

COURSE INFORMATION

Course title:	Innovation and Sustainability, October 2023 Global Network Week		
Course code, section:	BA 532A, 001	Class location:	UBC Sauder
Session, term:	2023W, Term 1	Credits:	1.5
Course duration:	Oct 16 th to 20 th , 2023	Program:	MBA

INSTRUCTOR INFORMATION

Instructor: [Justin G. Bull, Lecturer](#) – Entrepreneurship and Innovation Group

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 in person at UBC Sauder School of Business. Students are expected to attend all classes, sessions and 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 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.

ASSESSMENT SUMMARY

This course is Pass/Fail. To order successfully complete the course, students must attend all sessions, complete several individual written assignments, and be prepared to offer a brief presentation on the last day of class.

LEARNING MATERIALS

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