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**IB 495-9I Business Study Abroad**  
**MBA 687-9I Special Topics in Economics**  
**EC 308-9I Environmental Econ in Denmark**

**UAB FACULTY-LED**

**DENMARK: EXPLORING SUSTAINABILITY IN COPENHAGEN**

Fall Semester 2024 (with travel over Fall Break)  
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Collat School of Business, UAB



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**COURSE DESCRIPTION**

This course will use economic theory – and more broadly economic *thinking*—to understand why environmental problems arise and how and why to address them. Economics sheds light on individuals' consumption choices in the face of scarce resources, the interaction between firms and consumers in a market, the extent to which individuals are likely to contribute toward the common good or ignore it in the pursuit of their own self-interest, and the ways government policies and other institutions shape incentives for action (or lack thereof).

The motivation of this course, though, goes beyond the study of environmental economics. The starting context is Copenhagen, Denmark – the first capital city to declare their intention to be carbon-neutral by 2025. The course provides an overview of the culture, history, business climate, and environmental policy of Copenhagen, Denmark, and the surrounding region. The study of Copenhagen invites students to inquire deeply into why things are the way they are and challenges them to imagine ways that things might be different in their own community.

Students will gain further understanding of these topics by exploring UAB's Sustainability program. Developed in 2013 to serve the university, hospital, and surrounding community, this program aims to holistically incorporate sustainability principles and standards in UAB's operations, teaching and learning, research and innovation, and community outreach and education. With the goal of becoming a more sustainable institution by 2025, students will become familiar with UAB's *Sustainability Strategic Plan 2019-2025*.

3-credit hour UAB course that includes two main components:

Prerequisites: MBA 642/EC 210 or permission of instructor; Open to undergraduate and graduate students

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**LEARNING OBJECTIVES**

Upon the completion of this course, students will be able to:

- Utilize economic principles and models to address private and public policy issues related to allocating natural resources and environmental amenities
- Demonstrate an active understanding of the following elements of economic theory as it relates to natural resources and environmental economics:
  - Welfare economics and concepts of efficiency and equity
  - The role of property, property rights, and the bundle of rights concept

- The role of externalities, common property resources, and public goods
- Concepts and measures of economic value including non-market valuation
- Demonstrate a basic knowledge of the role of market and market failure with regards to the allocation of natural resources and environmental amenities.
- Gain a basic understanding of the effects and relative merits of public environmental policy efforts, including cap-and-trade schemes, Pigovian taxes, regulation, and public ownership and/or management.
- Recognize the diversity of human cultures and how their relationships to local and global ecosystems effects practices, policies, and outcomes

### **COURSE FORMAT**

This is a 3-credit hour UAB course that includes two main components:

- 1) Class Sessions and Course Assignments (before and after the study tour)
- 2) Study Tour of Copenhagen, Denmark: 8-day cultural and business study tour to Copenhagen. Nov 21-Nov 28, 2024 with a day excursion to Lund, Sweden.

The combination of 7 class sessions and time spent on the study tour fulfills the UAB contact hours requirement for a 3-credit hour course. And while there will be much enjoyment and many deeply personal experiences on the study tour, this is a for-credit learning experience. It is therefore very important for students to recognize that the course is more than a trip and tour.

Students will read assigned material, complete online and/or in-class assignments, make presentations to the class, post to the travel blog and complete a reflection workbook. Graduate students complete a research project and presentation to the class.

### **REQUIRED TEXTS AND MATERIALS**

Most materials will be posted in Canvas, available through the UAB library or accessed from internet websites.

### **ASSESSMENT AND GRADING**

Assignments vary depending on student status (undergraduate or graduate)

| <b>Assessment of Undergraduate Students</b>                | <b>Weight</b> | <b>Assessment of Graduate Students</b>                     | <b>Weight</b> |
|--|---------------|--|---------------|
| Homework/Canvas Quizzes                                    | 35%           | Homework/Canvas Quizzes                                    | 35%           |
| Exam   | 15%           | Exam (graduate version)                                    | 15%           |
| Presentation (before study tour)                           | 15%           | Presentation (after study tour)                            | 15%           |
| Attendance, Preparation, Professionalism and Participation | 10%           | Attendance, Preparation, Professionalism and Participation | 10%           |
| Travel Blog and Reflection Journal                         | 25%           | Travel Blog and Reflection Journal                         | 25%           |
| Total  | 100%          | Total  | 100%          |

The following scale is used to determine the semester grades in the course.

