never stop daring.
MBA CSR STUDY TOUR
2021 EDITION

Studying at Audencia means learning at one of the best schools in France – a world-renowned management education and research institution.

Highly ranked and triple accredited, Audencia’s superior curriculum and deep connections with the business world translate into proven results for graduates of our programmes, whether they go on to further study or into the job market.

Audencia attracts students from 87 countries and faculty from around the world. With more than 250 global academic partners, we offer a truly international environment for learning and engagement.

Train to be a leader for positive change with study at Audencia Business School. Our short MBA courses allow you to develop your skills in one of four innovative, flexible concentrations at a top European institution.

This study tour aims at providing the students with an overview of the French and, more broadly, the European approach to Corporate Social Responsibility (CSR). More specifically the course will explore the role of government in CSR, sustainability and responsible management.

While CSR is a challenge for companies and organizations in all parts of the world, the way these principles are implemented within organizations differ between countries since they are influenced by legal, economic, social and cultural contexts.

This programme is highly selective with a limited number of students (max. 15).

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**Tuition fees and eligibility**

There is no additional fee for students from partner institutions.

This programme targets senior Master students with at least 3 years of postgraduate work experience

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**QUESTIONS ?**

Contact our Programme Manager:

Claire DELHOMME
cdelhomme@audencia.com

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**COURSE SCHEDULE**

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<tr>
<th>DATES</th>
<th>LOCATION</th>
<th>COURSES</th>
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<tr>
<td>March 15 - 19</td>
<td>ONLINE</td>
<td>Introduction to the Role of Government in CSR</td>
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<td>European Union Perspective on CSR</td>
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<td>The Impact of Legislation on Diversity Management</td>
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<td>The Impact of Legislation on CSR Reporting</td>
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COURSE SUMMARY

CORPORATE SOCIAL RESPONSIBILITY IN THE EUROPEAN CONTEXT: THE ROLE OF GOVERNMENT

The study tour will focus on the role of government at the international, the national and the local level in encouraging CSR, sustainability and responsible management. The French context is particularly interesting from this point of view, since France was the first country in Europe that introduced mandatory non-financial disclosure. The European Union is also host to a range of CSR initiatives and strategies which will be explored.

Seminar descriptions:

1. Introduction to the Role of Government in CSR
This introductory session will consider the voluntary and regulatory aspects of CSR and explore the relationship between government and business in the context of CSR. Specifically, the session will cover trends, changes and a range of different roles which Government can take.

2. EU Perspective on CSR
The European Union is involved in a wide range of CSR strategies and initiatives. This session will introduce some of today’s most pressing sustainability issues and give participants the opportunity to explore the different viewpoints and interests of relevant stakeholders, and the steps the EU has taken to address them.

3. The Impact of Legislation on Diversity Management
Clearly linking HR theory to the work environment, this seminar explores Corporate Social Responsibility (CSR), Equality and Diversity. Special attention will be given to the impact of legislation on Diversity Management. A comparative viewpoint shall be adopted throughout the seminar.

4. The Impact of Legislation on CSR Reporting
This session is intended to show the history and trends of the most important CSR disclosure standards and regulations in Europe, to outline different reporting regimes by showing the cross-national differences but also to encourage a discussion around the future directions of CSR reporting.

The pedagogic team:

Jennifer Goodman
PhD in Management Science, ESADE Business School, Spain
Complete CV

Christine Naschberger
PhD in Management Science, Technical University of Munich, Germany
Complete CV

Emma Avetisyan
PhD in Economics & Social Sciences, Skema Business School, France
Complete CV
Mandatory readings prior to the study week:


Online material: Videos

- Christine Naschberger: Women: How to better negotiate your salary: [https://wearethecity.com/videos-2/](https://wearethecity.com/videos-2/)
- SDG 5 Gender Equality by Christine Naschberger, Audencia [https://www.youtube.com/watch?v=MyGSQeCq3nY&feature=youtu.be](https://www.youtube.com/watch?v=MyGSQeCq3nY&feature=youtu.be)

Students will receive a more extensive recommended pre-reading list prior to the course.

ASSIGNMENTS

Tutors: Jennifer Goodman, Christine Naschberger, Emma Avetisyan

Students have the opportunity to work directly on live CSR issues facing the companies they visit in order to draw on class concepts and learnings and apply them to a real case. This will involve researching a specific company and sector prior to the course in order to build a picture of the most relevant challenges and issues, and to identify ways in which the company is pre-empting or responding to these through its existing CSR strategy. During the virtual company visits students will deepen their understanding of CSR in the company and will have the opportunity to discuss live CSR issues that the company is facing. Participants will also be required to consider how government may influence the future direction of CSR in both the company and the wider industry and put forward proposals and recommendations to the company to guide the development of their CSR strategy.

COURSE ASSESSMENT:

Class participation 20% (individual grade)
- Participants are expected to share their ideas, experience, insights and questions during class discussions and company visits, and to make active contributions to team work.

Presentation 20% (group grade)
- Students present their pre-course research on a specific company to prepare for the company visits during the study week.
- Grading: clarity, relevance, depth and breadth of research, team participation

Report 60% (group grade)
- Final report including analysis of live CSR issues and recommendations for the company
COMPANY VISITS AND SCHEDULE

In 2021 the study tour will be held virtually to enable students to continue to gain international insights and experience while travel is restricted. Throughout the study week tour, the students will join seminars with international professors specialised in different aspects of CSR, who have developed extensive research in the areas of sustainability, governance, stakeholder engagement, CSR reporting and diversity. Each of them will focus on a specific feature of CSR in the European context and the role of government within that context.

In parallel, the students will visit virtually several companies that have implemented innovative strategies in the field of CSR and will have the opportunity to discuss current issues and challenges with managers in the field.

Virtual visits planned in 2021:
Coca-Cola, Manitou Group, Saunier Duval, Eram Group

TENTATIVE SCHEDULE 2021:

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<th>Time</th>
<th>Monday, 15/03</th>
<th>Tuesday, 16/03</th>
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<tr>
<td>8 – 12 AM</td>
<td>J. GOODMAN</td>
<td>J. GOODMAN</td>
<td>C. NASCHBERGER</td>
<td>E. AVETISYAN</td>
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