

COURSE INFORMATION

Course title:	Special Topics in Business: Disruption [PILOT]	Credits:	1.5
Course code:	BAEN 507	Class location:	HA337
Session and term:	W2024 P6	Class times:	Various (see schedule below)
Section(s):		Pre-requisites:	N/A
Course duration:	Sept 7 – Oct 4, 2024	Co-requisites:	N/A
Division:	Entrepreneurship		
Program:	MBA, PMBA, PhD, MEL, MHLP		

INSTRUCTOR INFORMATION

Instructor:	Darrell Kopke	Office location:	DL415
Phone:	604-377-0747	Office hours:	Mondays 4:00pm – 5:00pm
Email:	darrell.kopke@sauder.ubc.ca		

Course Manager:	Jerome Lippman
Office hours:	By appointment
Email:	cdl-vancouver_students@creativedestructionlab.com

COURSE DESCRIPTION

This course is designed to give students an awareness of how both start-ups and larger corporations can disrupt incumbents in a market by analyzing the human behaviours and biases that tolerate inaction, global trends and zeitgeist that impact organizations, strategic theories that provide access to disruptive innovation, and the transformational strategic models supporting entrepreneurs and business leaders to execute upon disruptive strategy. Using writing from leading thought leaders including behavioural economists, strategists, psychologists, entrepreneurs, and philosophers, the students will reflect on their personal relationship with biases and risk while working through business case studies of disruption from the lens of multiple stakeholders. A final project will have students apply their learning by contemplating new, disruptive opportunities for an existing venture participating in the Creative Destruction Lab Vancouver (CDL-V) program at UBC Sauder.

COURSE FORMAT

The course will consist of scheduled lectures and workshops as well as self-managed meetings with ventures and interviews with CDL venture founders. Lectures and workshops will teach students concepts that they will apply in their case study and venture projects. Students will have access to and will be encouraged to attend CDL-V virtual and in-person sessions in the form of volunteer support roles.





LEARNING OBJECTIVES

The objectives of this course are for students to:

- Understand that disruptive strategies can be created intentionally in any industry.
- Develop self-awareness as business leaders, entrepreneurs and innovators on how they react and relate to risk and disruption.
- Practice the transformational strategic models in order to construct disruptive strategies in start-ups.
- Build disruptive strategies for a real CDL-V organization.
- Develop professional standard report writing skills.

SUSTAINABLE DEVELOPMENT GOALS (SDGS)

At UBC Sauder, we are committed to responsible business practices that can have transformative impacts on society. One of the ways we are reinforcing our commitment to responsible business is by showcasing relevant content in our courses via the lens of the [United Nations Sustainable Development Goals](#). In this course, we will touch on topics that relate to the following goals:

<p>Goal 7: Affordable and Clean Energy</p> 	<p><i>Ensure access to affordable, reliable, sustainable and modern energy for all</i></p> <p>Global Examples: access to clean energy, energy efficiency, energy policy, renewable energy, affordable clean energy, energy infrastructure upgrades, energy conservation, fossil fuel divestment, energy efficient buildings, renewable energy, community energy infrastructure</p>
<p>Goal 11: Sustainable Cities and Communities</p> 	<p><i>Make cities and human settlements inclusive, safe, resilient and sustainable</i></p> <p>Global Examples: transportation access, road safety, cultural/natural heritage, safe and affordable housing, urban planning, air quality, inclusive/safe/healthy public spaces, urban containment, urban governance, sustainable land use, effects of climate change on cities, valuing risk, sustainable transportation</p>
<p>Goal 12: Responsible Consumption and Production</p> 	<p><i>Ensure sustainable consumption and production patterns</i></p> <p>Global Examples: sustainable and equitable sourcing and production, sustainable procurement, sustainable distribution, food waste, life cycle analysis, recycling and reuse, ecological footprint, corporate social responsibility, fair trade, circular economy, consumer well-being, responsible sourcing, low emission supply chain design, responsible/ethical supply chain</p>
<p>Goal 13: Climate Action</p> 	<p><i>Take urgent action to combat climate change and its impacts</i></p> <p>Global Examples: natural disaster response, climate change mitigation, climate change adaptation, climate justice, climate policy, resilience, environmental externalities, low emission supply chain design, Environmental Disclosure, ESG accounting and reporting, Cap and Trade, Carbon Markets, Carbon Pricing;</p>

ASSESSMENTS

Summary

<u>Component</u>	<u>Weight</u>	<u>Due Date</u>
Assignment #1: Situational Analysis	20%	Sept 13 th @ 10:00 pm
Assignment #2: Market Entry Report	30%	Sept 20 th @ 10:00 pm
Assignment #3: CDL Venture Project	40%	Oct 4 th @ 10:00 pm
Class participation	<u>10%</u>	
Total	<u>100%</u>	

Details of Assessments

All assessments are individual assignments that combine research as well as reflection of in-lecture lessons. The CDL venture project may require work with other students but will be handed in separately. Requirements, standards, and exemplars are highlighted in the course lectures.

