Everybody’s business: not even in Gustavson’s classrooms yet

At Gustavson, we don’t wait for students to get into the classroom to start the learning. During the week before classes officially start, new Commerce students join a maelstrom of activities that introduce them to our Integrative, International, Innovative, and Sustainable/Socially Responsible pillars. The annual MIIISsion Impossible, for example, blends (like a KitchenAid on High) teambuilding, creativity, sustainability, global mindset, cooperation, presentation and maybe even a little networking.

On Friday, Sept 5, all the third-year students were assigned to five-person teams. They had the morning to dream up an innovative, sustainable, socially responsible business idea that would be a good cultural fit for the home country of the international or exchange student on the team. In the afternoon, they presented their ideas visually and verbally to community and faculty judges.

This year’s winning team of Rachel Beckley, Sara Fouwaaz, Evyn Haberstock, Lisa Nilsson, and Angus Wong proposed Tim the Talking Trash Bin, an interactive waste can that teaches children to recycle, instilling a sustainable mindset from an early age. The product, the students explained, scans each item and ensures it has been placed in the correct bin. “Tim” then speaks to the child to further encourage recycling and sustainability.

Free public talk today!

What entrepreneurs can – or should - do before they dance with the angels

John Mullins, best-selling author and Associate Professor at London Business School, will tell the stories of five distinct customer-funded models that today’s entrepreneurs can, and often should, use to fund their start-ups or to finance and grow their companies.

Today! Thursday, Sept 11, 7:30-9 pm
UVic’s David Turpin Building Room A102
Sponsored by the Innovation Centre for Entrepreneurs