

24 hrs

Number of credits : 3

Language of instruction: English

Course leader: SOBCZAK André

Teacher : SOBCZAK André

COURSE DESCRIPTION

Companies have to face various social, ecological, economic, local and governance challenges.

This course deals with the definition and the implementation of a CSR strategy that allows to transform these challenges into opportunities for innovation, competitiveness and performance.

COURSE OBJECTIVE

By the end of the course, students will be able to identify the interests of integrating CSR at the heart of the business model and the strategy and to analyze the different CSR standards. They will be able to define a CSR strategy, to implement it, to involve the different stakeholders and to communicate the outcomes internally and externally.

CONCEPTS TAUGHT

- CSR
- Functional economy
- Circular economy
- Bottom of the pyramid
- Stakeholders
- Responsible leadership

TEACHING METHODS

The course will use various pedagogical methods, including knowledge transfer, discussions, team work and case studies. The students will take advantage from testimonials from practitioners who will be invited to certain sessions.

EXPECTED WORK AND EVALUATION

Students are expected to work on case studies and to actively participate in class discussions.

As part of the continuous assessment, students are required to make a group presentation on CSR frameworks. This presentation is designed to assess whether students can design a project incorporating stakeholder issues.

VALUATION METHOD

50%: Continuous assessment

50%: Final exam