

THE UNIVERSITY OF BRITISH COLUMBIA
Curriculum Vitae for Faculty Members

Date: April 20th 2019

Initials: PC

1. SURNAME: Cubbon

FIRST NAME: Paul

2. DEPARTMENT/SCHOOL: Marketing and Behavioural Science

3. FACULTY: Sauder School of Business

4. PRESENT RANK: Instructor

SINCE: 2005

5. POST-SECONDARY EDUCATION

University or Institution	Degree	Subject Area	Dates
Simon Fraser University	MBA	General	1998-2000
Oxford University	B.A. (Hons)	Geography	1980-83

6. EMPLOYMENT RECORD

(a) *Prior to coming to UBC*

University, Company or Organization	Rank or Title	Dates
Simon Fraser University	Instructor (part-time)	2000-03
Capilano University (was Capilano College)	Instructor - initially p-t then f-t	1999-2005
Independent Management Consultant	Owner	1998-present
Private Company	Marketing Director	Jan-Nov 1997
Unilever	Various: Marketing Manager, Innovation Manager, Trade Marketing Manager, Brand Manager.	Feb 1987 to Sept 1996
J Walter Thompson (advertising agency)	Account Manager – Client Services	Feb 1984 to Sept 1986

(b) *At UBC*

Rank or Title	Dates
Instructor (full time)	Since July 2005
Instructor (part-time)	Sept 2001-June 2005

7. LEAVES OF ABSENCE

University, Company or Organization at which Leave was taken	Type of Leave	Dates
UBC	Sabbatical	Jan-June 2012

8. TEACHING

(a) *Areas of special interest and accomplishments*

I am a passionate educator, committed to exploring innovative ways to enhance student engagement and learning. I consider myself as a navigator, interpreter, coach and cheer-leader. My interest is helping students to develop and grow, and I gain a sense of accomplishment from seeing students make breakthroughs in personal development.

Current roles and recent accomplishments include:

- Leader of Creative Destruction Lab (CDL-West), a formal 5-year partnership program between UBC and U Toronto, to support seed-stage investment, disruptive technology ventures in mentorship and early stage funding. Launched Jan 2017, and expanded Fall 2017 to add a BioMed (Health) cohort
- Lead the Innovation & Entrepreneurship Group
- Sauder's liaison with e@ubc for university wide entrepreneurship workshops and with other faculties including:
 - Medicine, BioMedical Engineering, APSC (and ICICS), L&FS, and Lorne Whitehead's HIBAR initiative.
- Co-designed Learning Labs
- Co-designed BCOM Capstone
- Led creation of new BCOM Entrepreneurship Option
- Collaborated with APSC to develop Entrepreneurship Minor for Engineering
- Major involvement in actively onboarding new colleagues
- Mentoring TAs and alumni in teaching enrichment
- Significant redesign of NVD and Tech Entrepreneurship courses
- Co-designer and long-time facilitator of COMM101

- Re-designed and co-ordinated of BA 504 – term 1 MBA BSI integration and b-plan course.

Previous achievements:

- Designed and delivered a new course in Qualitative Research Methods for MBAs focusing on ethnographic methods, which was subsequently embedded into other courses. (2013)
- Co-designed and co-delivered a new course, Decoding Social Media, in collaboration with the School of Journalism. (2013)
- Co-designed and delivered a pilot series of workshops based on the Lean Launch Pad methodology for start-ups to identify customers and clarify product/service offering. Delivered this Jan-Feb 2013 as a pilot. Revised and expanded the LLP workshops - ongoing. Gained wider adoption of LLP methods by incorporating into relevant credit courses.
- Led the design of a new Innovation and Entrepreneurship Track for the MBA program, involving new course design. (Design 2011-2012 for first teaching Fall 2012. Further refinements into 2013-14.)
- Created and delivered the new first year undergraduate “Business Fundamentals” Comm101 course in pilot form. This course represents a major shift in thinking and practice about how first year and large class learning takes place. Team-taught, involving some 10 Professors and many support colleagues, this course rolled-out to ~500 incoming first years in Fall 2010 and repeated to 500+ in Fall 2011, where we confirmed a format that works well and that will repeat annually for the majority of incoming first years. The focus on the course is on engagement in learning through use of multiple methods of teaching. The goal is to enthuse students about the world of business and give them a first over-view of the many components and how they inter-connect.
- Through comm101, led the pilot testing and feedback on enhanced functionality for “PulsePress”, a wordpress live blog tool with Twitter-like functionality. This allows for all students to comment live and simultaneously in (and out) of class. It enhances engagement and participation and provides a way to draw less confident students into the discussion. CTLC is now expanding this for usage across UBC.
- Support colleagues in experimental teaching approaches, in both the MBA Core/IF and Comm101.
- Created eMarketing course, transferring it from undergraduate to MBA and across 3 schools; redesigning it annually since 2000. Redesigned the course significantly in 2008 (Sept), 2009 (Jan) and Sept 2012 to engage students in applied AdWords projects in industry, personal blog creation to develop web-writing skills and social media auditing and design. Incorporated Hootsuite Pro certification in social media dashboard management, for all students in 2013.
- Redesigned the advertising/marcom course to involve an industry-applied approach and bring in live clients for students to work on, with a strong focus on connecting with social enterprises and SMEs (2010 and 2011).
- As a member of the Core Faculty (now IF) team in both the FT and PT Cores, I have continued to be actively involved in continuous improvement initiatives, including the introduction of Capstone, the introduction of the Capsim simulation, Decision Briefs, an overhauling of the new venture business plan project, along with other smaller

improvements to the student learning experience. I continue to provide substantial input to improving the design of the overall MBA program, with a focus on integrated learning.