Undergraduates: A = 90% and above; B = 89.995 – 80%; C = 79.99%- 70%; D = 69.99% - 60%; F = less than 60%

Graduates: A = 90% and above; B = 89.995 – 80%; C = 79.99%- 70%; F = less than 70%

#### Homework/ Canvas Quiz Assignments

Assignments will involve viewing materials (reports, cases, internet sites, cases and videos) and completing exercises to build a “traveler’s” level of Danish history, economy and culture; grasp basic concepts of sustainability and economic analysis; and learn material related to the sustainability efforts of Copenhagen. Quizzes contain multiple choice questions to assess your knowledge and understanding of the assigned materials *prior to a class session*. See the dynamic Canvas calendar for Quiz due dates.

#### Presentation/Research Project

**Undergraduate students** will give a short presentation about a topic they explored in preparation for the study tour. Presentations will happen during Class 6, the class just prior to the study tour.

**Graduate students** are required to complete a significant research project and to present the results to the class. They will have the option to provide their presentation either before or after the study tour.

#### Exam

Exam will be a take-home exam that will be submitted electronically on Canvas. Due date is October 26.

#### Attendance, Preparation, Professionalism and Participation

Attendance is expected at all 7 class sessions and at all activities during the business and cultural tour of Copenhagen.

Students are expected to come to class prepared and participate in class discussions. Quizzes are used as a pre-work requirement but are not a substitute for preparation and participation.

Students on the study tour are representing UAB and the Collat School of Business. To provide a favorable impression and to get the most benefit from the study tour, students will be assessed daily during the study tour on professionalism and participation. A detailed rubric will be provided. The criteria include time management (attendance, promptness), respect (social behaviors and etiquette based on both US and Italian norms), preparedness (motivation, contribution) and appearance (well-rested, dressed appropriately in business casual as required). Students are expected to be back at the hotel by 12 midnight on each study tour day. Additional guidelines will be provided.

#### Travel Blog and Reflection Journal

Students will be required to post to the class travel blog while on the study tour. You will be assigned two days on which you must post original content and two other days when you must comment on other students’ posts. Guidelines and practice posts will be made prior to travel. Students will be responsible for the technology tools (device and internet access) needed to post on the assigned days. Grading will be based on a rubric that includes criteria such as timeliness, content, reflection, voice, text layout, use of graphics/multimedia and quality of writing. Training materials on how to blog and additional guidelines will be provided.

Students are required to answer questions and complete a set of reflection exercises during class sessions and meetings while on tour and then complete a final reflection journal after the study tour. Questions focus on specific activities on the study tour and more general questions about the impact of

the study tour on the student's perceptions and beliefs. The reflection journal is due at the last class session after the study tour. See Canvas for more details.

### Research Project and Presentation

Students will be provided with a detailed outline and grading rubric. The project and presentations are due at the last class session before the study tour.

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## **COURSE SCHEDULE**

The course schedule includes 7 sessions (6 before and 1 after fall break) and a 7-day study tour to Copenhagen, Denmark over fall break. Note that assignments may be due during weeks when there is no class session. All class sessions are on Thursdays from 5- 7:00 pm CST in CSB 101 on the dates noted below.

| Class Meeting | Date   | Content Covered   |
|---------------|--------|---|
| 1             | Aug 29 | Overview of Course; Denmark Overview Part I             |
| 2             | Sep 12 | Field trip to UAB Solar House; Denmark Overview Part II |
| 3             | Sep 26 | Environmental Economics Topics                          |
| 4             | Oct 10 | Denmark Economy, Culture, History                       |
| 5             | Oct 24 | Study Tour Pre-Departure Orientation                    |
| 6             | Nov 14 | Student Presentations                                   |
| 7             | Dec 5  | Presentations/Course Wrap Up                            |

The course ends on Dec 5, so it does not include exam week.

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## **TRAVEL ITINERARY (TENTATIVE)**

### **Day 1 *Thursday, November 21***

- Depart for Copenhagen, Denmark

### **Day 2 *Friday, November 22* Copenhagen**

- Arrival at Copenhagen Kastrup Airport (CPH)
- Transportation to your hotel in Copenhagen on your own
- 6 nights in twin rooms with private bathrooms incl. breakfast at the 3-star Comfort Hotel Vesterbro
- Public transportation pass for the duration of the entire stay in Copenhagen
- **Orientation session** by your on-site coordinator at the hotel
- **Welcome dinner** at a restaurant in Copenhagen to kick off the program

### **Day 3 *Saturday, November 23* Copenhagen**

- Breakfast at the hotel
- Public transportation during the day
- **Guided walking tour of Copenhagen** in the morning, to learn about the city's history, while walking down the small cobble-stoned streets of medieval Copenhagen

- Guided tour of the **Christiansborg Palace**, which is the seat of the Danish Parliament (Folketinget), the Danish Prime Minister's Office, was well as the Supreme Court of Denmark. Also, several parts of the palace are used by the Danish monarchy, including the Royal Reception Rooms, the Palace Chapel and the Royal Stables.

