Communiqué
October 24, 2013

Flipped classroom
The University of Victoria’s video-conferencing & video-on-demand services are now free for faculty and staff. Review the Service Catalogue or contact AV for information.

1. Integration is not just a buzzword
2. Rights holders don’t bite
3. It’s the government, stupid

Management, human resources
Anthropology studies the social environment in which people live and the impact that this has on attitudes and behaviours. Managerial Anthropology explores how to better understand human nature in order to become better managers and employees. The concept, coined by Prof. Kemi Ogunyemi from Lagos Business School, has been turned into both a textbook and a successful course within the MBA programme. It has also been taught as executive education seminars. In the UN PRME blog Oct 21, 2013.

Teaching sustainability to business students: a webinar with Andy Hoffman Oct 31/13 10:30-11:30 PT
A Price Waterhouse Coopers survey found that 87% of Fortune 1000 CEOs believe sustainability is important to a company’s profits. But what does that mean and how do we teach this rapidly changing topic in a business school?
In this webinar from the University of Michigan’s GlobalLens, Professor Andrew Hoffman offers a structure and model to teach sustainability in a business context. The structure is built on the idea that to properly train our students, we have to frame sustainability in terms of business fundamentals: operational efficiency, consumer demand, cost of capital, regulatory compliance, and more. The key for business students is to teach them how to frame and interpret those imperatives as central business concerns so they can address them in their future companies and careers.

Correction – with CSSI’s apologies
As she has been doing for the last five or so years, Ana Maria Peredo asked her IB 405 Sustainable Communities students to visit a local community-based social enterprise to undertake what she calls a "Photojournalism" project. Students then analyze how the organization’s activities contribute to social, cultural, economic, political and environmental sustainability at the local and global level. On October 16, Ana Maria invited PhD student Richard Tuck to present his research on the broader topic of the "green economy" and then open the class to discussion. "It was a great sign," he said afterward, "that even before I asked them to, students introduced new ideas into the conversation, like the political barriers to green economic development in BC or how the local organizations that they had just interviewed fit into Greater Victoria’s Green Economy."

PhD student Sarah Easter also attends the class regularly as part of her PhD teaching training, and on Oct. 16th she took part in providing feedback on the students’ projects.