalism</td>
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### Week 9: March 4
**Natural Capitalism and the Product Innovation**

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<tbody>
<tr>
<td></td>
<td>• Natural Capitalism</td>
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<td></td>
<td>• Life Cycle Assessment Primer</td>
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<td>• A Baseball Bat Dies and Chopsticks Are Born</td>
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### Week 10: March 11
**Wrap-up**

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<tr>
<td></td>
<td>• Wicked Problem Solvers</td>
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<td></td>
<td>• Feed-Forward Systems: Managing a Future Filled with Wicked Problems</td>
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STUDENT ASSESSMENT is based on Credit/no Credit. To receive a Credit score, you are responsible for the following:

**Individual Journal Submission**
- Key Learning and Discussion from 4 sessions’ content, due March 11. Assignment format attached.

**Readings and related Class Contribution**
- Be an active and prepared participant

**Attendance**
- Attendance is mandatory.
  - Missing **more than one session results in no credit** for the course.
- If something comes up, you may move between day and evening sessions. Please note that these are in different rooms.

**INSTRUCTOR-STUDENT INTERACTION**

Please feel free to contact me if you have any questions regarding the class policies, readings, your journal assignment, or any other aspect of the course.

The best way to reach me is email: estearns@uw.edu

**Email Etiquette:**

At minimum, all emails sent Monday through Thursday will be answered within 24 hours.
Emails sent Friday through Sunday will be answered on the following Monday.

If for some reason you would like to discuss something, please indicate your phone number in the email and include a few good times to call you.

**HONOR CODE**

The UW Foster MBA Honor Code is strictly followed for your individual journal assignment. You are however encouraged to discuss course content with your colleagues!
Student Name:

Capturing your own thoughts is a critical aspect of understanding this complex topic. For this written assignment you are to choose only four sessions’ content and submit the requirements as detailed below. Please limit each session write up to one page. These are to be word processed and submitted as one deliverable in hard copy. The submission is due the last day of class, March 11. Format:

- Identify four sessions for your review and discussion.
- Identify three key learnings from each of those four sessions.
- Discuss/Apply these learnings in the context of your Foster course work and career path.

Session #, Speaker Name (if any) & Readings as Appropriate:

Topic:
- Key Learning #1:
- Key Learning #2:
- Key Learning #3:
- Discuss/Apply these learnings in the context of your Foster course work and career path.

Session #, Speaker Name (if any) & Readings as Appropriate:

Topic:
- Key Learning #1:
- Key Learning #2:
- Key Learning #3:
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