

International management Global Sustainable Strategies 2021 Fall semester

Head of Program: Charlotte FONTAN SERS



Description

The GLOBAL SUSTAINABLE STRATEGIES Major Track seeks to give students a broad view of what organisations, Leaders and managers need to know and do when dealing with **global responsibility and sustainability**, and how to combine the notions of People, Profit and Planet.

Learning Goal	Type of contribution	Measure
LG1. With a strong knowledge of the role and the place of organizations within global economies, be able to master: - management techniques (bachelors) - management strategies and decision making processes (master)	Development	AOL Process
LG2. Acquire Skills and Tools to be (or to become) a ToMorrower	Development	AOL Process
LG3. Act with a Global & Responsible Mindset	Exploitation	AOL Process
LG4. Think in a Circular Economy Context	Initiation	AOL Process

Learning Objectives



- Widen students' management focus to obtain a perspective of global responsibility and sustainability of the business, through the analysis of best practices and theories from a wide range of sectors and countries,
- Challenge old concepts and assumptions in order to align business practices with current trends and economic conditions,
- Present the latest concepts and ideas for developing corporate sustainable and responsible strategies that create not only value for shareholders but also wealth for the whole stakeholders and balance the notions of People, Planet and Profit
- Help students identify and analyse the roles that senior executives must play in order to manage responsibly and sustainably their people and production and lead their companies more effectively

Program

Module	Teaching Method	Language	Hours	ECTS
UE 1 : Global Responsibility	Lecture + Practice	Eng.	30	5
UE 2 :Alter Management	Lecture + Practice	Eng.	30	5
UE 3 : Project management & Sustainable Development	Lecture + Practice	Eng.	30	5
UE 4 : Responsibility in Finance and in Human Resource Management	Lecture + Practice	Eng.	30	5
UE 5 : Social Entrepreneurship	Lecture + Practice	Eng.	30	5
UE 6 : Sustainable Marketing and Social communication	Lecture + Practice	Eng.	30	5
6 modules		100% English	180 heures	30 crédits ECTS

Module Presentation

UE 1 : Global Responsibility

This course analyzes why, how and under what conditions businesses are innovating to address corporate responsibility expectations in a global economy. It focuses on co-creation of value, innovation, and CR policies, processes, and impacts and examines country-level influences on corporate responsibility.

This course seeks to critically examine the proposition that the planet is safe in the hands of business as the Work Business council on Sustainable Development would have us believe.

We examine the science behind climate change and look at the impact that industry has on global warming; we review the voluntary codes that are so attractive to large corporations to legitimise their operations, and ask, 'are these programmes making business more sustainable? We draw on global data on resource use and pricing and consider the longer term implications of scarcity of resources, and we consider if there can ever be 'sustainable capitalism'.

UE 2 : Alter Management

In this module, there are 2 courses : Sustainable leadership & change Management and NGO Management.

Sustainable Leadership and Change Management coaches, motivates and inspires students to become aware of their own values, skills, strengths and weaknesses, work on their mission statements. There is a hope that students take responsibility on what they select as a change management for sustainability in a real life (in all levels of organizational context such as: education, business, environment,...), use their capacity to convince and empower others and engage the community in sustainability and ethical leadership.

NGO Management will review the history of NGOs and their evolution throughout the years in terms of origin and definition, ethics, scope of work, recognition by other bodies, regulation and management. The hugely varied diversity of NGOs will be highlighted with a particular emphasis on the necessity to understand the consequences of the ensuing diversity of approaches.

UE 3 :Project management & Sustainable Development

The Sustainable Development is a real and big issue for the whole society in terms of global understanding on a philosophical and historical aspect, and of local operating realization on a political and economic aspect.

The course will focus on the notion and the process applied to different project management cases: cities, organizations, companies and non for profit organizations. The Olympic Games will be one of the examples developed. The Sustainable Development have several and different definitions as realities according to the type of actors. Seminars, project cases and role-playing games through the sport as a subject will add realism to the general learnings.

Module Presentation

UE 4 : Responsibility in Finance and in Human Resource Management

After the financial crisis, in 2008, banks and corporations were attacked for neglecting the long-term interests of their clients as well as their impact on society and the environment. There was an urgent need to rethink business and finance: to move away from an outdated narrow view of capitalism towards the concept of shared value. Sustainable finance is the practice of creating economic and social value through financial models, products and markets that are sustainable over time.

Human Resource Management became an essential part of global management studies with the internationalization of trade and the interdependence between nations economically. Emergence of multinational companies (MNCs) and migration of people to other nations seeking employment made the IHRM a fertile area for research and study.

UE 5 : Social Entrepreneurship

Students will be introduced to microfinance/microcredit, ethical banks, fair trade and other **social economic mechanisms**. They will explore the historical backgrounds, aims, set up, stakeholders, successes and challenges of each mechanism and they will be encouraged to compare and contrast them both in relation to each other and in relation to the direct assistance approach. Each student will also have to work on a Social Business Project.

UE 6 :Sustainable Marketing and communication

Sustainable Marketing and communication is the process of promoting, selling, and distributing a product or service in a sustainable market in such a way as to educate customers of the multiple benefits of valuing human, economic, and natural capital. It applies traditional marketing techniques but in a specific context. This category of marketing seeks to capitalize on the increased value consumers place on eco-friendly products and companies that have a perceived commitment to sustainability in its production.

Teaching Methods

An Interactive and differentiated Pedagogy divided into three main learning concepts:



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 introduced and discuss with students main 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

In addition, Professors encourage students to go through rigorous field projects that enable them to put into practice all their learning. This takes the form of what we call a 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 companies that work very close with the school. What we are looking for when teaching is to offer to students: knowledge, methods, tools, and experience that can help them to develop their skills not only as a manager but also as a leader. We believe that being a leader implies being able to develop skills and integrate behavior as: Transformational Leader, Adaptive Leader, Inspirational Leader We believe that our teaching method can help you to be a leader who inspires innovation and change.

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