Introductory seminar

ECTS : 0

Description du contenu de l'enseignement :

During this introductory seminar, we will define sustainability and situate the concept in a socio-historical perspective. A business case led by our corporate partner CGI on public transport organization will introduce CSR stakes as a transversal matter.

Compétence à acquérir :

- Understand organizational stakes of CSR

- Apprehend the role of management control in implementing and controlling CSR policies

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