



Rennes School of Business



Rennes School of Business



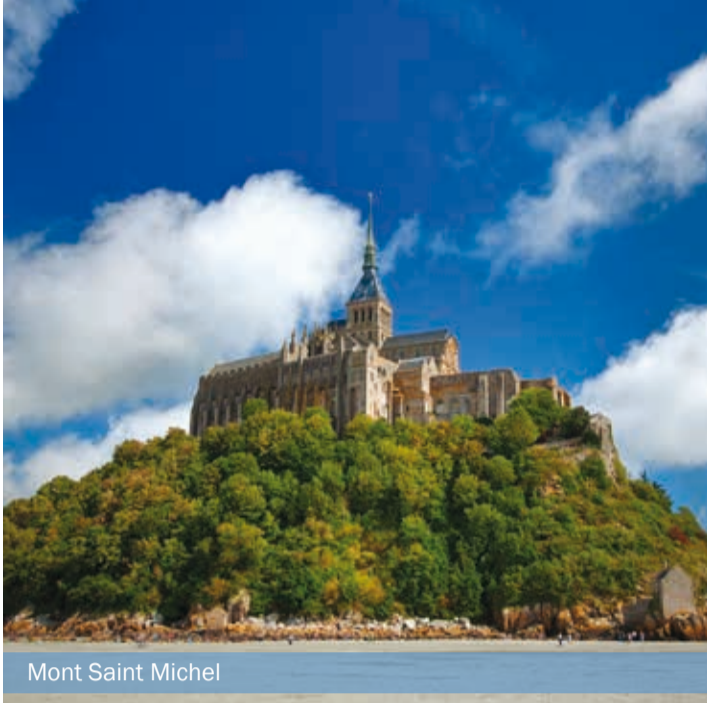
"Bloomberg" trading room | Rennes School of Business



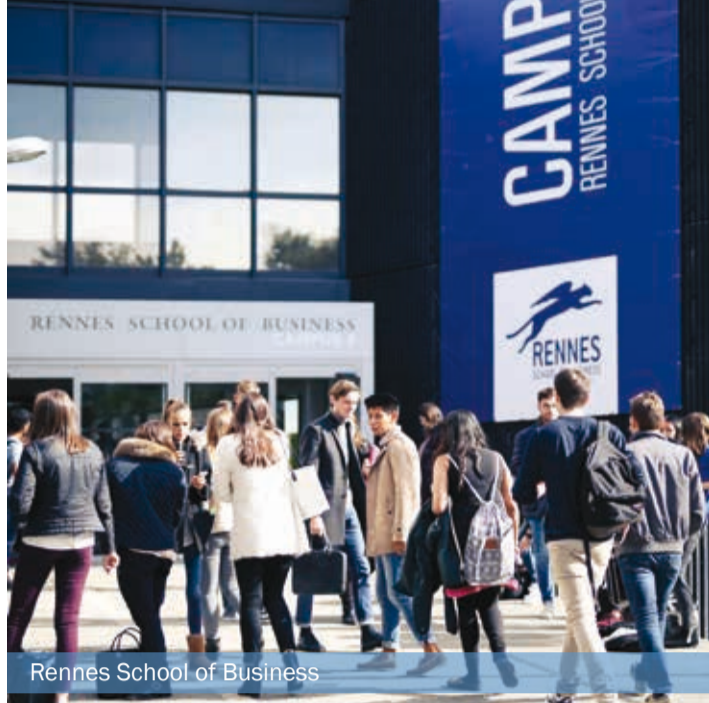
Musio studio | Rennes School of Business



