

IB 497

SUSTAINABILITY & INTERNATIONAL BUSINESS



Tuesday and Thursday 12:05-1:20

Instructor: Maurie Caitlin Kelly, Ph.D.

Phone: 814-863-0104 Email: Please use Canvas mail to contact me.

Consider the following:

For the past three decades, corporations have enjoyed record profit growth, new market opportunities, and declining costs. Multinationals have benefited from rising consumption and industrial investment, the availability of low-cost labor, and more globalized supply chains. Yet...

- Billions of workers around the world have no regular income or do not even earn a wage sufficient to live a decent life.
- Wages for many workers have been stagnant and most economic gains have gone to the top of the income pyramid.
- Over 70 million children around the world work in hazardous conditions in agriculture, mining, domestic labor, and other sectors.
- The average consumer is buying 60% more clothing than they were in the year 2000. However, almost 60% of all clothing produced is disposed of within a year of production (ending in landfills or incinerators).
- To make one cotton shirt it takes 2,700 liters of water—what one person drinks in two-and-a-half years. However, 1.1 billion people lack access to water and 2.7 billion experience water scarcity at least one month a year.
- 815 million people across the globe are hungry.
- Less than a fifth of all plastic gets recycled globally. In the U.S., it is less than 10 percent.
- Seventeen of the 18 warmest years in the 136-year record all have occurred since 2001.

These are just some of the challenges we discuss in IB 497. We will consider not only the challenges but the opportunities and strategies that multinationals, consumers, NGOs and governments use to address these challenges.

Course Description

This course is designed to be highly interactive. We utilize articles, cases, group simulations, and videos to support learning and engage students. Students will also have a chance to interact with each other through decision making exercises, simulations, and group discussions.

The course explores the global business environment in the context of sustainability. It focuses on the meaning of sustainable development in relation to for profit-making global corporations, the effect of sustainability on global corporate development strategies, and how corporations interact with nations across the globe positively and negatively.

We will examine the sustainability the sustainability issues different regions of the world such as Africa, Europe, Asia, and Latin America.

Topics covered in this course include:

- Corporate Social Responsibility
- Sustainability & Strategic Leadership
- Chemical Pollution Impacts
- Fast Fashion & the Apparel Industry
- Labor Rights & Child Labor
- Climate Change
- Supply Chains
- Sustainability as a “wicked problem”
- Renewable Energy
- Food Systems
- The Role of Consumers in Sustainability

Companies we discuss include Walmart, Interface, UPS, Exxon, Patagonia, Ikea, Google, Unilever, Heineken, Nestlé, H&M, Adidas, DuPont, and more. Countries we discuss include Brazil, Costa Rica, Nigeria, South Africa, Haiti, China, Singapore, Germany, Sweden, the US, and more.

Course Format

Discussion

This is a discussion based course. You will be expected to actively participate in our discussions, share your ideas and thoughts, and contribute to the overall quality of the course by openly participating. See participation grading table below.

Interactive Simulations

Students in this course learn by doing and by working with others. I believe strongly that by participating in simulations and group activities students learn more effectively and find the courses more engaging. With this in mind, I have set up this course to provide students with opportunities to engage in simulations related to sustainability and international business. These scenarios will each be different and will include the opportunity to learn about how foreign direct investment by multinationals impacts countries economically and environmentally, to explore the hard choices and many challenges that countries and companies face while balancing profit and sustainability, and to negotiate strategies related to climate, infrastructure, and energy.

Assignments, Exams, Quizzes, Projects

First Exam	125	Participation	200
Second Exam	125	SB in the News	100
Quizzes	200	Group Activities	100
Final Presentation	70	Company Strategy Reports	80
Total Points:		1000	

Grades on projects, exams, and quizzes will be made available via Canvas. I use Canvas for all course materials. The syllabus, PowerPoint lectures, assignments, and the course calendar are available for viewing on Canvas as well.

If you will be missing class for a University sanctioned event, you must email me prior to the event.

Grading Scale

A = 960 to 1,000	C+ = 760 to 799
A- = 900 to 959	C = 700 to 759
B+ = 870 to 899	D = 600 to 699
B = 830 to 869	F = Below 600
B- = 800 to 829	

Course Requirements & Assignments

Interactive Simulations (100 Points)

You will be doing several interactive simulations. These may be groups of two, four, or more students. Groups will be assigned. Details for these assignments are posted on Canvas. Prior to the simulations, you will be responding to questions related to the material. If you do not submit your responses to the questions you will not be allowed to participate in the simulation and will not receive credit for the assignment.

