

WICKED PROBLEMS: Business in a World of 9B People

IBUS 579 ~ Fall 2019

Day Section: Mondays 12:30-1:20p ~ PACCAR 391

Evening Section: Mondays 5:00-5:50pm ~ PACCAR 392

Instructor

Elizabeth Stearns - estearns@uw.edu

Office PCAR 438 - Office hours by appointment

Week 1: September 30

Wicked Problems: Introduction & Framework

Guest	Readings
	<ul style="list-style-type: none"> • Dilemmas in a General Theory of Planning, Horst, Rittel, and Webber • Tackling Wicked Problems, Updated Definitions, Australian Public Service Commission, 2013

Week 2: October 7

Expanding the Stakeholder Framework

Guest	Readings
Blake Opsahl, Sr. Program Manager, Sustainable Deliveries	<ul style="list-style-type: none"> • Iberdrola: Expanding the Stakeholder Framework • Unilever Sustainable Living Plan (UN SDG's)

Week 3: October 14

Connecting Stakeholders ~ Business, Government & NGOs

Guest	Readings
	<ul style="list-style-type: none"> • Five Step Guide to Stakeholder Engagement

Week 4: October 21

Finance – Shareholder Advocacy & UN SDG Goals

Guest	Readings
Will Lana, Vice President, Trillium Asset Mgmt.	• New Anchorage Daily News Op-Ed – Not Pebble Mine
	• Why an Activist Hedge Fund Cares Whether Apple’s Devices are Bad for Kids

Week 5: October 28: *Submission #1 Due in Class in Hardcopy*

Natural Capitalism and the Product Innovation

Guest	Readings
	• Natural Capitalism
	• Life Cycle Assessment Primer

Week 6: November 4

Product Development: Anthropological Research and Food Innovation

Guest	Readings
Laurie Demeritt, CEO The Hartman Group Mariko J. Helm, Foster MBA '18	• Global Demand for Food is Rising: Can We Meet It?
	• Liquidity Crisis ~ H20

Week 7: November 11 – NO CLASS: Veterans Day

Week 8: November 18

Connecting Growth Models to Renewable Energy

Guest	Readings
Nat Sahlstrom, Director Amazon Energy, AWS <i>Confirmed for 5pm class only, if students would like to switch sections, they may</i>	• Imagining a World Without Growth
	• The Cost of Climate Change
	• The Great Inaction – Why is Climate Change So Hard to Tackle?
	• De-Carbonized Capitalism

Week 9: November 25

Accounting for Social and Environmental Impact: OEM’s and Labor

Guest	Readings
Laura Plant, PWC, Impact Economist ~ Sustainable Business Solutions	• Five Natural Capital Questions Every CEO Should be Able to Answer
	• Child Labor Behind Smart Phone & Electric Car Batteries/ Electric Cars: Running on Child Labor

Week 10: December 2: Submission #2 Due in Class in Hardcopy

Wrap-up

Guest	Readings
	<ul style="list-style-type: none">• Wicked Problem Solvers• Feed-Forward Systems: Managing a Future Filled with Wicked Problems

STUDENT ASSESSMENT is based on Credit/no Credit. To receive a Credit score, you are responsible for the following:

Individual Journal Submission

- Submission #1: Key Learning and Discussion from 2 sessions' content and 2 readings, due in class on October 28. Assignment format attached.
- Submission #2: Key Learning and Discussion from 2 sessions' content and 2 readings, due in class on December 2. Assignment format attached.

Readings and related Class Contribution

- Be an active and prepared participant

Attendance

- Attendance in 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 in this class and in your others as well.

Student Assignment ~ Journal with Discussion ~ due in hard copy at the beginning of class on the dates listed below

Student Name: _____

Capturing your own thoughts is a critical aspect of understanding this complex topic. For these written assignments you are to choose two 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.

Submission #1 is due in class on October 28.

Submission #2 is due on the last day of class, December 2.

Each submission should cover two sessions of your choosing for your review and discussion. These submissions should

- Identify three key learnings from each of those two sessions.
 - Unique/New Learning
 - Insights/Critique from Speaker/Presenter content
- Discuss/Apply these learnings in the context of your Foster course work and career path. Please be specific.
 - Evidence of thought and application to other MBA course work. Could your learning make a difference in other classes?
 - Evidence of thought and application to work related environments as appropriate. Can be past or present firm experience.

The format is:

Session #, Speaker Name (if any) & Reading

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.
- Identify Specific Reading:

Session #, Speaker Name (if any) & Reading

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.
- Specific Reading identified.