

## **15.979: Global Classroom-- Leading Innovation for Sustainable Development**

**H1 Spring Term 2006,**

Wedn 8:00-11:00 AM (or 11.30 AM, see detailed schedule below)

Classroom: E56-249

Credits: 6 Units of Pass/Fail credit

Faculty: Otto Scharmer, Guest Faculty: Peter Senge,  
(in collaboration with Dean Alan White)  
Phone: 617-253-0486, scharmer@mit.edu

Maximum size: 20 participants

Open to all MIT students

### **Course Description**

This for-credit class will be offered in collaboration with the World Bank Institute and participants from four or five universities in Asia, Africa, Europe, and the Americas. Based on the encouraging feedback from students in the World Bank Global Classroom Project on Friday, October 21, 2005, we propose to offer a similar class to students at MIT. We have selected the following case for this class:

“Exploring the Links Between International Business and Poverty Reduction: A Case Study of Unilever in Indonesia (based on a just-completed Oxfam-Unilever and Unilever Indonesia joint research project).<sup>1</sup>

The first video conference-based global classroom session will be opened by MIT, which will facilitate the session. The case will be summarized in that first session. Stakeholders from Indonesia, Oxfam, and Unilever will talk about their experiences and lessons learned. The global classroom session will then take the form of a role-play, in which MIT students and students from schools in Indonesia, China, and South Africa discuss this case. In round 1 of the role-play, students will be asked to analyze and present the situation from the perspective of one key player. In round 2 of the role-play, students will engage in a global dialogue and suggest possible ways to resolve the challenges identified in round 1. After round 2, the floor will be open to dialogue among the participants. The session will conclude with the formation of international student action groups; they will work in small teams on specific problems and solutions highlighted by the case. The

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[http://www.oxfam.org.uk/what\\_we\\_do/issues/livelihoods/unilever\\_summ.htm?searchterm=unilever](http://www.oxfam.org.uk/what_we_do/issues/livelihoods/unilever_summ.htm?searchterm=unilever)

student action teams will present their results at the second and concluding video conference–based global classroom session.

### *Organizing Team*

Faculty Advisor: Dr. Otto Scharmer ([scharmer@mit.edu](mailto:scharmer@mit.edu)), Peter Senge (in collaboration with Dean Alan White)

Student Team: Kenichi Honna, Doerte Sennecke ([dorothea@mit.edu](mailto:dorothea@mit.edu))

### *Dates*

H1, Wednesdays, 8–11 AM (or noon, see detailed schedule below)

February 8, 8–11 a.m. EST (preparation, including global skype call)

February 15, 8–11:30 a.m. EST (video conference 8–10 a.m. ET)

February 22, 8–11 a.m. EST project review (incl. skype call)

March 1, 8–11 a.m. EST: project review (incl. skype call)

March 8, 8–12 (video conference 8–10 a.m. ET): final presentation of project team results to key players in the Oxfam-Unilever case and to 24 executives of global business, government, and civic sector organizations (including BASF, BP, Nissan, Oxfam, Unilever, the World Bank, governments, and UN organizations.) This will be conducted in a joint session with the ELIAS program at MIT.

March 15, 8–11 a.m. EST: review, summary, crystallizing key learnings and results

Notice: due to the experimental character of the class (with global partners), the above schedule might be subject to change

### *Time commitment/credits*

In-class time: 20 hours

Preparation and project work: 24 hours

### *Agenda*

Prepare for the discussion of the case: “Exploring the Links Between International Business and Poverty Reduction: A Case Study of Unilever in Indonesia”

Step 1: Planning and preparation for global classroom discussion in session 1

Step 2: Global Classroom - Engage in discussion with students across cultures

Step 3: International student action initiatives based on the global classroom discussion (including weekly review sessions)

Step 4: Final presentation of project outcomes to key players in the case study and a global group of executives from all three sectors (business, government, NGOs).