Note: These are in class activities. Therefore, attendance is required to receive credit for these exercises.

- **Bepo Dam Simulation (25 Points).** This decision making exercise will give you an opportunity to explore the role of science and data in influencing important decisions related to business and the environment.

- **Environmental Justice (25 Points).** This exercise will provide you with an opportunity to address sustainability issues in a simulated setting.
- **Offshore Windfarm Exercise (25 Points).** This exercise will give you an opportunity to participate in a decision-making exercise related to energy and to consider the positive and negative impacts of new technologies.
- **The Mercury Game (25 Points).** This exercise will provide you with an opportunity to understand the challenges created by mercury and how business, government, and environmental groups have created global policies related to mercury.

Exams (250 Points)

There will be two exams @ 125 points each

Company Sustainability Strategy Reports (80 Points)

You will be researching sustainability strategies of assigned companies. The details are on Canvas. You will be presenting your findings in small groups in class.

Final Presentation (70 Points)

As part of a team you will be presenting on the sustainability strategy, goals, valuation methodology, and engagement ideas for a multinational corporation. This will be a project you work on throughout the semester. Groups will be assigned. Please see the assignment description for more information.

This activity requires you to prepare as a group.

Participation (200 Points) READ THIS CAREFULLY

This is a live via Zoom 400 level discussion based course. Attendance is expected and required. You are expected to discuss our thoughts, ideas, and share your opinions on a regular basis. Participation points are earned they are not given. You earn participation points by contributing to our Main Room discussions, sharing your news items, sharing your opinions, and engaging with other students. NOTE: It is NOT possible for you to receive an A in the course overall if you do not receive an A in participation. It is not possible for you to receive an A- in the course if you do not get an A- in participation. Please see the table below for descriptions of how participation is graded.

Grade	Meaning	Description
A	Outstanding Contributor	Contributions reflect exceptional preparation and willingness to add to the positive atmosphere of the class. Ideas offered are always substantive and insightful. Raises hand often throughout the week to contribute meaningful thoughts to class. Is up to date on what is going on in the world, global business, and its impacts. Demonstrates integrative, independent, and reflective thinking. Student is an excellent listener to other students as well as the instructor. If this person were not a member of this class, the quality of our class discussions would clearly suffer. Is not distracted or distracting; is engaged in our discussions.
A-	Excellent Contributor	Contributions reflect excellent preparation and willingness to add to the positive atmosphere of the class. Ideas offered are substantive. Raises hand often throughout the week. Student is an excellent listener to other students as well as the instructor. Is not distracted or distracting; is engaged.
B to B+	Good Contributor	Contributions reflect good preparation, with less attention to detail and less outside reading (for example, of current business news) than an Outstanding or Excellent Contributor. A good contributor is willing to contribute to discussion throughout the semester. Is not distracted or distracting.
B-	Adequate Contributor	Contributions reflect good preparation, with less attention to detail and less outside reading (for example, of current business news) than an Outstanding, Excellent, or Good Contributor. Contributions are not consistent from week to week. Is not distracted or distracting.
C to C+	Contributor	Contributions reflect some preparation. Person is present, but does not contribute as much as Outstanding, Excellent, Good, or Adequate Contributors. Does not regularly raise hand to offer opinion but will if called on. Is somewhat distracted or distracting.
C-	Minor Contributor	Contributions reflect limited preparation. When called on, person answers questions. Rarely contributes to main room discussion. Is regularly distracted or distracting and is not engaged. Does not contribute positively or meaningfully to exercises or simulations.
D	Non Contributor	Contributions reflect inadequate preparation. This student does not read the material or does not do so regularly. Has little or nothing to say. Does not seem to know what is going on with class, simulations, or assignments. Student is often distracted and/or distracting.
F		Unprepared and often absent. Does not contribute to class and can be

You will have an opportunity to earn some participation points during the semester by submitting assignments or engaging in activities. These include: student introduction, peer evaluations, and a group activity.

Sustainability & International Business in the News

A key part of class will be our **weekly discussions on *Sustainable Business (SIB) in the News***.

SIB in the News must be submitted via Canvas by 12:00pm on the due date.

Each SIB in the News is worth 10 points

You will be discussing your IB in the News items in breakout rooms each week so be sure you have read and understand what you have submitted.

Requirements:

1. Select an article from any reputable news source that is related to international business and out topic of the day/week. You will see the required topic listed at the top of the assignment.
2. Read the article. Write a summary of the article that demonstrates that you have read it. Submit your summary in the discussion box by 12:00pm (in the afternoon before class) on the due date. Also submit a link to the article so I can read it as well.

