Corporate Social Responsability

ECTS : 6

Enseignant responsable : Clement DAMASSE

Langue du cours : Français

Volume horaire : 36

Description du contenu de l'enseignement :

For the past 30 years, notably since the 1992 UN Conference on Sustainable Development in Rio, companies have increasingly invested resources in their Sustainability strategies. But where are we now? Is it more than mere window-dressing? What kind of value does sustainabilitycreate for organizations and their stakeholders? This course combines a descriptive and a practical approach to the implementation of sustainable practices into an international and multidimensional/sectorial business environment, including description of multiple cases and concrete examples from a professional perspective. The first half of each class will take the form of a lecture, while the second half will consist of practical cases, group works, role playing games etc. Objectives: Provide students with a comprehensive understanding of Sustainable Development and sustainability challenges (social, economic, and regulatory) companies now face (from SMEs to large international corporates). Demonstrate students that Sustainable Development, from a business perspective, is viable when integrated into a business strategy. This course is on Moodle. 1 Introduction and A History of Sustainable Development, from environmental awareness to corporate social responsibility 2 The Challenges of Sustainable Development 3 The Principles of Sustainable Development 4 Corporate Social Responsibility (CSR): Integrating Sustainable Development in companies 5 CSR and Financial Markets (Sustainable Finance) 6 CSR and Customer (Sustainable Communications/Marketing) 7 Diversity and Inclusion 8 CSR and the Supply Chain 9 The evolution of the regulatory landscape (Extra Financial Reporting) 10 Creating a CSR Strategy 11 Recap of the Semester (Exam Preparation) 12 **Final Exam**

Compétences à acquérir :

At the end of the Corporate Social Responsibility class offered by Paris Dauphine University students will be able to understand and critically discuss the concepts and topics of corporate social responsibility as well as business' responsibility. They will have a comprehensive understanding of sustainability challenges (social, environmental, and economic development) that companies face and how transform these challenges into business opportunities. They will also acquire key skills to identify and evaluate specific stakeholders, environmental and social challenges/risks of an organization given its sector, size, localization etc. and outline sustainable action plans.

Pré-requis obligatoires

A great motivation to know more about Sustainability/CSR and how it works in today’s business is sufficient to participate to this class.

Mode de contrôle des connaissances :

· Participation during class / Attendance 20%
· Group Presentation 40% (from course 3 to course 11)
· Final Exam 40% (course 12)
The numerical grade distribution will dictate the final grade. The passing grade for a course is 10/20.
Attendance
Attendance is mandatory. Students are expected to attend all classes, arrive on time, and stay for the entire session. Repeated absences or lateness may affect the final grade.
Class Participation
Active participation is encouraged, as it contributes to making classes more engaging and instructive. Students are expected to come prepared and contribute thoughtfully to discussions. When participation is part of the course assessment, it is evaluated based on the quality of contributions rather than their quantity.
Exam Policy
Students are not allowed to bring any materials into exams, except those explicitly authorized by the instructor. Unexcused absences from exams or failure to submit assigned cases will result in a grade of zero when calculating final averages. All exams must be submitted at the end of the examination period.
Communication and Grading

All questions or concerns regarding grading or course policies must follow the official procedures. No direct negotiation with instructors about grades or assessments is permitted.
Be aware of the rules in Université Paris Dauphine about plagiarism and cheating during exams. All work turned in for this course must be your own work, or that of your own group. Working as part of a group implies that you are an active participant and fully contributed to the output produced by that group.

Bibliographie, lectures recommandées :

- - Brundtland report - "our common future" (1987)
- - The limits to growth Dennis and Donella Meadows (1972)
- - CSR: principles and challenges for medium-sized companies - free e-learning (in French):https://www.bpifrance-universite.fr/formation/responsabilite-sociale-des-entreprises-rse-les-grands-principes-et-les-enjeux-pour-votre-pme/

Currently working as a Sustainability/ESG manager at Bpifrance (Governmental Investment Bank) as of 2020. I mostly focus on regulatory topics (extra financial reporting and diversity and inclusion) and ESG data management. I have been active in sustainability since 2007, mostly in the finance sector and also have had entrepreneurship experiences as a co-founder of a start-up and an independent consultant.

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Université Paris Dauphine - PSL - Place du Maréchal de Lattre de Tassigny - 75775 PARIS Cedex 16