

RSE (MF2E)



Component
École Nationale
Supérieure
d'Électrotechnique
d'Électronique

In brief

- > **Ametys Code:** N9EK01BC
- > **Open to exchange students:** No

Presentation

Objectives

- Present corporate social responsibility: definitions of the concept of sustainable development (SD) and its implementation using the guidelines of standard 26000.
 - Tutorial on a company's CSR report to identify the SD issues taken into account by the chosen company, and its consistency with the company's potential impacts.
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Description

The aims of the course :

- introduce you to the challenges of CSR for your future profession
- understand the role of CSR in organizational strategies and how its challenges are transforming organizations and their business models
- understand how CSR and its challenges will impact your way of working and managing
- identify stakeholders' expectations in terms of CSR and related issues: climate change, employee disengagement, the search for meaning, biodiversity, management, marketing and responsible communications
- know how to identify what is genuine CSR and what is window-dressing or greenwashing
- understand how a CSR strategy is implemented and better understand your future contribution
- take the right stance within the company, knowing what you're really talking about

- be able to ask the right questions at a job interview to prepare yourself properly