

Global Network Week – October 2025

Course: Innovation and Sustainability

Dates: October 13 to 17, 2025

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

Summary

This intensive 5-day course explores how innovation and sustainability are powerful drivers in business. You'll discover how emerging technologies and sustainable innovations are reshaping corporate strategy and entrepreneurship. Through real-world case studies and hands-on frameworks, you'll learn to navigate complexity, inspire change, and identify opportunities that align profit with purpose. By the end of the course, you'll be equipped to lead with impact—bringing sustainable thinking into the heart of innovative decision-making.

Course Structure

- **Lectures & Discussions:** Interactive sessions key concepts to real-world cases.
- **Expert Panels:** Insights from industry leaders on Canada's innovation ecosystem.
- **Final Presentations:** Collaborative group work tying together course themes.
- **Background Materials:** Pre-readings and podcasts to prepare ahead of sessions.

Course Themes

October 13, 2025	October 14, 2025	October 15, 2025	October 16, 2025	October 17, 2025
<i>Breakfast/Vancouver Bus Tour</i>	<i>Course introduction and overview on Innovation</i>	<i>Methods of Innovation, teams and culture</i>	<i>Drivers of Sustainability</i>	<i>Connecting the dots: catalyzing innovation</i>

Instructor Profiles

Justin G. Bull, PhD



Lecturer, Entrepreneurship, Sustainability and Innovation Group

Justin is a Lecturer at the UBC Sauder School of Business and Academic Director of the Masters of Engineering Leadership in the Faculty of Applied Science. He is an active supporter of the investment community in Vancouver, serving as the lead moderator for the Creative Destruction Lab – a venture scale-up program at UBC that has helped companies create more than \$5 billion in equity since inception.

Fraser Pogue, MBA



Group Lead, Entrepreneurship, Sustainability and Innovation Group

Fraser is a lecturer at the Sauder School of Business, focusing on scale-up entrepreneurship. He is passionate about Innovation and Entrepreneurship and works to support researchers at UBC to commercialize their research, and is an active Entrepreneur-In-Residence with InnovationUBC.