




5 credits

30.0 h

Q1

Teacher(s)	Dechaene Tom ;Geraci Marco Valerio ;Iania Leonardo ;
Language :	English
Place of the course	Louvain-la-Neuve
Main themes	<p>This course addresses the issue of consumer social responsibility in achieving more sustainable consumption-production-patterns.</p> <p>The issues covered will range from ethical critics of consumerism (e.g. the recent scandal of Amazon destroying massive amount of as-new returned items) to the diverse strategies set up to foster sustainable consumption:</p> <ul style="list-style-type: none"> • buying fair-trade • buying green • zero waste • sharing • recycling, re-using • simplicity, sufficiency & de-growth • local food networks • slow movement • consumer activism • ' <p>Moreover, based on some non-ethical practices quite frequently observed in practice, we will discuss the growth of consumer activism as well as the design and implementation of a sustainable marketing approach.</p>
Aims	<ul style="list-style-type: none"> • corporate citizenship (1.1, 1.2, 1.3) • knowledge and reasoning (2.2) • work effectively in an international and multicultural environment (3.1, 3.2, 3.3) <p>Upon completing this course, students will be able to:</p> <p>1</p> <ul style="list-style-type: none"> - Evaluate the impact of corporate and consumer decisions on, society, and the natural environment, Identify and evaluate the different forms of consumption behaviors and their impact on sustainability, - Identify and activate the social and psychological motivators behind pro-sustainable behaviors, - Explore the use of social marketing to plan and implement behavioural changes in consumers towards a more sustainable lifestyle, - Propose solutions to marketing challenges with ethical and sustainability implications relevant for marketing management. <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	<ul style="list-style-type: none"> • Written test in January (Multiple choice)
Teaching methods	In-class lectures. Online forums. In class group work. Self-study at the Bloomberg terminals. Case study
Content	<ul style="list-style-type: none"> • Portfolio theory • CAPM and consumption CAPM • Bloomberg Market Concepts ® • Financial ratios, credit risk, interest rate risk, etc. • Excel application of a banks' balance sheets
Bibliography	Class notes and scientific articles. Please check https://sites.google.com/site/ianialeonardo/

<p>Other infos</p>	<p>This course is intended for those who seek a better understanding how banks actually work financially.</p> <p>The course consists of 3 blocks, with individual and group work in between. There will be points to be earned for classroom interventions and a written multiple choice exam in January.</p> <p>The first and second block consist of an introduction to a simplified set of financials for a generic bank in a simplified spreadsheet model of which a template, minus the formulae, is provided to students. The model consists of the balance, off-balance items, the P&L, calculation of Risk Weighted Assets, interest margins for each loan category above the swap rate, interest rate hedging the balance sheet, calculating credit provisions, etc.. and, finally, a set of 20% ratios to judge a bank. Students will have access to a slide deck on the subject of approx. 120 pages</p> <p>After block 2, students are individually required to complete the spreadsheet template with all the formulas. Note that all formulas are simple: this course is not intended to make spreadsheet rocket scientists of you, but to make you understand the links between various parts of the financials. So a basic knowledge of Excel should be sufficient.</p> <p>Once all individual models have been uploaded, the class is divided in groups, each of which receive the data of a hypothetical specific bank, to be fed into the template with the formulas. Each group will need to upload its model before block 3, so other groups can have access to the results of other banks.</p> <p>Groups will need to divided tasks to prepare Block 3, a Annual General Meeting of the shareholders, where the management of each group will present its bank to the class and, in the class, another group will act as shareholders and ask difficult questions.</p>
<p>Faculty or entity in charge</p>	<p>CLSM</p>

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Master [120] in Business Engineering	INGM2M	5		
Master [120] in Management	GEST2M	5		
Master [120] in Management	GESM2M	5		
Master [120] in Business Engineering	INGE2M	5		