

Summer programme: Responsible Management

11th June / 21st June 2019

PUBLIC: Final year Undergraduate or Master students

TEACHING LANGUAGE: English

Dates including final exam:

Tuesday 11th June - Friday 21st June 2019. Students will be expected to arrive in Rennes on Monday 10th at the latest and leave on the 21st mid-afternoon at the earliest.



PRE-REQUISITES:

- Successful completion of at least two years of undergraduate level studies.
- Strong command of spoken and written English



Application

REGISTRATION DEADLINE

1st April 2019

FEES Fee-paying students: 1450€

Exchange students: tuition fees can be waived if an agreement has been signed between Rennes SB and the home institution.

APPLY

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Programme 27 teaching hours / 6 ECTS (3 US credits)

The purpose of the programme is to provide students with a conceptual framework and practical ideas for understanding how organizations and managers can optimize economic, social and environmental performance through a successful Corporate Social Responsibility strategy. It will examine how responsible managers and their companies' stakeholders can work together to create a more sustainable world.

TOPICS COVERED

- Reframing the purpose of Business
- Stakeholder Management
- Responsible Leadership
- Embedding CSR into the Company's Strategy and Culture
- Environmental Management
- The Institutional Environment of CSR
- CSR and Investors - Responsible Finance
- CSR and Employees - Responsible Human Resource Management
- CSR and Consumers - Responsible Marketing

ASSESSMENT METHODS

Individual presentation + Group presentation + Final exam.

FACULTY

A team of multicultural professors with CSR expertise from Rennes School of Business.

INCLUDED IN THE PROGRAMME:

27 hours of classroom teaching
Teaching material
WiFi access inside school
Company visits (Rennes)
Tour of Rennes
Welcome breakfast and farewell lunch

NOT INCLUDED IN THE PROGRAMME:

- Accommodation (a list of suggestions is sent to enrolled students)
- Meals - Transportation - Cultural visits - Insurance