Your submission must be more than just a link to and title of an article. You must describe what is in it and why you selected it. For example:

Article Link: <https://www.sciencedaily.com/releases/2020/08/200818114936.htm>

About: As the climate of the planet is changing, many researchers are looking to more renewable energy sources. Researchers investigate whether the power generated by solar and wind farms would differ between current and future climates. The researchers focused on sites in Australia where variable renewable generators are located or are likely to be located in the future based on the Australian Energy Market Operator's system plan.

Relevance to our course (why did you pick this article for this class?): This article is relevant because climate change is one of the greatest challenges we face. Using renewable energy will help us combat climate change and also extend the ability to have electricity to parts of the world that struggle with access.

Readings & Course Material

- There is no textbook for this course.
- **Required COURSEPACK:** For our activities, you must purchase the simulation packet. This will be available from the Penn State Bookstore and will consist of just a sheet of paper with our course name, section on it.
- Other readings are available on reserve via Canvas or on the Internet as indicated.

- Our readings may change due to changes in the global economy, current events, and the overall needs of the class. Please follow the reading assignments as listed on Canvas for each week.

Course Assignments & Material on Canvas

NOTE: Since world events are fluid and often change, please follow the reading assignments as listed on Canvas for each week.

These are listed under: **Readings and Material for Week 1,2,3 etc. for each weekly module.**

Example of Modules: Modules are an outline of what we will do each week. I have a page that provides an overview of the weekly topics, readings, and lectures for each week. Modules also have direct links to assignments that you must submit.

☰ IB 497, Section 001: Special Topics (22081--UP---CPIB-----497-----001-) > Modules

2208 - 202021FA

- Home
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▼ Week 1: Introduction to IB 497 & Sustainability Concepts ...
📄 Week 1: Overview of Topics, Lectures, and Videos
📄 Readings & Assignments for Week 1
▼ Week 2: Social Responsibility of Business and MegaChalle...
📄 Week 2: Overview of Topics, Lectures, and Videos
📄 Readings & Assignments for Week 2
📄 Living in a Plastic World (Participation Points) 15 pts

📺 View Course Stream

📅 View Course Calendar

🔔 View Course Notifications

To Do

Nothing for now

Example of Readings & Assignments page: This is where you will find an overview of our weekly topics, the lectures, and links to readings—plus information about what is due that week.

Readings & Assignments for Week 2

Readings & Material For Week 2

READ:

For Thursday:

- [We know plastic is harmful to Marine Life, But what about us?](#)
- [The Plastic Crisis is More Urgent than you Know.](#)
- [The Plastic Industry's Fight Against Recycling](#)

Assignments for Week 2

SUBMIT:

By Thursday:

- Please submit your student introduction and sustainability goals.
- SIB in the News 1 on Plastic, plastic recycling
- Living in a Plastic World Assignment

NOTE: Quiz 1 will be Thursday in class.

Course Schedule

NOTE: This is subject to change based on class needs, guest speakers, and activities.

Week	Topics & Activities	Assignments
Week 1	<ul style="list-style-type: none"> • Course overview. • What is going on in the world? • Sustainability Concepts. 	No readings or assignments in Week 1.
Week 2	<ul style="list-style-type: none"> • The Social Responsibility of Business. • MegaChallenge #1: The Problem with Plastic 	Submit by Thursday: <ul style="list-style-type: none"> • Assignment Due: Student introduction and sustainability goals. • Assignment Due: SIB in the News #1 (Plastic) • Quiz 1: Living in a Plastic World
Week 3	<ul style="list-style-type: none"> • Strategic Leadership and 	Submit by Thursday: <ul style="list-style-type: none"> • Assignment Due: Company

