



MANAGING A SUSTAINABLE DEVELOPMENT PROJECT: Balancing performance and social & environmental responsibility

*5 study points
P4 2019*

Sessions on March 20-21 and May 6-7 2019 from 16:00 to 19:15

Examiner:

Associate Professor Martin Fougère, Department of Management and Organisation
Contact information: martin.fougere@hanken.fi

Lecturer:

Mr Guillaume Lefebvre, Crédit Agricole Group
Contact information: guillaume.lefebvre@ca-cib.com

Language: English

Grading: attendance to all sessions and presentation of a case study

I. Rationale

Sustainable Development (“SD”) and Corporate Social Responsibility (“CSR”) are no more an emerging value but a fact for all companies to consider in their strategy and management. The objectives of this course are threefold:

- 1) Deliver the main principles of SD and CSR
- 2) Train students to be able to understand and implement a SD project as a trainee or a junior staff in a company
- 3) Get main insights of the impact of CSR from the vision to the strategy and to the managerial decision

II. Course aims and final objectives

This course is aimed at students:

- Motivated by the implementation of sustainable development in a firm or other organization
- Who wish to start a career in the management of non government organizations (NGOs) or in a firm’s sustainable development department

The course is based on the following complementary key elements:

- Review of the principles of sustainable development
- Review or presentation of the key elements of project articulated around sustainable development principles
- Practical experience of a sustainable development project
- Management and cultural contexts required for the success of such a project

Learning objectives:

At the end of the course, participants will have gained the knowledge, competencies and methodological tools allowing them to steer a sustainable development project.

In particular, they will be able to:

- Assess the cultural and political contexts of the organization: diagnosis and proposal formulation stage
- Conceive and structure a project: construction stage
- Steer and mobilize the required energies: management stage
- Manage sustainable development in a dynamic and in an integrated way: from manager to “sustainable manager”

Finally, the participant will be able to balance performance and social corporate responsibility.

III. Format and Procedures

The course is organized around conferences-seminars dealing with various themes. Four conferences of three hours each will be held (see Course Schedule on Section VII below).

Conferences are based on:

- ⇒ Core contents to be transferred to participants, but also methods and practical implementation tools
- ⇒ Video support material illustrating the theme of the lecture
- ⇒ Testimonies of specialists active in various economic sectors

**Managing a Sustainable Development Project:
Balancing, within a corporation, performance and social as well as environmental
responsibility**

IV. Learning logic of the course

The course is articulated in such way that the students will go progressively from overall concepts and contexts of sustainable development and CSR to implementation of them in a real business case:

- 1) Historical context of sustainable development and CSR
- 2) Major concepts
- 3) Major principles directing sustainable development projects
- 4) From the project to the CSR report
- 5) Integrating CSR within the overall company strategy

V. Course Requirements

Prerequisite:

Participants need to have 5 study points in Hanken’s CR study module or equivalent.

Students are advised to have read “the little prince” before the course.

International learning experience:

The course is international in nature, given by a professional with extensive experience of both (1) lecturing on the topic in business schools abroad and (2) sustainable development projects in different cultural contexts. The course puts an emphasis on how different cultural contexts affect sustainable development projects.

Class attendance and participation:

Students are expected to attend each of the four conferences. Non attendance shall be done in accordance with Hanken University’s policies and practices regarding absences.

No reading is expected from the participants in order to attend this course but active participation and relevant questions are highly encouraged!

VI. Grading Procedures

Grades will be based on 3 factors :

- students' attendance (10 %),
- a group presentation of a case study during the third conference. The presentations will be held by groups composed of about four students. The group's notation will be attributed to each student of the group and will constitute the final grade to the course (50 %).
- an individual written note (of about 8 to 10 pages) describing the sustainable development project they would implement in their own organization or in the organization they have presented in the business case. This note should evidence that the learnings of the course could be reinvested operationally. It could take the form of an internal professional note to an Executive Committee or a Board of Directors to get their approval on the implementation of such a project (40 %).

VII. Course Schedule

Date & Time	Number of conference	Topic
March 20 2019 16:00 - 19:15	<u>Conference n°1</u>	<u>Historical context of sustainable development and CSR</u> 1) Historical review on Sustainable Development and on the Development of CSR values within a firm 2) Economic and sociological context of Sustainable Development
March 21 2019 16:00 - 19:15	<u>Conference n°2</u>	<u>Key concepts and major principles directing sustainable development projects</u> (the three fundamental pillars of a SD project): 1) Environmental aspects 2) Social and societal aspects 3) Economic aspects
May 6 2019 16:00 - 19:15	<u>Conference n°3</u>	Students' examination + producing a CSR report 1) Case Study presentation: ⇒ 5-6 power point slides, including references ⇒ 10 minutes oral presentation including Q&A ⇒ Methodology and examples to be distributed during the conferences 2) Implementing a SD project and producing a CSR report ⇒ Implementing a SD project ⇒ Producing a CSR report ⇒ Required elements for the success of a CSR assessment (corporate strategy and management)

May 7 2019 16:00 - 19:15	<u>Conference n°4</u>	Business cases evidencing a strategy integrating CSR principles: associating stakeholders, considering both global and financial values, is it a myth or reality?
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