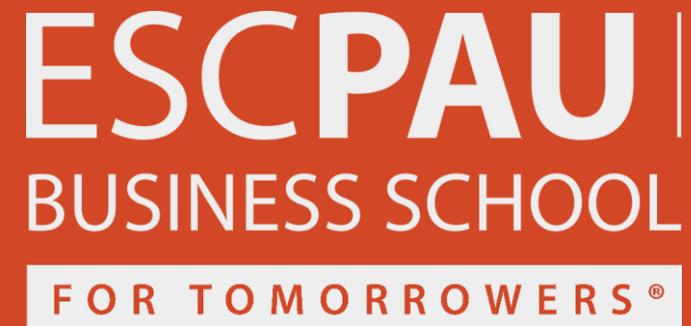


Global Sustainable Strategies

2022 Fall semester

Head of programme: 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 |
|---|----------------------|-------------|
| <i>LG1. With a strong knowledge of the role and the place of organizations within global economies, acquire management strategies and decision-making processes suitable for businesses and the workplace</i> | Development | AOL Process |
| <i>LG2. Skills and tools to be a "Tomorrower"</i> | Development | AOL Process |
| <i>LG3. Act with a Global & Responsible Mindset</i> | Exploitation | AOL Process |
| <i>LG4. Understand challenges of a circular economy and be able to decide and act in this context</i> | 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 |
|--|--------------------|--------------|------------|-----------------|
| Global Responsibility | Lecture + Practice | Eng. | 30 | 5 |
| Circular Management and Social Communication | Lecture + Practice | Eng. | 30 | 5 |
| Project management & Sustainable Development | Lecture + Practice | Eng. | 30 | 5 |
| Responsibility in Finance and in Human Resource Management | Lecture + Practice | Eng. | 30 | 5 |
| Social Entrepreneurship | Lecture + Practice | Eng. | 30 | 5 |
| Applied Research Project Sustainability in Business | Lecture + Practice | Eng. | 30 | 5 |
| 6 modules | | 100% English | 180 heures | 30 crédits ECTS |

Module Presentation

Module 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'.

This module will also focus on circular economy and NGO management.

Module 2 :Circular management and Social Communication

Circular Management : Circular management is a managerial innovation inspired by the circular economy. This managerial innovation is based on a simple idea: the development of the individual's skills and abilities. It will help offer company managers and executives innovative leadership models, capable of giving a new direction, a boost, a renewed energy to the commitment of employees

Social communication classes focus on nonprofit marketing strategies. It provides essential tools and practical knowledge to achieve effective impacts. Thanks to case studies and nonprofit communication examples, we explore the methods, failures, marketing strategies to capture people's attention, especially donors and others supporters. The course will also explore corporate foundations' characteristics, their developments well as their role in the society.

Module 3 :Project Management and 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

Module 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.

Module 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.

Module 6 : Applied Research Project Sustainability in Business

Sustainability is a buzzword that is used nowadays in business more than ever. This module is an application based research project, which will introduce the students to research methodologies such as qualitative literature reviews, literature matrix etc. to better understand where we are in sustainable strategies from an academic standpoint. There will be workshops focused on learning about research by actually immersing in it and doing it firsthand. The first part of this course will enable the students to acquire knowledge around applied research. Following the stage of knowledge acquisition, during the latter half of the course, the students would be coached to produce a synthetic, critical and coherent report on Circular Economy and Sustainable Strategies. Finally, the report would be presented in front of a panel.

Reading, understanding, exploring and discovering what the literature says about sustainable strategies and circular economy would help the students to critically comment and produce a written report on the subject.

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.

Manager

Charlotte FONTAN SERS

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