	<p>Sustainability</p> <ul style="list-style-type: none"> • Company Focus: Interface • Company Sustainability Strategy Presentations: WalMart, Amazon, Aldi 	<p>Strategy Report #1</p> <ul style="list-style-type: none"> • Assignment Due: SIB in the News #2 • Quiz 2
Week 4	<ul style="list-style-type: none"> • MegaChallenge # 2: Climate Change • Company Focus: Exxon 	<p>Submit by Thursday:</p> <ul style="list-style-type: none"> • Assignment Due: SIB in the News #3 (Climate Change) • Climate Change Exercise • Quiz 3 • <p>NOTE: Be sure you have purchased our course pack (simulation coupon) from Hub bookstore website by Week 4.</p>
Week 5	<ul style="list-style-type: none"> • Bepo Dam Simulation • MegaChallenge #3: Pollution and Chemicals in our Environment 	<p>Submit by Tuesday:</p> <ul style="list-style-type: none"> • Assignment Due: Responses to Bepo Dam Simulation Questions <p>Submit by Thursday:</p> <ul style="list-style-type: none"> • Assignment Due: Company Strategy Report #2 • Assignment Due: SIB in the News #4 (Chemicals) • Quiz 4
Week 6	<ul style="list-style-type: none"> • Pollution and Environmental Justice Simulation • EU & Sustainability • Company Sustainability Strategy Presentations: Chemical Companies 	<p>Submit by Tuesday:</p> <ul style="list-style-type: none"> • Assignment Due: Responses to Pollution and Environmental Justice Simulation Questions <p>Submit by Thursday:</p> <ul style="list-style-type: none"> • Assignment Due: SIB News #5 (Europe & Sustainability)
Week 7	<p>Exam 1</p> <p>Work on Group Project:</p>	<ul style="list-style-type: none"> • Exam 1 • Status report on group project

	<ul style="list-style-type: none"> • Collaborate with your group. • Determine roles and responsibilities. • Determine platform for collaboration. 	
Week 8	<ul style="list-style-type: none"> • MegaChallenge #4: Food • Company Sustainability Strategy Presentations: Tyson, Cargill, Smithfield 	<p>Submit by Tuesday:</p> <ul style="list-style-type: none"> • Assignment Due: SIB News #6 (Food) • Assignment Due: Company Strategy Report #3 • Quiz 5 (review website and answer questions on Canvas)
Week 9	<ul style="list-style-type: none"> • Latin America & Sustainability • Mercury Simulation 	<p>Submit by Tuesday:</p> <ul style="list-style-type: none"> • Assignment Due: SIB News #7 (Latin America) <p>Submit by Thursday:</p> <ul style="list-style-type: none"> • Mercury responses • Quiz 6
Week 10	<ul style="list-style-type: none"> • Offshore Wind Simulation • MegaChallenge #5 Energy • Guest Speaker, Dr. Ryan Baxter, Research Faculty, Institutes of Energy and the Environment, Associate Teaching Professor, Geography 	<p>Submit by Tuesday:</p> <ul style="list-style-type: none"> • Assignment Due: Responses to Offshore Wind Simulation <p>Submit by Thursday:</p> <ul style="list-style-type: none"> • Quiz 7 (Activity on Energy Use) • Assignment Due: SIB News Renewable Energy
Week 11	<ul style="list-style-type: none"> • Asia & Sustainability • Company Focus: Unilever 	<p>Submit by Tuesday:</p> <ul style="list-style-type: none"> • Assignment Due: SIB in the News #10 (Asia) <p>Submit by Thursday (after class):</p> <ul style="list-style-type: none"> • Status report on group project.
Week 12	<ul style="list-style-type: none"> • MegaChallenge #7: Fast Fashion, Apparel Industry • Guest Speaker, Dr. Mark Anner, Director, Center for Global Workers Rights, Associate Professor, Labor Relations 	<p>Submit by Thursday:</p> <ul style="list-style-type: none"> • Assignment Due: SIB News #9 (Fashion/Apparel) • Assignment Due: Quiz 8: (Activity Clothing Survey)

Week 13	<ul style="list-style-type: none"> • MegaChallenge # 8: Child Labor • Cocoa Industry • Africa & Sustainability • Exam 2 	<p>Submit by Tuesday:</p> <ul style="list-style-type: none"> • Assignment Due: Responses to Chocolate the Bitter Truth (Quiz 9) • Assignment Due: Sustainability Strategies Nestle and Hershey
Week 14	<ul style="list-style-type: none"> • Group Workshop Final Project 	<ul style="list-style-type: none"> • Assignment Due: Submit by Sunday: Final Group Executive Summary and Presentation
Week 15	<ul style="list-style-type: none"> • Final Presentations. 	<ul style="list-style-type: none"> • Assignment Due: Quiz 10 • Assignment Due: Peer Evaluations

NO FINAL EXAM

There is no final exam in this class.

ACADEMIC INTEGRITY

According to the Penn State Principles and University Code of Conduct:

Academic integrity is a basic guiding principle for all academic activity at Penn State University, allowing the pursuit of scholarly activity in an open, honest, and responsible manner. According to the University's Code of Conduct, you must neither engage in nor tolerate academic dishonesty. This includes, but is not limited to cheating, plagiarism, fabrication of information or citations, facilitating acts of academic dishonesty by others, unauthorized possession of examinations, submitting work of another person, or work previously used in another course without informing the instructor, or tampering with the academic work of other students.

