

« MASTER'S DEGREE 1 » LEVEL

MENTION : MANAGEMENT ET COMMERCE INTERNATIONAL
DISTINCTION: MANAGEMENT AND INTERNATIONAL TRADE

PARCOURS : STRATEGIES & MANAGEMENT INTERNATIONAL ("SMI")
CAREER: STRATEGIES AND INTERNATIONAL MANAGEMENT

SUSTAINABLE BUSINESS STRATEGIES IN A GLOBALIZED ENVIRONMENT

TEACHER :

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TEACHING OBJECTIVES

As is the case for many of my courses, this course rests mostly on 2 main sources of documents: professional articles and paper reviews on the one hand, and video documents on the other. The 2 sources of base documents we work from offer pedagogical diversity, and at the same time enable the student to form a true opinion based on different aspects of a given topic. The obvious goal is to trigger and develop as much as possible of the student's ability to analyse, synthesize sustainable business strategies and approaches. The course is organized along several general topics all related to sustainable practices and strategies witnessed in the corporate environment.

PREREQUISITE :

Being selected by a jury team composed of SIM Master's program faculty members, and be admitted into the course upon jury decision in June, for a course start in September of the same year. Each course lasts one quarter (semester).

COURSE OUTLINE AND GENERAL DESCRIPTION: The course is organised along weekly meetings, or sometimes meets bi-weekly, depending on overall schedule of the Master's program. The sessions last 3 hours each, and the course volume is 15 teaching hours in one semester. The course is coupled with another course entitled "Sustainable Development Policies in Organizations", and the 2 courses complement each other.

The students are asked to complete advance reading each time prior to the meetings, with reading handed out to them one week prior to meeting discussion. Each reading is organized around a specific topic, which is then introduced, explained and discussed in the meetings. Students are asked to exert critical thinking and analysis in order to form a group opinion in view of debating on the topic.

Depending on importance and scope of the topics, some issues discussed can extend over one single session. Also, additional business news documents (videos) related to sustainable practices in the corporate world can be played in order to facilitate student understanding of a given issue. Likewise, students are asked to think critically and provide perspectives along with matching justifications.

The course explores and investigates some of the following issues:

Organizations' sustainable approaches and strategies and:

_ The interest businesses have to switch over to sustainable practices: the pros and cons of such changes in small-scale organizations as well as in larger organizations:

_ The changes to the global business environments caused by such strategies, and the potential

impacts of such orientations for companies in terms of communication, talent pool recruitment, bottom line and overall directions for the short and long-term future.

Please note:

All topics deemed fit by the instructor can be tentatively selected. Prep work is oriented in such a way that students gradually acquire and/or deepen the necessary knowledge and thinking process to best tackle the Master's 2 year and, ultimately, practice the reflection and decision-making in their analyses that they will need once they are autonomous working professionals. Although course topics are decided ahead of time, depending on the latest economic developments, there may be changes /additions to the planned topics.

- **BIBLIOGRAPHIC ELEMENTS:**

- _ Documents drawn from specialized news sources will be used on a regular basis: Paper extracts or abstracts, specialized press articles and reviews, comprehensive surveys from consulting firms (PwC, Mc Kinsey...)
- _ Excerpts from the 'Market Leader' series will be used (FT Publishing, Pearson), 3rd Edition:
- _ Excerpts from research papers dealing with sustainable strategy assessments and overviews
- _ Conventional yet highly useful resources will also be called upon, such as Wordreference and Linguee, for example.