- Assignment #1 is a two-page situational analysis on a current CDL-V venture that prepares students for subsequent assignments through foundational researching.
- Assignment #2 is a three-page Market Entry Report for the same venture (if desired) as chosen in assignment #1.
- Assignment #3 is an five-page strategic report developing a transformational disruptive strategy for an existing CDL-V venture as they prepare for the CDL-V program.
- Participation is measured based on in class discussion and attendance.

LEARNING MATERIALS

Required: Reading links are provided in the Canvas learning management system and are available from the course reserve in the library system

Estimated cost of required materials: \$0

Additional materials recommended but not required: N/A

NO DISTRIBUTION OF RECORDINGS

There is no distribution of recordings of class. Classes are designed as and are intended to be in-person. Your attendance is expected. If you are unable to attend, the policy regarding missed classes described in this syllabus applies. It is your responsibility to ensure that you have the materials you need for missed classes.

COURSE-SPECIFIC POLICIES AND RESOURCES

Missed or late assignments, and regrading of assessments

Assignments are due in the manner specified (either in this outline or otherwise in the relevant assignment outline) by the specified due date (Pacific Time and UBC server time). Late assignments will score zero. If students require an extension, valid reasoning must be provided to the professor with advanced notice. Early communication, at least one day prior, is expected, for extension requests.

Academic Concessions

If you experience unanticipated events or other circumstances that constitute valid grounds for academic concession as defined by [UBC's Academic Concession Policy](#), complete and submit the [Academic Concession Request & Declaration Form](#). Concessions are time-sensitive and the online form should be submitted within 48 hours of the missed deadline. Upon submission, your request will be recorded in the RHL and you will also receive an email with further instructions. Please read this email carefully and be sure to also refer to the relevant course syllabus for each concession that you have requested. Please know that you should continue to work on the coursework for the course(s) which you submitted a concession for. You should anticipate being asked to submit work or write an exam as soon as the circumstances affecting your ability to fulfil your academic responsibilities are resolved.

Other Course Policies and Resources

Preparation. Guidance on how to prepare for each class will be posted to the course website. It is each student's responsibility to understand what is required and to complete the necessary readings or other

preparation that is directed. Instructions will typically involve a series of topics or questions and some suggested resources from which students can start their preparation.

Punctuality. On-time attendance is expected in classes. Late attendance will affect the participation grade. Punctuality is extremely important, as students who arrive late (or leave early) disturb all others. You should not leave the room during the class time unless there is a pressing reason to do so. Attendance alone does not earn you participation grades.

Professionalism. Professionalism is required both in business and in the classroom. What does it mean in a learning environment? Coming to class on time and being prepared for the topic at hand. Listening to and respecting others (Professors and peers). Giving 100% of your attention to the course. Not distracting others with private conversations or off topic behaviour. Students are expected to contribute during class discussions in order to enrich the learning experience for everyone. However, individual students should not monopolize or dominate discussions, precluding or intimidating others from contributing. When someone is talking, it is expected that everyone will listen and not hold parallel conversations. While casual attire is generally appropriate, students are expected to wear “business casual” attire when attending CDL-V sessions; i.e. no shorts or t-shirts.

Code Plagiarism

Code plagiarism falls under the UBC policy for [Academic Misconduct](#). Students must correctly cite any code that has been authored by someone else or by the student themselves for other assignments. Cases of "reuse" may include, but are not limited to:

- the reproduction (copying and pasting) of code with none or minimal reformatting (e.g., changing the name of the variables)
- the translation of an algorithm or a script from a language to another
- the generation of code by automatic code-generations software

An “adequate acknowledgement” requires a detailed identification of the (parts of the) code reused and a full citation of the original source code that has been reused.

Students are responsible for ensuring that any work submitted does not constitute plagiarism. Students who are in any doubt as to what constitutes plagiarism should consult their instructor before handing in any assignments.

POLICIES APPLICABLE TO COURSES IN THE ROBERT H. LEE GRADUATE SCHOOL

Attendance

Excepting extenuating circumstances, students are expected to attend 100% of their scheduled class hours. Absent students limit their own academic potential, and that of their classmates, and cause unnecessary disruption to the learning environment. Students missing more than 20% of the total scheduled class hours for a course (including classes held during the add/drop period) without having received an academic concession will be withdrawn from that course. Withdrawals, depending on timing, could result in a “W” or an “F” standing on the transcript.