- Any violation of academic integrity will be investigated and, where warranted, corrective academic and/or disciplinary action will be taken. For every incident where a penalty is assessed, an Academic Integrity Incident Report form must be filed. The form can be found on the Smeal College Honor and Integrity website: <https://www.smeal.psu.edu/integrity>. This form is to be used for undergraduate courses. The report must be signed and dated by both the instructor and the student, and then submitted to Monica Snyder, 202 Business Building.

- University Policy G-9

“Once a student has been informed that academic misconduct is suspected, the student may not drop the course during the adjudication process. The Dean of the College (UP) and/or the Chancellor (campuses) or his or her representative is responsible for notifying the Office of the University Registrar when academic misconduct is suspected in a course. Any drop or withdrawal from the course during this

time will be reversed. A student who has received an academic sanction as a result of a violation of academic integrity may not drop or withdraw from the course at any time. These drop actions include regular drop, late drop, withdrawal, retroactive late drop and retroactive withdrawal. Any such drop action of the course will be reversed. This drop policy may be superseded in exceptional circumstances (i.e. trauma drop). In these cases, the Office of Student Conduct or the Student Conduct designee will confer with the Dean of the College (UP) or the Chancellor (campuses) or his or her representative to determine if the drop is warranted. University Policy G-9 <http://undergrad.psu.edu/aappm/G-9-academic-integrity.html>

Smeal Honor Code:

We, the Smeal College of Business Community, aspire to the highest ethical standards and will hold each other accountable to them. We will not engage in any action that is improper or that creates the appearance of impropriety in our academic lives, and we intend to hold to this standard in our future careers.

PLAGIARISM / COPYING

All work you submit for grading or academic credit is designed to reflect your knowledge and skill related to the course subject matter. Therefore, unless otherwise indicated, all work submitted is to be done on an individual basis. This includes but is not limited to all exams, quizzes, homework, papers, written assignments, and presentations.

Plagiarism is claiming work as your own that you have copied from another person, whether that other person knows about it or not. This includes copying from web sites without proper source citation and using homework or papers prepared by current or past students whether working as an individual or working in a group / team.

AFFIRMATIVE ACTION & SEXUAL HARASSMENT

The Pennsylvania State University is committed to a policy where all persons shall have equal access to programs, facilities, admission, and employment without regard to personal characteristics not related to ability, performance, or qualifications as determined by University policy or by Commonwealth or Federal authorities. Penn State does not discriminate against any person because of age, ancestry, color, disability or handicap, national origin, race, religious creed, gender, sexual orientation, or veteran status. Related inquiries should be directed to the Affirmative Action Office, 328 Boucke Building.

Students with Disabilities

Penn State and the Smeal College of Business welcomes students with disabilities to all of its classes, programs and events. Student Disability Resources in Room 116 Boucke Building provides a vast array of services for students with disabilities according to mandates under Title II of the ADA amendments Act of 2008 and Section 504 of the Rehabilitation Act of 1973. For more information or to meet with a service provider from Student Disability Resources, contact them at (814) 863-1807 (V/TTY) or visit their website at: <http://equity.psu.edu/sdr>

In order to receive consideration for reasonable accommodations, you must contact the appropriate disability services office at the campus enrolled, participate in an intake interview, and provide

documentation: <http://equity.psu.edu/sdr/applying-for-services> If the documentation supports your request for reasonable accommodations, the Student Disability Resources office will provide you with an accommodation letter. Please share this letter with your instructors and discuss the accommodations with them as early in the course as possible. Adjustments will be made based on the recommendations in the accommodation letter. You must follow this process for every semester that you request accommodations.

PENN STATE VALUES

At the core of the University are the Penn State Values: <https://universityethics.psu.edu/penn-state-values>. The Values are our shared ideals about how people should act toward one another, the standards to which we hold ourselves, and those beliefs we find important. While aspirational in nature, the Penn State Values articulate our ethical principles and should guide our actions and decisions as members of the Penn State community, including in this course.

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- Integrity: We act with integrity and honesty in accordance with the highest academic, professional, and ethical standards.
- Respect: We respect and honor the dignity of each person, embrace civil discourse, and foster a diverse and inclusive community.
- Responsibility: We act responsibly, and we are accountable for our decisions, actions, and their consequences.
- Discovery: We seek and create new knowledge and understanding, and foster creativity and innovation, for the benefit of our communities, society, and the environment.
- Excellence: We strive for excellence in all our endeavors as individuals, an institution, and a leader in higher education.
- Community: We work together for the betterment of our University, the communities we serve, and the world.