

Global Network Week –October 2020 (Online)

Course: Innovation and Sustainability

School: Sauder School of Business, University of British Columbia, Canada

Summary

This course is concerned with sustainability as a catalyst for innovation and the role technology will play in addressing social and environmental challenges. 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 Structure

This course will be organized so that students around the world can access live facilitated discussions, pre-recorded content, and make individual submissions according to their own schedules. Each day of the course will be composed of four key components:

- **Live Discussions:** Hosted from 8-10AM PDT or 7-9PM PDT (check a Time Zone converter to see what that means for you). Students chose one time-slot that works for them for the week.
- **Lecture Content:** Pre-recorded content by the lead instructor, along with video interviews with industry experts and academic leaders on the day's key themes.
- **Background Readings:** Students will be provided background readings that offer context and additional depth as they work towards their final assessments.
- **Final Presentations:** Students will submit a pre-recorded video that synthesizes the courses content.

Course Themes

Day One	Day Two	Day Three	Day Four	Day Five
<i>Course introduction and overview.</i>	<i>Drivers and alignment in sustainability.</i>	<i>Sustainability and technology.</i>	<i>Sustainability applied: energy markets and climate change.</i>	<i>Final presentations by students and course summary.</i>

Instructor Profile



Justin G. Bull, PhD

Chair, Sustainability and Ethics Group

Lecture, Entrepreneurship and Innovation Group

Justin is a lecturer at the Sauder School of Business and Chair of the Sustainability and Ethics Group. He teaches extensively on sustainability, innovation, and strategy, with a focus on graduate and executive learners. He has worked with big companies – like IKEA, Lyft, and Rolling Stone – to design strategies for responsible business. Currently, Justin advises several technology starts-ups and Indigenous communities in Canada on their economic development plans.