

EMBA Global Network Week – June 8-12, 2020 (Online, PDT)

Course: COVID-19, Sustainability, and the Future of Business

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

Summary

The COVID-19 pandemic has abruptly and dramatically re-shaped the global economy. This pandemic is a test-case for how our social, political and economic systems will deal with future crises around climate change, health, food, water, and violent conflict. Students will evaluate how COVID-19 has impacted markets, supply chains, and globalization. They will also explore how trends in innovation, technology and sustainability will contribute to the resolution of the current crisis and learn the business practices required to address challenges to come.

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).
- **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.
- **Discussion Questions:** Students will submit a pre-recorded video or provide a live presentation related to a study question attached with each day's theme.

Course Themes

Day One	Day Two	Day Three	Day Four	Day Five
<i>Course introduction and overview.</i>	<i>Global energy systems, the climate crisis, and COVID-19.</i>	<i>Consumer behaviour, sustainability, and the post COVID-19 world.</i>	<i>Value chains, globalization, and technology.</i>	<i>Student Presentations 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.