

TRAINING PROGRAM OUTLINE

1/9	Introduction to Social Strategy Consulting, LLC
Module ONE	The Global Environment of Business
1/11—1/25	<u>Topic 1: P.E.S.T. Framework and Non-Market Stakeholders</u> Case: Farming Pharmaceuticals: <i>Ventria Bioscience</i> and the Controversy over Plant-Made Medicines Case Setting: Africa, Asia, Latin America, US Online Case Discussion Period: 1/21—1/24
1/16	NO CLASS: MLKjr Day
1/30—2/6	<u>Topic 2: Global IP Management in the Face of Weak Property Right Regimes</u> Case: <i>Spotify</i> : Face the Music Case Setting: US, Sweden, Europe Online Case Discussion Period: 2/2—2/5
2/8—2/15	<u>Topic 3: Non-Market Strategy and International Expansion</u> Case: <i>Asian Agri</i> and the Future of Palm Oil Case Setting: Asia, Europe, US Online Case Discussion Period: 2/11—2/14
2/13—2/15	<u>BONUS 1:</u> Self-test will open in Canvas at 8am on Monday 2/13 and close at 8am on Wednesday 2/15.
<u>Sunday, Feb. 19th</u>	<u>ASSESSMENT 1:</u> 1:00pm—3:00pm, Rooms TBA in a Canvas announcement during the week of the assessment.
2/20	NO CLASS: Assessment Recovery Day—Work/Life Balance
<u>Tuesday, Feb. 21st</u>	<u>MAKE UP ASSESSMENT 1:</u> 7:00pm to 9:00pm, Rooms TBA in a Canvas announcement. Must send me an assessment 1 conflict e-mail prior to Sunday 2/12 to be eligible.
Module TWO	Market Power, International Trade, and Public Policy
2/22—3/6	<u>Topic 4: Global Market Power and Antitrust Issues</u> Case: Forever <i>DeBeers</i> and U.S. Antitrust Law Case Setting: Africa, Europe, Middle East, US Online Case Discussion Period: 3/2—3/5
3/8—3/22	<u>Topic 5: The Political Economy of Trade</u> Case: <i>Chiquita Brands</i> International Case Setting: Africa, Europe, Latin America, US Online Case Discussion Period: 3/18—3/21
3/13—3/15	NO CLASS: Spring Break
3/20—3/22	<u>BONUS 2:</u> Self-test will open in Canvas at 8am on Monday 3/20 and close at 8am on Wednesday 3/22.
<u>Sunday, March 26th</u>	<u>ASSESSMENT 2:</u> 1:00pm—3:00pm, Rooms TBA in a Canvas announcement during the week of the assessment.
3/27	NO CLASS: Assessment Recovery Day—Work/Life Balance

<u>Tuesday, March 28th</u>	<u>MAKE UP ASSESSMENT 2:</u> 7:00pm to 9:00pm, Rooms TBA in a Canvas announcement. Must send me an assessment 2 conflict e-mail prior to Sunday 3/19 to be eligible.
Module THREE	Social Pressures and the rise of International NGOs
3/29—4/5	<u>Topic 6:</u> NGOs as Social Regulators Case: Collaborating with Activists: <i>Starbucks</i> & NGOs Case Setting: Latin America, US Online Case Discussion Period: 4/1—4/4
4/10—4/17	<u>Topic 7:</u> Growth Versus Sustainability Case: Adapting to Climate Change: The Case of <i>Suncor Energy</i> and the Alberta Oil Sands. Case Setting: Canada, US, Europe Online Case Discussion Period: 4/13—4/16
4/19—4/26	<u>Topic 8:</u> Non-Market Risk Management Case: Hitting the Wall: <i>Nike</i> and International Labor Practices Case Setting: Asia, US Online Case Discussion Period: 4/22—4/25
4/24—4/26	<u>BONUS 3:</u> Self-test will open in Canvas at 8am on Monday 4/24 and close at 8am on Wednesday 4/26.
Friday, April 28th	<u>BONUS 4:</u> Social Strategy Event Write Ups Due by 5pm.
<u>Tuesday, May 2nd</u>	<u>ASSESSMENT 3:</u> 8:00am to 10:00am, Rooms TBA in a Canvas announcement during the week of the assessment. <i>In accordance with Indiana University policies, no makeup exams will be given for departmental final exams.</i>