

PROGRAMME DESCRIPTION

2023 FALL SEMESTER



ESCPAU
BUSINESS SCHOOL
FOR TOMORROWERS®



Sustainability in Management and Marketing (SMM)

► DESCRIPTION

The goal of this programme is 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

- 1- Applied Business Knowledge:** understand the fundamental theories and frameworks of management and business
- 2- Responsible Mindset and Cultural Awareness:** understand the complexities of the cultural, economic and social environments as they impact business in a local and global context.
- 3- Communication:** deliver effective written and oral presentations in professional settings.
- 4- Critical thinking:** recognize connections between competencies to make sound business decisions and solve problems.
- 5- Adaptability:** show flexibility and dare to take risks in response to changes and innovations.
- 6- Collaboration:** contribute to collaborative environment and high performing teams.

► TEACHING METHODS

The courses include a variety of methods to ensure effective learning in a practical context (e. g. discussions based on text, readings and current events; compelling case analysis, self-assessment and oral presentations). Students should be active participants and the pedagogical methods are based on experiential, coaching and peer learning.

Experiential learning

It allows students to put the theory into practice and reinforces the development of a range of soft skills including collaboration, communication, critical thinking and adaptability.

Case Studies

Students learn to use several references to obtain, explain, and use information from their course work to actual and real cases they do engage in learning by doing.



Schedule

Integration week (requested presence): 18 to 24/09/23

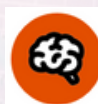
Programme dates: 25/09 to 22/12/23

Break: from 30/10 to 05/11/23



Courses

Modules	Teaching language	Teaching hours	ECTS credits
Sustainability in business	EN	30	4
HR & Intercultural management	EN	30	4
Responsible & Purpose marketing	EN	30	4
Sustainability economics for organizations	EN	30	4
Sustainable project management	EN	30	4
Sustainable marketing in local industries	EN	30	4
Business English	EN	30	4
Language courses French for English speakers English for French speakers	FR or EN	30	4



Learning objectives

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

- 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