

Sustainability in Management and Marketing

Charlotte FONTAN SERS

ESCPAU |
BUSINESS SCHOOL
FOR TOMORROWERS®

Learning objectives



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.

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

Programme

	Teaching hours	ECTS credits	Continuous assessment	Final Exam
Sustainability in business	30	4	40%	60%
HR & Intercultural management	30	4	40%	60%
Responsible & Purpose marketing	30	4	40%	60%
Sustainability economics for organizations	30	4	40%	60%
Sustainable project management	30	4	40%	60%
Sustainable marketing in local industries	30	4	40%	60%
Business English	30	4	40%	60%
Language courses French for English speakers English for French speakers	30	4	40%	60%

Sustainability in Marketing & Management (SMM)

Sustainability in business: 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 World Business council on Sustainable Development would have us believe.

HR and intercultural management: 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. Intercultural management is seen as a management form capable of knowing the existence of different cultures, to integrate the values on which these crops in the performance of different business functions and combine taking culturally sensitive with the overall strategic imperatives.

Sustainability in Marketing & Management (SMM)

Responsible & Purpose marketing: It enables students to reflect on buyers' decision-making process for ethical products and services along key elements at the base of purpose-driven organisations such as beneficiaries. In this module, students will learn to apply their marketing skills in the contexts of social and solidarity economy, among purpose-driven sectors, as they define a precise marketing plan to reach relevant targets (social and commercial) at the relevant time and engage with their different audience (stakeholders) to further develop the relationship and foster social change. It will also help explain some of the modern myths surrounding cause-communication tactics (purpose-washing)

Sustainability economics for organizations: 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.

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Sustainable project management: Learning about project management is important for any manager. This course will highlight the tools and strategies associated with sustainable project management. Issues like circular economy, sustainability impact, energy impact etc. will be discussed during this module.

Sustainable marketing in local industries: This course will help the students to learn about the local industries around Pau and how they are engaging in Sustainability. The south-west region of France is known for many industries like Wine production, Agro based food - Fois-gras, Energy sector – Total energies, Aviation – Safran, Airbus etc. In the course students shall know about these industries and how doing business in France is particular. This course shall expose the students to strategies of doing business in France.

Manager of the programme

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