Brittany



Mont Saint Michel



Rennes School of Business



City of Rennes



Rennes School of Business



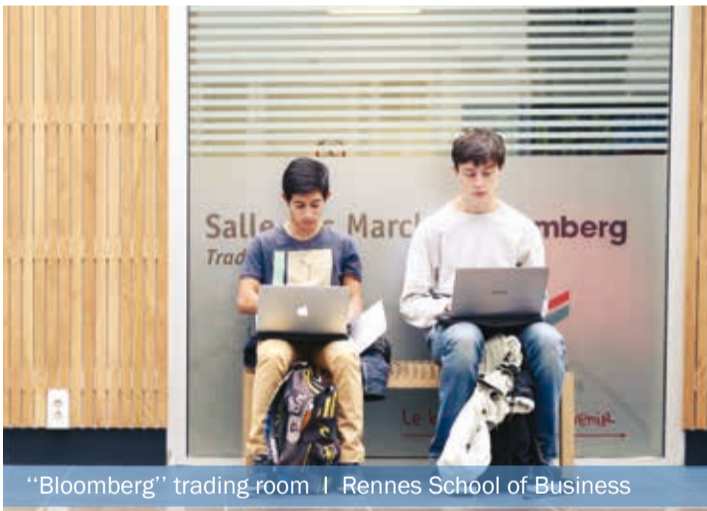
City of Rennes



Sports hall | Rennes School of Business



This experience really opened my eyes to new business strategies; I became aware of how other cultures work. I met people from all over the world and travelled to see amazing sites around Rennes.



"Bloomberg" trading room | Rennes School of Business



Student club | Rennes School of Business



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SUMMER PROGRAMME

RESPONSIBLE MANAGEMENT

13 · 23 June 2017

RENNES SCHOOL OF BUSINESS, France



Brittany



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RESPONSIBLE MANAGEMENT

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RENNES SCHOOL OF BUSINESS, France



Coordinator
laura.meunier@rennes-sb.com

2, rue Robert d'Arbrissel - CS 76522
35065 Rennes Cedex
France

Tél. : +33 (0)2 99 54 63 63
Fax : +33 (0)2 99 33 08 24



Rennes School of Business, triple accredited EQUIS, AACSB and AMBA, is located in Brittany in the western part of France, Barely 1 hour 30 from Paris by high-speed train (TGV) and 1 hour from London by plane. Ranked among the best places to live in France, Brittany offers beautiful landscapes and exceptional historical heritage. The region has also developed a competitive industrial and service economy: telecommunication, biotechnologies, automobile, agribusiness, naval industries and tourism are major economic activities in the region.

SUMMER PROGRAMME: RESPONSIBLE MANAGEMENT

There is a growing expectation today from company stakeholders that business should not only maximize profits but should also be environmentally and socially sustainable. "People, planet, profits" is becoming the new normal. The purpose of the Summer 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 (CSR) strategy. The Summer Programme will examine how responsible managers and companies' stakeholders - employees, customers, suppliers, government, the community, and society at large - can work together to create a more sustainable world.

PROGRAMME CONTENT

The two-week Summer Programme includes 30 hours of classroom teaching, personal study time, presentations by guest speakers (local managers practicing CSR), and company visits. In addition to developing their environmental and social awareness, students will take part in a variety of team-building projects in a multicultural learning environment designed to sharpen their problem solving, presentation, and cross-cultural communication skills.

The teaching content provides an integrated view of societal issues and functional areas of business as they relate to Responsible Management. Specific topics include:

- 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

Students will complete and be graded on an individual presentation, a group presentation, and a final exam. Before arrival in Rennes, students will be asked to prepare an individual presentation on an individual and institutional "CSR hero" from their country which they will present upon their arrival in Rennes. They will work in groups to develop a presentation on a topic related to the transition to a more sustainable world. On the last day of class, students will be assessed through a final essay-type exam.

CREDITS

Students who successfully complete the programme will be awarded 6 ECTS / 3 US credits.

FACULTY

A team of multicultural professors with CSR expertise from Rennes School of Business and its partner universities.

GENERAL INFORMATION

Public: Final year Undergraduate or Master students.

Teaching language: English.

Dates including final exam: Tuesday 13 June 2017 – Friday 23 June 2017. Students will be expected to arrive in Rennes on Monday 12 June 2017 at the latest.

PRE-REQUISITES

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

ACCOMMODATION

- Accommodation is included in the fees (for fee-paying students).
- Exchange students will be provided with a list of residence options.

INCLUDED IN THE PROGRAMME:

- Transfer from meeting point at the train station to accommodation on Monday 12 June 2017.
- Teaching material.
- 30 hours of classroom teaching.
- Guest speakers and company visits involving innovative SMEs and multinational companies located in Brittany.
- WiFi access inside the School.
- Welcome breakfast and farewell lunch.
- Cultural visits.
- Sightseeing excursions.

