

COURSE INFORMATION

Course title:	Ethics and Sustainability	Credits:	1.5
Course code:	BA560	Class location:	Online with Zoom.
Session, term, period:	2020S	Class times:	M/W 2-4PM PDT (DD1), 6-8PM (DD2)
Sections:	DD1 and DD2	Program:	MM
Course duration:	July 27 th to Sept 5th		

INSTRUCTOR INFORMATION

Instructor:	Justin G. Bull, Lecturer – Entrepreneurship and Innovation Group	Office location:	Henry Angus Tower, HA664
Phone:	(604) 822-8372	Office hours:	Book at calendly.com/jgbull
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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

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, however significant course content will be delivered via pre-recorded lectures and other media content. Class times will be focused on discussions and group activities.

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 SUMMARY

- 10% Professionalism and Participation
- 20% In-class Activities
- 30% Case Reports (3 @ 10%)
- 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; 10% per report)

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.

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 an in-class presentation, a stand-alone slide deck, and an initial project proposal.

LEARNING MATERIALS

The learning materials for this class will be provided in a separate *Readings and Discussion Questions* document. In general, the readings will be free to access, easy to read, non-academic, and come from a wide variety of sources.

There will also be pre-recorded lectures and podcasts for students to digest before class. These lectures will provide the necessary context and background information for students to successfully complete in-class activities.

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.

COURSE SCHEDULE

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

Date	Class #	Topic
27-Jul	1	Course Introduction
29-Jul	2	Ethics and Decision Making
05-Aug	3	Drivers and Alignment
07-Aug	4	Systems and Units
10-Aug	5	Pink Slime Warriors
12-Aug	6	Sustainability and Technology
17-Aug	7	The Race to the Bottom
19-Aug	8	The Uninhabitable Earth
24-Aug	9	Stranded Assets
26-Aug	10	A Tale of Two Pipelines

ASSIGNMENT SCHEDULE

Date	Topic
31-Jul	Case Report: Mt. Everest <i>(Due at midnight PDT)</i>
14-Aug	Case Report: Sustainability at Scale <i>(Due at midnight PDT)</i>
21-Aug	Case Report: Disruptive Sustainability <i>(Due at midnight PDT)</i>
Exam Week	Final Group Project