- Mentored undergrads to re-launch the Marketing Club and to obtain AMA student chapter status. (2008-09)
- Substantial and sustained level of support for students in career guidance job seeking and coaching.
- Designed a series of open enrolment executive education courses, which ran for a number of years.
- Work with Executive Education to gain new business – significant win was BCLC, a multi year client. I was joint academic director of this program, 2009-2011.
- Actively promote the Sauder profile through multiple media interviews and industry contact.
- Since Fall 2011, major input into the redesign of the MBA program, and development of curriculum, including many new courses, for the Innovation and Entrepreneurship Track of which I am the track champion.
- Championed collaborative entrepreneurship across campus by meeting with colleagues from many faculties to explore ways to expand partnerships, building on the current Sauder/Engineering success.
- Successfully co-led a TLEF application to support development of flipped classroom video development, following successful pilot work in 2012.

(b) *Courses Taught at UBC*

I have taught many courses over the years. Highlights include:

- Comm 101: Introduction to Business. Co-designed and continue to team teach this multi-section course, now required for all incoming first year students.
- Comm 464: eMarketing – designed and continued to substantially update for many years, up until 2014.
- Comm 462: Integrated Marketing Communication – redesigned and taught up to 2011.
- Comm 466: New Venture Design: team taught with Applied Science. Significant re-design and growth of this course, resulting in the creation of multiple ventures.
- Comm 486M: new in 2015, co-designed and co-taught pilot Capstone course: Integrated Strategic Decision-Making.
- COMM 486S: Decoding Social Media – co-designed with the School of Journalism, and taught 2013 & 2014.
- BA 504: Integrated case and business model design – redesigned in 2014.
- BAMA 513: eMarketing – designed and continued to substantially update for many years, up until 2013.
- BAMA 504: Integrated Marketing Communication – redesigned and taught up to 2011.
- BAEN 541: Introduction to Entrepreneurship: since 2012, upgraded to a required, full course as BAEN 550 in 2017.
- BAEN 506-507: Technology Entrepreneurship, since 2013.

(c) Graduate Students Supervised

I have supervised many students (more than 100) over the last 15 years. These have been mostly MBA interns, industry projects or entrepreneurial ventures. However, I have also supervised directed studies for undergrad and grad students

(d) Other: Executive Education

- Strategy and Innovation, Academic Lead on this week-long residential program (until 2017)
- Historically, taught open enrolment in Marketing Communication, Digital Marketing and Social Media, and Business Planning.
- Custom Executive Education, multiple courses, including, co-designing and leading a multi-year program for BCLC. I've also designed and taught Executive courses for Whistler Tourism, Korea Telecom, Daehong Advertising Agency (Korea), a Brazilian MBA visiting group, CICETE Chinese Senior Management Group (multiple years), Indian Institute MBAs and French Bank: Caisse D'Epargne.

9. SCHOLARLY AND PROFESSIONAL ACTIVITIES*(a) Areas of special interest and accomplishments*

Innovative pedagogies: flipped classroom models and active workshop approach to increase engagement in learning. Learning by “failing” and becoming “more comfortable with being uncomfortable” are two of several unconventional approaches I take to stimulating deeper learning. I also try to work with tensions between models and points of view to then draw out learning from the comparisons, including potential synergies. I also put a lot of emphasis on reflective learning from these atypical classroom experiences.

Co-designed with Darren Dahl an innovative EdX “Intro to Marketing” course, which has been taken by thousands of students from around the world, in both free and paid formats.

Co-designed a Lean Launch Pad product-market fit online resource guide with multiple videos. Trialled in 2018 and made widely available for free use in 2019.

(b) Presentations

- TedX UBC: “the unlecture: project engagement.”
- STLHE Montreal: flipped class approaches to large group engagement.
- Dalhousie, Halifax: Lean Start-up methods applied to interdisciplinary venture creation.

- UBC: Flipped Lab
 - Flipped classroom
 - Engagement through back-channels
- BCAIM: Group-on pricing model presentation
- Sauder School of Business presentations
 - Social media (3 different presentations)
 - Lean Launch Pad with e@ubc – designed and co-iterated and co-taught 16 cohorts, each of up to 10 ventures
 - Flipped Classroom
- School of Architecture: the influence of physical structure on pedagogical innovation.

10. **SERVICE TO THE UNIVERSITY**

(a) *Areas of special interest and accomplishments*

- HIBAR: (Highly Integrative Basic and Responsive research). Active committee member 2018-19
- LTIC (Learning Technology Innovation Committee) member: 2015-17
- CIRS Fellow (by invitation)
- e@ubc liaison – this is a major ongoing role over several years, and involves significant time across a broad agenda to support venture creation.

(b) *Memberships on committees, including offices held and dates*

- APTL: curriculum committee. Multi-year to 2016.
- Various other minor committees for Sauder – historical.
- UBC committees: learning spaces and flipped lab – both historical.
- Informal involvement giving input into new Sauder building.
- Regular contact with VPRI on Innovation.

11. **AWARDS AND DISTINCTIONS**

Consistently high teaching evaluations in undergrad, MBA and executive programs; student nominated finalist for MBA teaching award in 2006, 2007, 2008, 2009.

Winner of the Sauder School of Business Talking Stick for Pedagogical Innovation, 2010-11.

Winner of the Sauder School of Business CGA Graduate Teaching Award, 2012-13.

Winner of the Killam Undergraduate Teaching Award, 2015-16.