Gustavson’s commitment for the coming year (unanimously approved at the May 2011 Faculty Council) is that every core BCom, core MBA and Victoria MGB course will have some S/SR content. Our numbers are already astounding and some of the wonderful stats are in the upcoming Dean’s Newsletter.

To help you get a handle on which courses are already “green” (in the broadest possible sense) and which still need adjusting, our SharePoint site (share.uvic.ca/bus) has a couple of baseline documents: A spreadsheet (called “S, SR in all courses”) shows which Gustavson courses currently have some S/SR content (as you’ll guess, they’re the green ones); A Word table (called “S, SR in core courses”) shows which core courses already contain some S/SR elements. Both are in the Business SharePoint site, under the Centers tab, and within CSSI, and then CSSI stuff.

**Ethics, Finance**

Only about one in five [Americans] has much trust in banks, according to Gallup polls, about half the level in 2007. ...Sixty-two percent of Americans believe corruption is widespread across corporate America. This New York Times article explores the problem.

**Construction**

Two of the world’s ten biggest green roofs are in Vancouver.

**Branding and marketing**

You catch more flies with honey than vinegar. Same goes for trademark disputes – and corn mash

**Generation X – what are they thinking?**

In a series of annual surveys, the Longitudinal Study of American Youth (LSAY) has asked a national sample of Generation X young adults about their awareness and concern about climate change and about how they follow the issue and make sense of the competing arguments. This research report summarizes the author’s findings.

**Disclosure and share price**

New evidence shows that companies create value for shareholders by voluntarily reporting their greenhouse gas emissions. According to a University of California study that examined press releases issued over a 10-year period on the Corporate Social Responsibility (CSR) newswire, average stock prices increased nearly half a percent in the days following emissions-related announcements, with larger gains for smaller companies. In total, the companies studied, whose industries ranged from utilities to IT to health care, saw a $10 billion increase in market value related to their CSR releases.