

COURSE INFORMATION

Course title:	Sustainability and Innovation	Credits:	1.5
Course code:	BAEN549	Class location:	Online with Zoom.
Session, term, period:	2020W	Class times:	M/W 10AM-12PM
Sections:	001	Program:	MBA
Course duration:	Sept. 8 th to October 9 th		

INSTRUCTOR INFORMATION

Instructor:	Justin G. Bull, Lecturer – Entrepreneurship and Innovation Group	Office location:	Henry Angus Tower, HA664
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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, 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

This course will be held online using Zoom. Information for registering on Zoom will be made available on the Canvas site. Students are expected to attend all class times, as all course content will be delivered via live lecture and in-class activities. Lecture recordings will be made available after class, if there is a demand for them to be produced.

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.

ASSEMENT SUMMARY

- 10% Professionalism and Participation
- 20% In-class Activities
- 30% Case Reports (2 @ 15%)
- 40% Final Group Project

ASSESSMENT DETAILS

Professionalism and Participation (10% of Grade)

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.

In a digital learning environment, professionalism also involves consistently being present on camera, being focused and present in all class activities, and engaging with team members in all breakout room activities.

In-class Activities (20% of Grade)

In most classes, students will be asked to submit responses to discussion questions, complete worksheets, or submit their findings based on assigned activities during class time. These activities will allow students to apply course concepts in real-time and learn from group members and class peers about how to apply and adapt these tools to various sustainability and leadership challenges. Successful completion of these activities will require students having completed the pre-recorded lectures and class readings.

Case Reports (30% of Grade; 15% per report)

Students will write three case reports. Each case report will be one-page in length (excluding a one-page appendix and references) and will address one of the following topics:

- *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.

Final Group Project (40% of Grade)

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 a video-submission and an accompanying slide deck.

LEARNING MATERIALS

The learning materials for this class are at the end of this document. In general, the readings are free to access, easy to read, non-academic, and come from a wide variety of sources.

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.

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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.

COURSE SCHEDULE

Below is a course schedule, subject to revision based on input with the entire class.

Date	Class #	Topic
9-Sep	1	Course Introduction
11-Sep	2	Drivers and Alignment
14-Sep	3	Systems and Units
16-Sep	4	Pink Slime Warriors
21-Sep	5	Sustainability and Technology
23-Sep	6	The Circular Economy
28-Sep	7	The Race to the Bottom
30-Sep	8	The Uninhabitable Earth
5-Oct	9	Stranded Assets
7-Oct	10	A Tale of Two Pipelines

ASSIGNMENT SCHEDULE

Date	Topic
19-Sept	Case Report: Sustainability at Scale (<i>Due at midnight PDT</i>)
26-Sept	Case Report: Disruptive Sustainability (<i>Due at midnight PDT</i>)
Exam Week	Final Group Project

READING SCHEDULE

Class	Topic
1	<p>Course Introduction <u>Business Roundtable Redefines the Purpose of a Corporation to Promote ‘An Economy That Serves All Americans</u> (Business Roundtable) <u>The world after coronavirus</u> (Yuval Noah Harari) <u>Linear Risks</u> (Circle Economy) <u>Saving the Planet is Probably a \$12 Trillion Opportunity</u> (John Elkington, HBR)</p>
2	<p>Drivers and Alignment <u>OECD Policy Responses to COVID-19: A systemic resilience approach to dealing with COVID-19 and future shocks</u> (OECD)</p>
3	<p>Systems and Units <u>The Sustainability Spectrum and the Sciences of Sustainability</u> (Thomas P. Seager.)</p>
4	<p>Pink Slime Warriors <u>People & Planet Positive</u> (IKEA)</p>
5	<p>Sustainability and Technology <u>The ultimate tech age (book extract)</u> (World Economic Forum) <u>What is the low-touch economy?</u> (Board of Innovation)</p>
6	<p>The Circular Economy <u>Artificial Intelligence and the Circular Economy</u> (Ellen Macarthur Foundation; Google)</p>
7	<p>The Race to the Bottom <u>Big Business Has a New Scam: The ‘Purpose Paradigm’</u> (The Nation) <u>Paul Polman: ‘Businesses cannot succeed in societies that fail’</u> (GreenBiz)</p>
8	<p>The Uninhabitable Earth <u>Climate tipping points — too risky to bet against</u> (Nature) <u>How COVID-19 changes climate communications</u> (GreenBiz)</p>
9	<p>Stranded Assets <u>COVID-19 and the energy transition: crisis as midwife to the new</u> (Carbon Tracker)</p>
10	<p>A Tale of Two Pipelines <u>Precedented Times</u> (Coast Funds)</p>