

**COURSE INFORMATION**

<b>Course title:</b>	Innovation and Sustainability	<b>Credits:</b>	1.5
<b>Course code:</b>	BAEN 549	<b>Class location:</b>	DLAM 125
<b>Session, term, period:</b>	2019W, Period 6	<b>Class times:</b>	Monday / Wednesday 10-11:30AM
<b>Section:</b>	001	<b>Pre-requisites:</b>	N/A
<b>Course duration:</b>	September 4 – October 2	<b>Co-requisites:</b>	N/A
<b>Division:</b>	Entrepreneurship and Innovation		
<b>Program:</b>	MBA		

**INSTRUCTOR INFORMATION**

<b>Instructor:</b>	Justin G. Bull, Lecturer – Entrepreneurship and Innovation Group		
<b>Phone:</b>	(604) 822-8372	<b>Office location:</b>	Henry Angus Tower, HA664
<b>Email:</b>	justin.bull@sauder.ubc.ca	<b>Office hours:</b>	Tuesday 4-5PM or by appointment

**COURSE DESCRIPTION**

This course is concerned with sustainability as an opportunity for innovation. By examining trends shaping the future of business, it explores how sustainability offers competitive advantages. Students will learn to manage the complexity of sustainability, identify how it motivates the private sector, governments, and civil society, and be exposed to frameworks that foster innovative thinking. Examples from a wide range of businesses will be used to examine the relationship between sustainability and innovation. Students will evaluate a wide variety of technological, political, economic, and environmental trends that are shaping the future of business. Completing the course will leave students equipped with the tools to effectively apply sustainable thinking to business opportunities.

**COURSE FORMAT**

Biweekly lectures with in-class activities with extensive readings and class prep required before each class.

**LEARNING OBJECTIVES**

By the end of this course, students will be able to:

- 1) Evaluate and articulate the competitive advantage sustainability offers.
- 2) Identify current market opportunities related to sustainability across a range of industries.
- 3) Recognize tools, concepts, standards and frameworks used in sustainable business.
- 4) Synthesize and apply sustainability knowledge to innovation strategies.

**ASSESSMENT SUMMARY**

<b>Lecture Responses</b>	10% of final grade.	Due: 24 hours after select lectures.
<b>Case Report #1</b>	20% of final grade.	Due: September 12 <sup>th</sup> @ Midnight PST
<b>Case Report #2</b>	20% of final grade.	Due: September 26 <sup>st</sup> @ Midnight PST
<b>Final Group Project: Project Proposal</b>	2% of final grade.	Due: September 30 <sup>th</sup> @ Midnight PST
<b>Final Group Project: Slide Deck</b>	18% of final grade.	Date to be confirmed.
<b>Final Group Project: Presentation</b>	20% of final grade.	Date to be confirmed.
<b>Professionalism and Participation</b>	10% of final grade.	Ongoing.

### ASSESSMENT DETAILS

#### 40% - Final Group Project: The Breakthrough Pitch

In lieu of a final exam, students will complete a major project in groups. Each group will select a company and prepare a “Sustainable Breakthrough Pitch.” The audience will be the executives of your chosen company, and the presentation will critically evaluate their current corporate sustainability strategy and make recommendations about how and why it should change its approach. Groups will be evaluated on an in-class presentation, a stand-alone slide deck, and an initial project proposal.

#### 40% - Case Reports (2 @ 20%)

Students will write and present two case reports. Each case report will have three deliverables: a one-page memo, a single presentation slide, and a two-minute presentation. The written submission will adopt the best practices of a business memo to summarize a specific innovation, its sustainability advantage, and the business case for its adoption. The first case report will summarize an innovation at a large company (think IKEA or Nestle), while the second case report will summarize an innovation being driven by a disruptive, high-growth firm.

#### 10% - Lecture Responses

After several lectures, students will be presented with a question related to the day’s content. Replies should be between 100 and 500 words and will be submitted on Canvas.

#### 10% - Professionalism and Participation

Participation is a vital part of the learning experience. Students will need come to each class prepared to discuss assigned readings and respond to the ideas and comments of others. Interactions are expected to be respectful, informative, and well-reasoned. Participation is evaluated on both attendance and the quality (not quantity) of in-class contributions.

### CLASS SCHEDULE

<b>Class 1</b> September 4	<b>The Infinite and the Inevitable</b> The big ideas covered by this course, along with a review of assignments and expectations.
<b>Class 2*</b> September 6	<b>The Complexity of Choice: System and Units of Sustainability</b> The case of the IKEA catalogue and the balance between impact and value.
<b>Class 3</b> September 9	<b>Drivers and Alignment: Forces Motivating Sustainable Business</b> The business, policy, and social forces that drive sustainability.
<b>Class 4</b> September 11	<b>Pink Slime Warriors: Leveraging the Corporate Supply Chain</b> The standards, systems, and technologies that make the supply chain a driving force of sustainability.
<b>Class 5*</b> September 13	<b>Case Report #1 Presentations</b> Student presentations on large-firm efforts addressing sustainability.
<b>Class 6</b> September 16	<b>Sustainability and Technology</b> The technologies and trends that are shaping the future of business.
<b>Class 7</b> September 18	<b>XAAS and Circularity: Emerging Business Models</b> The business models driving the next wave of economic growth.
<b>Class 8</b> September 23	<b>The Race to the Bottom: The Paradox of Globalization</b> The economic opportunities of meeting social needs in a globalized world.
<b>Class 9</b> September 25	<b>The Uninhabitable Earth</b> The science, impacts, and uncertainty of climate change.
<b>Class 10*</b> September 27	<b>Case Report #2 Presentations</b> Student presentations on start-ups addressing sustainability.
<b>Class 11</b> September 30	<b>Stranded Assets: The Financial Case for Considering Sustainability</b> The disruptive potential of sustainability when applied to financial markets.
<b>Class 12</b> October 2	<b>Musk versus. Smil: Understanding the Next Energy Transition</b> The quiet revolution in energy markets and technology.

Classes marked with \* are make-up classes scheduled for Fridays and are 2 or 2.5 hours in length.

### LEARNING MATERIALS

Readings for this class will all be posted on the UBC Canvas platform. All readings are available at no cost to students. There are two categories of readings: Required and Optional. Students must complete Required Readings and will be expected to discuss and critique these readings in class. Optional Readings are provided for students particularly curious about a topic area.

### COURSE SPECIFIC POLICIES AND RESOURCES

**Late Assignments:** Late submissions will not be accepted and will receive a zero.

**Regrading Assignments:** Students can appeal an assigned grade with 24 hours or receipt. Any appeal must detail in writing why a grade adjustment is deserved and should cite specific examples.

**Academic Concessions:** If extenuating circumstances arise, please contact the RHL Graduate School program office as early as reasonably possible, and submit an [Academic Concession Request & Declaration Form](#) <https://webforms.sauder.ubc.ca/academic-concession-rhlee>. If an academic concession is granted during the course, the student will be provided options by RHL, or by the instructor in consultation with RHL, per [UBC's policy on Academic Concession](#).

### 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>.

**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.

**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. Audio or video recording of classes are not permitted without the prior approval 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.