




Au vu du contexte sanitaire lié à la propagation du coronavirus, les modalités d'organisation et d'évaluation des unités d'enseignement ont pu, dans différentes situations, être adaptées ; ces éventuelles nouvelles modalités ont été -ou seront- communiquées par les enseignant-es aux étudiant-es.

5 crédits	30.0 h	Q1
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Enseignants	Dechaene Tom ;Iania Leonardo ;Olieslagers Ruben (supplée Iania Leonardo) ;
Langue d'enseignement	Anglais
Lieu du cours	Louvain-la-Neuve
Préalables	None
Thèmes abordés	<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"> <li>• buying fair-trade</li> <li>• buying green</li> <li>• zero waste</li> <li>• sharing</li> <li>• recycling, re-using</li> <li>• simplicity, sufficiency &amp; de-growth</li> <li>• local food networks</li> <li>• slow movement</li> <li>• consumer activism</li> <li>• ...</li> </ul> <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>
Acquis d'apprentissage	<ul style="list-style-type: none"> <li>• corporate citizenship (1.1, 1.2, 1.3)</li> <li>• knowledge and reasoning (2.2)</li> <li>• work effectively in an international and multicultural environment (3.1, 3.2, 3.3)</li> </ul> <p>Upon completing this course, students will be able to:</p> <ol style="list-style-type: none"> <li>1 - 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,</li> <li>- Identify and activate the social and psychological motivators behind pro-sustainable behaviors,</li> <li>- Explore the use of social marketing to plan and implement behavioural changes in consumers towards a more sustainable lifestyle,</li> <li>- Propose solutions to marketing challenges with ethical and sustainability implications relevant for marketing management.</li> </ol> <p>-----</p> <p><i>La contribution de cette UE au développement et à la maîtrise des compétences et acquis du (des) programme(s) est accessible à la fin de cette fiche, dans la partie « Programmes/formations proposant cette unité d'enseignement (UE) ».</i></p>

Modes d'évaluation des acquis des étudiants	<p><b>En raison de la crise du COVID-19, les informations de cette rubrique sont particulièrement susceptibles d'être modifiées.</b>                  For the exam session of January, we will use a continuous evaluation approach and your grade will be composed of the following parts:</p> <ul style="list-style-type: none"> <li>• In class assignments</li> <li>• Bloomberg market concept test</li> <li>• Written test</li> </ul> <p>For the exam session of June or September, your grade will be composed of the following parts:</p> <ul style="list-style-type: none"> <li>• Final exam</li> </ul> <p><b>Advanced Finance Part 2 - Tutor Tom Dechaene : Introduction to banking</b>                  Mix of group work, possible bonuses and a short written exam (multiple choice exam) in January.                  Percentage weighting : 50% based on individual contributions during presentations and Q&amp;A in 3rd class, and 50% on multiple choice exam with possibility of bonus on class participation.</p>
Méthodes d'enseignement	<p><b>En raison de la crise du COVID-19, les informations de cette rubrique sont particulièrement susceptibles d'être modifiées.</b>                  In-class lectures. Online forums. In class group work. Self-study at the Bloomberg terminals. Case study</p> <p><b>Advanced Finance Part 2 - Tutor Tom Dechaene : Introduction to banking :</b>                  Mix of in-class teaching, individual homework, group work and a presentation in the 3rd class.</p>
Contenu	<ul style="list-style-type: none"> <li>• <i>Portfolio theory</i></li> <li>• <i>CAPM and consumption CAPM</i></li> <li>• <i>Bloomberg Market Concepts ®</i></li> <li>• <b>Advanced Finance Part 2 - Tutor Tom Dechaene - Introduction to banking :</b>  <i>Aim and contents of this course : to understand a holistic picture of banks and be able to tell a good from a bad bank from the financials (e.g. financial ratios, credit risk, interest rate risk, balance sheet etc.).</i></li> </ul>
Ressources en ligne	<p><b>Advanced Finance Part 2 - Tutor Tom Dechaene : Introduction to banking</b></p> <ul style="list-style-type: none"> <li>• deck of slides for the lectures</li> <li>• for the individual homework : excel spreadsheet of a general bank model</li> <li>• for the group work : excel spreadsheets for specific bank models</li> <li>• recording of the lectures</li> <li>• problem sets</li> </ul>
Bibliographie	Class notes and scientific articles. Please check <a href="https://sites.google.com/site/ianialeonardo/">https://sites.google.com/site/ianialeonardo/</a>
Autres infos	<p><b>Advanced Finance Part 2 - Tutor Tom Dechaene : Introduction to banking</b>                  Teaching material distributed in class :</p> <ul style="list-style-type: none"> <li>• hard copies of the lectures</li> <li>• hard copy of the balance sheet model</li> </ul>
Faculté ou entité en charge:	CLSM

<b>Programmes / formations proposant cette unité d'enseignement (UE)</b>				
Intitulé du programme	Sigle	Crédits	Prérequis	Acquis d'apprentissage
Master [120] : ingénieur de gestion	INGE2M	5		
Master [120] : ingénieur de gestion	INGM2M	5		
Master [120] en sciences de gestion	GEST2M	5		
Master [120] en sciences de gestion	GESM2M	5		