USM30H - Corporate Social Responsibility

Mis à jour le 27-08-2026

Code : USM30H

Unité spécifique de type cours

4 crédits

Responsabilité nationale :
EPN15 - Stratégies / Alexis POKROVSKY

Contact national :

EPN 15 Stratégies

2 rue Conté
75003 Paris
01 58 80 84 24
Mouna Tazi
mouna-sonia.tazi@lecnam.net

Présentation

Prérequis

Master 2 in International Business and Corporate Development (MR13403A) or Master 2 in Sustainable Development and Quality Management

Objectifs pédagogiques

Corporate Social Responsibility (CSR) is the framework by which companies are required to voluntarily contribute to Sustainable Development and to find powerful levers of competitiveness.

The course aims to provide a solid conceptual base on Social Corporate Responsibility (CSR). Study cases provide the students with key elements of know-how for CSR implementation in a complex and changing web of business systems. It allows grasping relations between CSR and various areas of the economic reality.

The course uses the standard ISO 26000 as a guiding principle in this course. It provides an overview over the 7 areas of responsibility: Governance, Human Rights, Social relations and working conditions, Environment, Fair operating practices, Consumers issues, Communities and development. It will focus on Environment and Human Rights, which currently get a great attention.

The course also considers dialogue with stakeholders, one of the two central practices of Social Responsibility.

Compétences

- At the end of the module, learners will understand the purpose of CSR and the new opportunities it implies
- They link CSR with the broader objectives of Sustainable Development (SD), as defined in the Millennium Development Objectives and they articulate the interdependence and synergy between the three pillars of SD as well as between 7 core issues of CSR.
- Learners recognize the dialogue with stakeholders as a governance practice that is essential for a sound CSR policy. They know how to build a dialogue approach, based on a rigorous mapping of stakeholders, their interests and expectations, impact and capabilities of influence
- Participants know how to analyze a CSR policy in a substantiated diagnosis validating the relevance of the choices for a given organization. They know how to build a roadmap based on a vision of priorities (materiality issues)

Programme

Contenu

- Origins, targets and legitimacy of CSR
- Responsibility principles and dialogue with stakeholders
- The 7 areas of responsibilities and their integration within the organisation

Modalités de validation

- Contrôle continu
- Examen final

Description des modalités de validation

Individual and group work, class participation.