

PHILIPPE DE WOOT IN CORPORATE SUSTAINABLE MANAGEMENT

LANGUAGE:

English

PREREQUISITES:

The CSR class (compulsory course in the part 1 of the first semester).

TEACHING METHODS:

The format is based on active learning and includes lectures, conferences with practitioners, multisector case studies, videos, readings, incidents and class discussion, and project work (individual projects and projects by group).

EVALUATION METHODS:

Discussion and active participation will be very important in this major. Students' acquisition of knowledge and know-how will be assessed using written exam, written reports based on group or individual projects, and oral presentations.



CONTENT

The current economic system has been very effective in supporting private interests, but this wealth creation now faces two major challenges that jeopardize future prosperity: (i) wealth creation is very unequally shared among individuals and countries, (ii) natural resources management and environmental issues now turn out to be able to limit our growth perspectives. The new challenge is to manage global commons, which requires to adopt a creative and transversal perspective in business management. In this context, this multidisciplinary major aims to develop competent and responsible leaders with a transversal view of the different management fields (leadership, strategy, entrepreneurship, human resource, finance, marketing, accounting, audit, supply chain). This major will offer a solid understanding of the complex dilemmas and the tools to develop agile and responsible organizational cultures and to implement effective compliance, business ethics and corporate sustainable management programmes.

6 MANDATORY COURSES

- Business Ethics and Compliance Management (Q1)
- Sustainable Management and Value Chains (Q1)
- Finance and Responsible Investment Practices (Q1)
- Sustainable Human Resource Management and Leadership (Q2)
- Corporate Sustainability Reporting and Marketing Strategy (Q2)
- Social and Sustainable Entrepreneurship (Q2)

Career Opportunities:

We live in a "risk society" that is struggling to maintain its values; the job opportunities related to corporate sustainable management, ethics and compliance are thus growing. These opportunities are transversal functions that require both a thorough knowledge of the company and the ability to work closely with all the functions of the company.

Among other career opportunities, we can quote ethics and compliance officers, CSR managers, sustainability manager, management consultants, risk managers, auditors, CEOs, board members, directors, regulators, public officers and international directors.

Priority in this major is given to

- Corporate citizenship to enhance ability to act consciously, aware of your responsibilities, placing human and ethical considerations at the very heart of thinking and actions;
- Innovation and entrepreneurship or the ability to innovate, develop entrepreneurial skills and lead change;
- Knowledge and reasoning to master a multidisciplinary body of knowledge (in terms of contents, methods, models and conceptual frameworks);
- Personal development to prepare students to act effectively as an emerging leader or as a professional in the field of compliance management, business ethics and sustainable development of companies;
- Work effectively in an international and multicultural environment: The capacity to serve as an interface between stakeholders with different ways of thinking, belief systems, backgrounds, nationalities, cultures, etc.

AIMS:

The objectives of this multidisciplinary major are:

- to analyze how business organizations can learn how to use their resources not only efficiently but also in a sustainable and regenerative way and thus to integrate sustainability and responsibility thinking in corporate policies, strategies and practices;
- to identify how this fundamental paradigmatic change in thinking about management can contribute to addressing effectively economic, environmental, societal and human sustainability challenges (such as climate change, human rights);
- to provide appropriate understanding of the management tools needed to develop policies, strategies and practices which contribute not only to corporate sustainability but also to societal sustainable welfare and how these tools can be implemented and dealt with on a daily basis;
- to stimulate students' critical thinking about their role in a society confronted with sustainability challenges and paradoxical choice situations as individuals, consumers, future employees and corporate leaders.