

**COURSE: Sustainable Business**

**CODE: 2122\_DD\_4\_2\_003\_E**

**PROGRAMME: Global BBA**

**LEVEL: Undergraduate**

**TYPE: Semester course**

**LANGUAGE: English**

**TERM: Spring**

**CAMPUS: Rouen**

**TEACHING HOURS: 30**

**CREDITS: 6**

**PRESENTATION:**

Increasingly, society and the economy have to tackle the challenges of sustainable development (SD). In this context, firms, whatever their sectors of activity, size, and location, have to adapt their vision and practices in every area: research and development, supply chain management, marketing, business model, management, communication and management control. All this makes a significant impact on their costs and strategy. These changes lead to debate, negotiation and compromise between the different stakeholders impacted by the firm's activity. The changes can also be seen in jurisprudence, customer expectations and new norms and laws. For a firm, corporate social responsibility (CSR) and SD are linked to risk management, innovation and the development of new business models, some of which can lead to society level changes. Facing these issues, the firm can react in various ways: defensively, as followers or proactively. These evolutions also have consequences for the individual. As new social and legal expectations emerge, every member of the firm can face personal dilemmas: what attitude should I adopt in the face of irresponsible or unethical practices?

The aim of this course is to prepare students for current and future changes in firms and their profession in connection with the need for companies to take into account the impact of their activities on the physical, economic and social environment.

**PREREQUISITE: None**

**LEARNING OUTCOMES:**

- To understand the interrelated current challenges of sustainable development, social responsibility and ethical voice;
- To understand the dynamic that leads from public debate and controversy to the appearance of new behavioural principles for firms;
- To know and understand the principal tools and references related to CSR/SD and ethics, in every department of the company;
- To perceive the potential for innovation and reconfiguration that CSR/SD represents for firms, the economy and society as a whole, in the developed countries as well as in the developing ones.

**TEACHING METHODS:**

Learning results from classes alternating input from the professor and discussion of case studies and examples, workshops facilitated by the professor and collective and individual work carried out in parallel with the classes. The teaching method is based on student involvement: building on active participation in class and significant personal investment outside class time, especially with regard to work such as: case studies to read and prepare before class; research and analysis to prepare before class; applied case studies to be studied after class; compulsory additional reading on topics dealt with in class.

[Back to the top](#)