

COURSE INFORMATION

Course title:	Ethics and Sustainability	Credits:	1.5
Course code:	BA560	Class location:	ANGU 132
Session, term, period:	2019W	Class times:	M/W 2-4PM
Sections:	MM1	Pre-requisites:	N/A
Course duration:	March 2 nd to April 1 st	Co-requisites:	N/A
Program:	MM		

INSTRUCTOR INFORMATION

Instructor:	Justin G. Bull, Lecturer – Entrepreneurship and Innovation Group		
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COURSE DESCRIPTION

This course examines trends in sustainability that are shaping the future of business, government, and civil society. Using a variety of conceptual frameworks, students will understand the challenges and opportunities sustainability presents and how to play a leadership role in navigating these issues. Students will learn how to manage the complexity of sustainability, identify how it motivates different stakeholders, and be exposed to frameworks that foster leadership and innovative thinking. Completing the course will leave students equipped with the tools to effectively apply sustainable thinking and leadership skills to a wide variety of professional 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 leadership challenges and innovation 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 leadership strategies.

ASSESSMENT METHODS**50% - Case Reports**

Students will write three case reports. Each case report will be one-page in length and will address one of the following topics:

- Mount Everest: An analysis of the decision making and leadership skills in the assigned case study.
- Sustainability at Scale: An analysis of a sustainability initiative at a major corporation (think IKEA or Nestle).
- Disruptive Sustainability: An analysis of disruptive, high-growth firm tackling sustainability issues.

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.

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, READINGS, & ASSIGNMENT SCHEDULE

Class 1 March 2	The Infinite and the Inevitable The big ideas covered by this course, along with a review of assignments and expectations. Linear Risks (Circle Economy) Saving the Planet is Probably a \$12 Trillion Opportunity (John Elkington, HBR)
Class 2 March 4	Ethics and Decision Making The frameworks and tools that can assist in making values-based decisions. The Hidden Traps in Decision Making (John S. Hammond, Ralph L. Keeney, Howard Raiffa, HBR) How to Make Values Count in Everyday Decisions (Joel E. Urbany, Thomas J. Reynolds, Joan M. Phillips, MIT Sloan Management Review)
Case Report #1 – Mount Everest – Due @ Midnight March 7th	
Class 3 March 9	The Complexity of Choice: System and Units of Sustainability The case of the IKEA catalogue and the balance between impact and value. People & Planet Positive (IKEA)
Class 4 March 11	Drivers and Alignment: Forces Motivating Sustainable Business The business, policy, and social forces that drive sustainability. [Podcast] Investing in Low Carbon Asia (Goldman Sachs) It's critical to go 'all in' on climate optimism. (James Murray, GreenBiz.com)
Case Report #2 – Sustainability at Scale – Due @ Midnight March 14th	
Class 5 March 16	Pink Slime Warriors: Leveraging the Corporate Supply Chain The science, strategies and systems that make the supply chain a driving force of sustainability. TSC Impact Report 2018 (The Sustainability Consortium) New CDP Data Reveals US Suppliers Represent One-Third Global Carbon Reduction Opportunities (Sustainable Brands)
Class 6 March 18	XaaS: Circularity, Sustainability and Technology The business models, technologies and trends shaping the future of business. Artificial Intelligence and the Circular Economy (Ellen MacCarthur Foundation, Google) Breakthrough Business Models (Volans)
Case Report #3 – Disruptive Sustainability – Due @ Midnight March 21st	
Class 7 March 23	The Race to the Bottom: The Paradox of Globalization The opportunities and challenges of meeting needs in a globalized world. Big Business Has a New Scam: The 'Purpose Paradigm' by Maria Hengeveld (The Nation)
Class 8 March 25	The Uninhabitable Earth The science, impacts, and implications of climate change. Three Climate Tipping Points Shaping Markets Today (Morgan Stanley Investment Management) The past, present and future of climate change (Economist)
Class 9 March 30	Stranded Assets: The Financial Case for Considering Sustainability The disruptive potential of sustainability when applied to business models and financial markets. The Investor Revolution (HBR)
Class 10 April 1	Musk versus Smil: Understanding the Next Energy Transition The quiet revolution in energy markets and technology. Shell Scenarios Sky: Meeting the Goals of the Paris Agreement (Shell)
Final Group Project – The Breakthrough Pitch – During Exam Week (Date/time TBD)	

LEARNING MATERIALS

Readings and other learning materials for this class are available in a schedule at the end of this syllabus. There are a variety of short articles, podcasts, and long reports. For lengthy documents, students are advised to read the executive summary and scan through the entire report to build a baseline of knowledge, and then select areas of particular interest in read in their entirety. Some articles from HBR are available to subscribers only. However, students can access these articles for free via the UBC Library website.

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 $\chi w m \theta k w \dot{a} y \dot{a} m$ (Musqueam) people, who for millennia have passed on their culture, history, and traditions from one generation to the next on this site.