

# Gestion Durable//Sustainable Management

Teaching SD & CSR at  
ICHEC Brussels Management School

- ✿ Master 2 students
- ✿ Main option in Master 2
- ✿ Choice among 9 options at ICHEC + Erasmus + Academy of Louvain
- ✿ 180 hours + thesis + traineeship
- ✿ 2 days a week between September and December
- ✿ First trial 3 years ago > did not open
- ✿ First session: September 2009
- ✿ Chosen by +/- 12% of the students

## ✿ Mix between

- ❖ classical lessons
- ❖ business games
- ❖ cases
- ❖ testimonies (experts, companies)

## ✿ General content

- ❖ Global approach of SD and CSR (concepts, history, legal frame, actors, stakeholders)
- ❖ The main challenges: ecological, social and economical aspects
- ❖ Specific approach for social and ecological challenges
- ❖ Companies strategies

✻ We insist on developing:

- ❖ a systemic approach
- ❖ a critical view
- ❖ a comprehension of the main priorities
- ❖ a practical approach
- ❖ values

## ✿ Evaluation method

### ❖ Individual work

### ❖ One big case study in group: building a business strategy for a specific (but fake) company

- What are the vision, mission, values
- Who are the stakeholders and how to manage them
- What are the ESG impacts of the companies, how to classify them, set priorities
- Develop an action plan (1 to 5 years)
- Develop a free wheel strategy: this company in 25 years

- ✿ After one year, the main challenges are:
  - ❖ build a real systemic approach, based on the 3P's
  - ❖ develop the business case: innovation, new markets, CSR & performance...
  - ❖ improve the group case study
  - ❖ starting at a basic level > lack of mainstreaming
  - ❖ introduce the social issues
  - ❖ The extent of the concepts, theories, issues, ...: where to put the limits, what is the scope?