Assignments 2019

Tutors: Jennifer Goodman, Christine Naschberger, Christian Vögtlin

You will undertake an analysis of the CSR strategies and challenges in one of the companies which you visit during your stay in France. This will involve researching the company and sector prior to the course in order to build a picture of the most relevant CSR and sustainability issues, and to identify ways in which the company is pre-empting or responding to these through its CSR strategy. During the course input sessions and company visits you will have the opportunity to deepen your understanding of CSR in the company and of how government has influenced and shaped this. Of key importance is the role that government has played in the development of the CSR policy for this company. You 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.

Students’ task

Before the study week:

- Research and analyse the CSR and sustainability challenges faced by your company and the industry in which it belongs.
- Familiarise yourselves with the CSR strategies of the company.
- Identify the national/international profile of the company.
- Prepare a presentation of your findings to share with the rest of the class when you arrive in Paris.

During the study week:

- Identify more specifically how the CSR strategy of your company has been influenced by government and local, national or international policy and regulation regarding reporting, diversity and other CSR/sustainability issues.
- In what other ways has government engaged with or played a role in the development of the company’s CSR/sustainability approach? Does this vary in the different geographical locations in which the company operates?
- Identify CSR/sustainability issues which remain to be addressed by the company and the sector and consider how the company can pre-empt future trends and regulation.

After the study week:

- Write a report based on your research, course input and company visits. The report will present and analyse the CSR strategy of your company and the role of government in shaping that strategy as well as government’s influence on the sector.
- Identify necessary and anticipated government actions to advance issues of CSR/sustainability relevant to the company and formulate recommendations for the company to improve their current and future CSR/sustainability 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)
- 15-20 minute group presentation using Powerpoint (or other tool) to introduce the company, the sustainability challenges faced by the company and its industry, and how the company is responding through its CSR strategy.
- Due date: Monday 11th March 2019 14:00
• Grading: clarity, relevance, depth and breadth of research, team participation

Report 60% (group grade)

• 10-15 pages report not including title page, references and appendices
• Language: English
• 12 Times New Roman; line spacing 1.5; numbered pages
• Due date: Please send your reports to Jennifer Goodman (jgoodman@audencia.com) before April 12th, 23:59 CET. Reports submitted after the submission deadline without an approved valid reason will be given a penalty of 2 points per day.
• Grading:
  20% overall writing, grammar and presentation
  30% research on CSR strategies and activities
  30% analysis of the role and impact of government
  20% creativity and strategic content of recommendations