

## Corporate Social Responsibility



### SCHOOL

IAE School of Management



### CAMPUS

Saint-Serge



### LEVEL

1st year Master's degree



### OPEN TO EXCHANGE STUDENTS

Yes



### SEMESTER

Spring (S2)

- > **Degree course:** Management et commerce international
- > **Teaching unit:** UE 2-4 Ethique et Environnement institutionnel
- > **Course language:** English
- > **Duration (hours):** 16
- > **ECTS:** 3
- > **Teacher(s):** Eva Cerio and Laure Dykstra

#### > Assessment:

- Continuous assessment
- Final exam

#### > Teaching methods:

- Lecture course 16 hours
- Tutorial course hours
- Practical work hours

- Case study
- Project

## COURSE DESCRIPTION

The course follows the following outline:

- 8 hours on CSR (Eva Cerio)
- 8 hours on inclusivity (Laure Dykstra)

Assessment: 2 hours final exam

## OBJECTIVES

Students will be able to:

- Define the concepts of CSR and sustainable development, and understand their foundations and associated issues.
- Implement and analyze a CSR strategy, considering all stakeholders
- Understanding the importance of inclusion in the workplace and its implementation

## PREREQUISITES

This course is open to all beginning students with no prior knowledge of sustainability or CSR. Nevertheless, some general knowledge on these topics is beneficial.

## SELECTIVE BIBLIOGRAPHY

Chandler, D. (2019). Strategic Corporate Social Responsibility: Sustainable Value Creation. SAGE Publications  
<https://youmatter.world/fr/>