


5 credits

30.0 h

Q2

Teacher(s)	Swaen Valérie ;
Language :	French
Place of the course	Louvain-la-Neuve
Main themes	Dans cette perspective, le cours a pour objectif de doter les étudiants de références analytiques solides leur permettant d'identifier la place des valeurs dans les organisations, d'expliciter les arrière-plan philosophiques qui les sous-tendent, d'en évaluer la pertinence et de faire le tri entre des positions concurrentes. La CSR sera étudiée ici à la fois comme le révélateur d'une prise de conscience critique des entreprises contemporaines quant à leur domaine de responsabilité et comme un analyseur des orientations éthiques susceptibles d'orienter l'action des managers aujourd'hui.
Aims	<p>L'objectif de ce cours est de proposer aux étudiants des matériaux pour une réflexion critique sur les problèmes d'éthique personnelle et sociale que pose le fonctionnement des organisations contemporaines - marchandes et non marchandes - , ainsi que sur la spécificité du rôle de l'entreprise dans la vie économique. Cette spécificité sera abordée à travers une analyse des principes et des pratiques couverts par le champ de la CSR. En ce sens, ce cours ne propose pas une démarche dogmatique, mais une interrogation critique sur le sens de l'action humaine et les finalités des organisations productrices de biens et de services, dans un contexte de pluralisme philosophique, religieux, culturel, politique. Il s'agit de développer des capacités de réflexion et d'argumentation face à des problèmes concrets qui surviennent dans le domaine du pilotage des organisations et mettent en jeu les valeurs de personnes engagées la recherche d'une forme ou d'une autre d' " efficacité " .</p> <p>-----</p> <p><i>The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".</i></p>
Evaluation methods	<p>Continuous assessment (65%)</p> <ol style="list-style-type: none"> 1. Active participation to the MOOC (20%): videos, readings, discussion forums, quizz and intermediary exercise on essenscia 2. Preparation of case studies (10%) 3. Preparation and active participation in interactive class related to the MOOC (35%) <p>Individual written exam (35%)</p> <p>Second session</p> <ul style="list-style-type: none"> - If you failed in the continuous assessment, you have to give a written report (15 pages) (65%) (if you passed the continuous evaluation, we keep your mark) - If you failed at the written exam in June, you have to pass a written or oral exam (depending on the number of students concerned) in September (if you passed the exam in June successfully, we keep your mark) (35%)
Teaching methods	<p>Participation to the Massive Open Online Course (MOOC) entitled « Communiquer la responsabilité sociétale des entreprises », available for free on the EdX platform. This includes watching <u>videos</u>, readings, participation to discussion <u>forums and to quizz</u>, as well as an exercise about essenscia.</p> <p>Interactive course sessions based on the MOOC: discussions and debates; discussions of new case studies and role plays.</p>
Content	<p>Driven by global crises in financial, economic, and governance systems, companies all over the world devote massive resources to their corporate social responsibility (CSR). But what is CSR? What does it mean, and what does it involve? Do stakeholders really care, and if they do, how should companies communicate with them? In uncertain modern climates, CSR is a crucial driving force of a (r)evolution in business.</p> <p>This course addresses CSR in two ways:</p> <ul style="list-style-type: none"> • As a reflection of corporate self-awareness • As a source of innovation and a means to deal with heightened competitiveness, demands for sustainable development, and shifts in international governance <p>By presenting insights from CSR experts, from both academia and practice, this course provides a way to acquire in-depth insights and critical perspectives on companies' CSR activities and communications. The multi-industry case study structure of this course enables participants to confront the challenges facing today's managers as they seek to develop and communicate their own CSR initiatives.</p>
Inline resources	<p>Moodle</p> <p>MOOC: https://www.edx.org/course/communiquer-la-responsabilite-societale-louvainx-louv12x</p>

Bibliography	<ul style="list-style-type: none"> • Tout le matériel disponible sur le MOOC et Moodle + Notes prises par les étudiants pendant la préparation du cours et pendant les cours <p>Gond, J.-P., & Igalens, J. (2012). Manager la responsabilité sociale de l'entreprise. Paris : Pearson.</p>
Other infos	<p>What you'll learn</p> <ul style="list-style-type: none"> • Adopt a critical perspective on managerial practices related to societal issues • Understand the multidimensional nature and content of corporate social responsibility • Apply theoretical frameworks to analyze the organizational challenges that companies face in practice, to diagnose critical situations and to evaluate different possible scenarios for the company / organization, to proposing recommendations for strategic and operational decisions • Understand that companies and organizations face tensions and dilemmas that need to be addressed proactively • Better know your personal values "in order to be able to make better choices and make sense of your professional life and private life.
Faculty or entity in charge	CLSM

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
	ETES9CE	5		
Master [60] in Management	GEST2M1	5		