REGISTRATION DEADLINE

- 1 April 2017: early bird.
- 15 April 2017: final deadline.

CANCELLATION POLICY

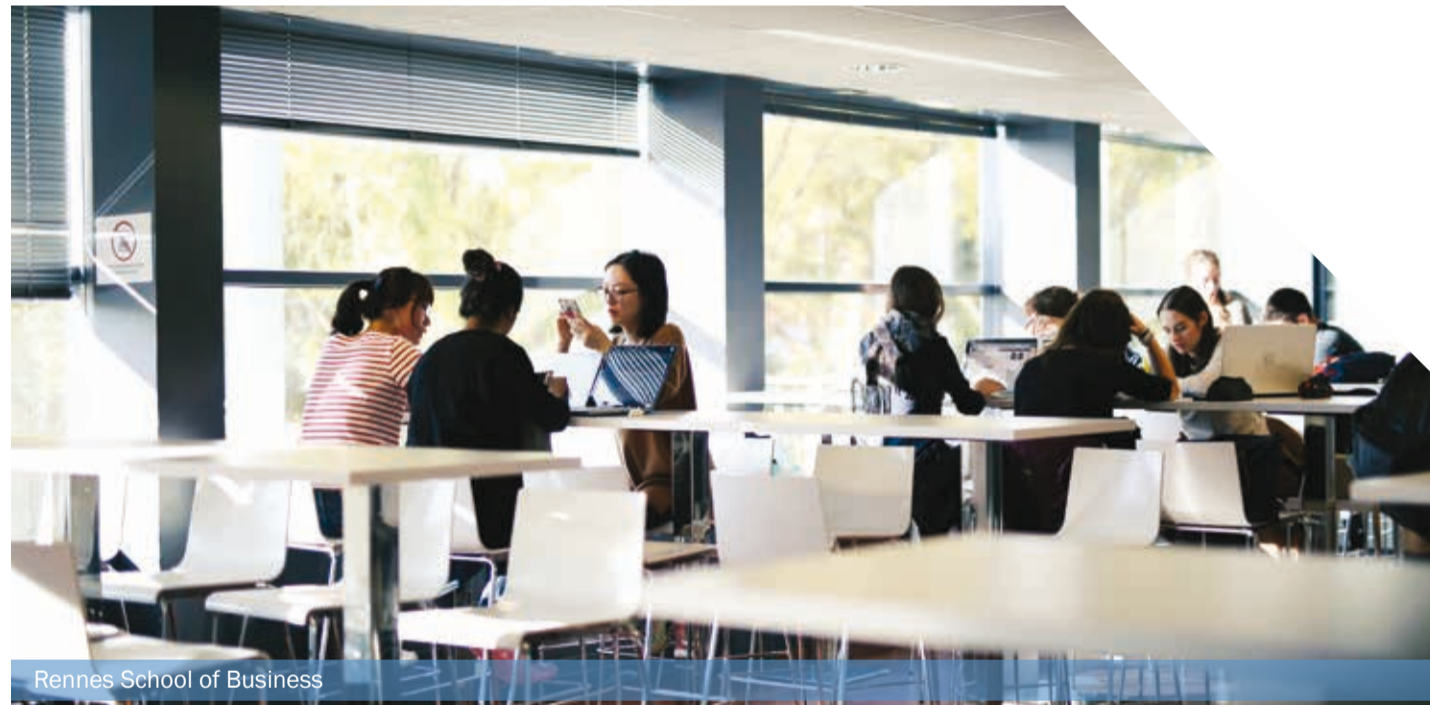
- After 1 May 2017: no fees refunded.

FEES

- Fee-paying students:
 - € 1 420 - early bird rate for students who register before 1 April 2017.
 - € 1 650 - full rate for students who register till 15 April 2017.
- Exchange students: tuition fees will be waived if an agreement has been signed between Rennes School of Business and the home institution. All other costs - accommodation, meals, transportation and cultural visits at the student's expense.

APPLICATION

- www.rennes-sb.com



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Learning center | Rennes School of Business



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