Punctuality

Students are expected to arrive for classes and activities on time and fully prepared to engage. Late arrivals may be refused entry at the discretion of the instructor or activity lead. Students arriving later than halfway through a scheduled class will be treated as absent for that class.

Electronic Devices

Devices such as laptops, tablets, and cell phones are not permitted to be used in class unless directed by the instructor for in-class activities. Students who do not follow the School's policy in this regard may be required to leave the room for the remainder of the class, so that they do not distract others. Research shows that students' use of laptops in class has negative implications for the learning environment, including reducing their own grades and the grades of those sitting around them.

Citation Style

Please use the American Psychological Association (APA) reference style to cite your sources.

Details of the above policies and other RHL Policies are available at:

<http://www.calendar.ubc.ca/vancouver/index.cfm?tree=12,199,506,1625>

UNIVERSITY POLICIES AND RESOURCES

UBC provides resources to support student learning and to maintain healthy lifestyles but recognizes that sometimes crises arise and so there are additional resources to access including those for survivors of sexual violence. UBC values respect for the person and ideas of all members of the academic community. Harassment and discrimination are not tolerated nor is suppression of academic freedom. UBC provides appropriate accommodation for students with disabilities and for religious observances. UBC values academic honesty and students are expected to acknowledge the ideas generated by others and to uphold the highest academic standards in all of their actions. Details of the policies and how to access support are available on the UBC Senate website at <https://senate.ubc.ca/policies-resources-support-student-success>.

Respect for Equity, Diversity, and Inclusion

The UBC Sauder School of Business strives to promote an intellectual community that is enhanced by diversity along various dimensions including Indigeneity (including identification as First Nation, Métis, or Inuit), race, ethnicity, gender identity, sexual orientation, religion, political beliefs, social class, and/or disability. It is critical that students from diverse backgrounds and perspectives be valued in and well-served by their courses. Furthermore, the diversity that students bring to the classroom should be viewed as a resource, benefit, and source of strength for your learning experience. It is expected that all students and members of our community conduct themselves with empathy and respect for others.

Academic Integrity

The academic enterprise is founded on honesty, civility, and integrity. As members of this enterprise, all students are expected to know, understand, and follow the codes of conduct regarding academic integrity. At the most basic level, this means submitting only original work done by you and acknowledging all sources of information or ideas and attributing them to others as required. This also means you should not cheat, copy, or mislead others about what is your work. Violations of academic integrity (i.e., misconduct) lead to the breakdown of the academic enterprise, and therefore serious consequences arise and harsh sanctions are imposed. For example, incidences of plagiarism or cheating may result in a mark of zero on the assignment or exam and more serious consequences may apply if the matter is referred to the President's Advisory Committee on Student Discipline. Careful records are kept in order to monitor and prevent recurrences.

Use of Artificial Intelligence

For this course, students may use generative artificial intelligence (AI), including ChatGPT, for specific assessments or coursework, where it is expressly specified by the instructor. In these cases of permitted use, students must disclose any use of AI-generated material as per the assessment guidelines. At a minimum, this will include proper attribution, including in-text citations, quotations and references. Please see your assessment guidelines for full details.

COPYRIGHT

All materials of this course (course handouts, lecture slides, assessments, course readings, etc.) are the intellectual property of the instructor or licensed to be used in this course by the copyright owner. Redistribution of these materials by any means without permission of the copyright holder(s) constitutes a breach of copyright and may lead to academic discipline and could be subject to legal action. Any lecture recordings are for the sole use of the instructor and students enrolled in the class. In no case may the lecture recording or part of the recording be used by students for any other purpose, either personal or commercial. Further, audio or video recording of classes are not permitted without the prior consent of the instructor.

ACKNOWLEDGEMENT

UBC’s Point Grey Campus is located on the traditional, ancestral, and unceded territory of the xwməθkwəyəm (Musqueam) people, who for millennia have passed on their culture, history, and traditions from one generation to the next on this site.

COURSE SCHEDULE

(Subject to change without consultation)

LECT	DATE	TOPIC	TIME	ASSESSMENT
#1	Saturday, September 7th	Introduction and The Paradox of Disruption	9am - 12:30pm	
#2	Saturday September 7th	The Human Perspective	1pm - 4:00pm	
#3	Monday September 9th	Disruptive Strategy	6pm – 9:30pm	Assignment #1: Situational Analysis due Friday September 13 th @ 10:00pm
#4	Monday September 16th	Disruptive Strategy 2	6pm – 9:30pm	Assignment #2 Market Entry Report due Friday September 20 th @ 10:00pm
#5	Monday September 23rd	Organizational Culture	6pm – 9:30pm	

#6	Saturday Sept 28th	Case Study - KPop	9am – 12:00pm	Assignment #3 Disruptive Strategy due Friday October 4 th @ 10:00pm
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