

Programme description

2024 Spring semester



Sustainable Strategy in International Business (SSIB)

DESCRIPTION

The general purpose of this program is to increase the students' understanding about the concept of sustainability and its application in business. During the program, students will learn how sustainability is being practiced by businesses today. Specific objectives include :

- actively participate in discussions about Sustainability and international business
- become aware of the challenges while managing international teams
- understand organizational sustainable performance
- know managerial practices that impact sustainable performance

LEARNING GOALS

- LG1.** With a strong knowledge of the role and the place of organizations within global economies, be able to master management strategies and decision making processes
- LG2.** Acquire skills and tools to be (or to become) a Tomorrower
- LG3.** Act with a global & responsible mindset
- LG4.** Think in a circular economy context

TEACHING METHODS

Learning through concepts and tools' acquisition

Delivered through a combination of classroom and hands-on exercises, independent studies, and challenging questions.

Learning through case study

After having discussed concepts, approaches and tools, Professors encourage students to develop their knowledge and work practice by using a solving case approach.

Learning through practice and Research

Field Research Project or FRP. In group, students are invited to write a paper and perform an oral presentation based upon subjects suggested by student groups, the school, or business partners.



Schedule

Requested arrival period to Pau: between 8th and 11th January
15th January - 28th April



Courses

Modules	Teaching language	Teaching hours	ECTS credits
Sustainable & intercultural leadership	EN	30	4
Sustainability & global business	EN	30	4
Sustainability performance measurement	EN	30	4
Marketing, social media practices and sustainable performance	EN	30	4
Information systems, organizational design and sustainable performance	EN	30	4
Sustainable Performance Applied research project	EN	30	4
Business English	EN	30	4
Language courses French for English speakers English for French speakers	FR or EN	15	2



Learning intended outcomes

After successfully completing this program, the students will be able to:

- ▶ develop an appreciation of the need for sustainability in business
- ▶ understand how to go from mere strategy to action for sustainability
- ▶ lead intercultural teams
- ▶ analyze data using advanced statistical techniques such as IBM SPSS
- ▶ communicate effectively both in oral form and in written form in English