Communiqué
Centre for Social and Sustainable Innovation
August 2, 2012

PRME
Giselle Weybrecht, author of the United Nations Principles of Responsible Management Education blog and of the book *The Sustainable MBA*, likes our work. Thanks to all the people at Gustavson, the UVic sustainability office, and PICS who contribute stories, links, and news items, our Communiqué was featured on the PRME blog this week!

Marketing, Service Management
YYJ flies to Number Eight among the Top Ten most-loved airports in the world! Find out what travellers think is great about it.

Big bucks in cases
The 2013 John Molson MBA Case Writing Competition is seeking original, unpublished and unused business case studies to be used during the 2013 John Molson MBA International Case Competition.
Aimed at students in MBA programs, the cases and associated material must concentrate in the area of Strategic Management and be based on either field research or research from secondary sources and should describe a recent business situation in an actual organization.
First Prize: $10,000 - The case writer will also be invited as a guest of the Case Competition to attend the final presentation and the closing banquet at which he/she will receive the first place prize and a maximum of $2,000 for travel expenses.
Second Prize: $5,000; Third Prize: $3,000; Additional Cases: Three other cases used during the Case Competition will be awarded $1,000 each.

Gustavson’s commitment
Gustavson School of Business has committed to including or addressing sustainability and/or social responsibility in every core BCom and MBA course, and in every Victoria MGB course – during the current academic year.
If you’d like to double-check whether you need to adjust the content of your courses for the coming terms, come on in and visit the baseline documents in SharePoint.

SharePoint navigation
Check out the handy link above or take three easy steps: share.uvic.ca/bus, then the Centers tab, then CSSI on the left.

In the CSSI stuff section is “S,SR content in Gustavson courses” with baseline S/SR data for all GSB courses in an Excel spreadsheet, and for core courses in a Word table.

Also in the CSSI stuff section is the folder with the readings, case studies and videos spreadsheet, if you’re looking for links or ideas to add content to this fall’s courses.