#### **Day 4 Sunday, November 24 Copenhagen - Lund, Sweden**

- Breakfast at the hotel
- Public transportation in Copenhagen during the day
- **Treasure hunt** in the old town of Copenhagen to get to know the city in a fun and interactive way. In teams of approx. 5 people each, you will solve a series of problems and questions while learning about legends and stories of the city.
- Approx. 12:00 pm Public transportation to the train station in Copenhagen
- Round-trip train tickets to Lund, Sweden (travel time: approx. 1 hour away)
- **Guided walking tour of Lund Cathedral** to see Sweden's most visited church that was consecrated in 1145. During the tour, you will also see the astronomical clock that shows the signs of the zodiac, the phases of the moon, as well as biblical figures that can only be seen twice a day.
- Free afternoon in Lund for your own explorations. If time allows, visit the Historical Museum of Lund University or the contemporary art gallery, both located next to the Cathedral, at your own expense.

#### **Day 5 Monday, November 25 Copenhagen**

- Breakfast at the hotel
- Public transportation during the day
- Visit to **Ramboll**, a leading engineering, design, and consultancy company that addresses the complex challenges associated with planning and designing cities and transport systems in a sustainable way. During the visit, you will learn more about sustainable traffic planning, bicycle planning, Copenhagen's planning history, and more.
- Free afternoon in Copenhagen to explore the city by bike (*bike rental to be arranged by CEPA*). Depending on your interest, you could visit Rosenborg Castle, which was originally built in the 17th century, or Tivoli Gardens, Copenhagen's central theme park, which is one of the oldest in the world.

#### **Day 6 Tuesday, November 26 Copenhagen**

- Breakfast at the hotel
- Public transportation during the day
- Visit the Department of Municipal Development of the City of Copenhagen for a presentation on "**Copenhagen: Carbon-neutral Capital by 2025**". During your visit, learn more about their vision called "Co-Create Copenhagen" and the work that is done at the Technical and Environmental Administration, including details on their 2025 Climate Plan.
- Visit to the **Copenhagen Center on Energy Efficiency**, which was established in 2013 as a joint activity of the Danish government, the UN Environment, and the Technical University of Denmark (DTU). The center is dedicated to accelerating the uptake of energy efficiency policies and programs at a global scale.

#### **Day 7 Wednesday, November 27 Copenhagen**

- Breakfast at the hotel
- Public transportation during the day

- Visit to the **Amager Ressource Center**, including a guided tour of the premises. Learn more about how the ARC actively participates in the green transformation of Denmark. For example, it takes the city's waste and in return provides electricity, district heating, and recyclable materials to Copenhagen's residents.
- Free afternoon to discover Copenhagen further on your own and for final discussions and reflection
- Farewell dinner at a restaurant in Copenhagen to wrap up the program (e.g. at Restaurant Kronborg)

#### **Day 8 Thursday, November 28 Copenhagen**

- Breakfast at the hotel
- Transportation on your own and at your own expense from the hotel to the airport • Departure from Copenhagen Kastrup Airport (CPH) to the USA (airfare not included)

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#### **COURSE POLICIES**

Students must apply, be accepted and pay program fees for the Education Abroad Faculty-Led Program AND register and pay tuition for the course (either EC 308, IB495 or MBA687). No other students or student companions are permitted on the study tour unless he or she is a student at UAB and has met both requirements.

The same policies that are in effect for "regular" courses are apply to this course. This includes the following:

##### ***COLLAT SCHOOL OF BUSINESS CODES OF CONDUCT***

Because this course will be partially online and some online-only students will be enrolled in the course, the codes of conduct for both the online and classroom types of courses are relevant. View the [Collat School of Business Code of Professional Classroom Conduct](#) to learn about policies regarding conduct online and in the classroom.

##### ***UAB POLICIES***

While on campus for class sessions or while traveling, students are under the ethical and professional standards and policies of the University of Alabama at Birmingham.

For details and more information, read the [Policies](#) section of the [Student Handbook](#).

**The UAB Education Abroad office provides additional policies for the conduct of students while traveling abroad. These are provided when students apply for and register for the course.**