

Programme description

2022 Fall semester

ESCPAU
BUSINESS SCHOOL
FOR TOMORROWERS®



Global Sustainable Strategies (GSS)



DESCRIPTION

The Global Sustainable Strategies Major Track seeks to give students a broad view of what organizations, 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 GOALS

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)

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

September - December



Courses

Modules	Teaching language	Teaching hours	ECTS credits
UE 1 - Global responsibility	EN	30	5
UE 2 - Circular management and Social communication	EN	30	5
UE 3 - Project management and Sustainable development	EN	30	5
UE 4 - Responsibility in finance and in Human resource management	EN	30	5
UE 5 - Social Entrepreneurship	EN	30	5
UE 6 - Applied research project sustainability in business	EN	30	5
UE 7 - Language courses French for English speakers English for French speakers	FR or EN	30	5



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 analyze the roles that senior executives must play in order to manage responsibly and sustainably their people and production and lead their companies more effectively