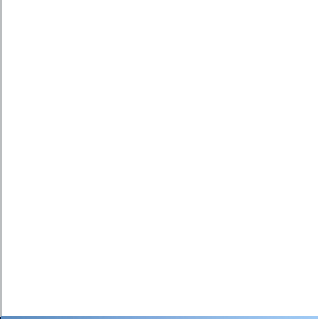
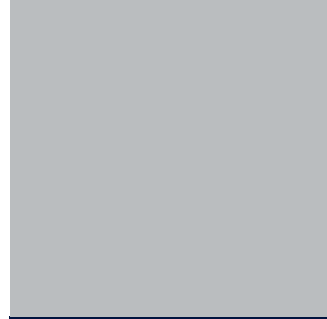


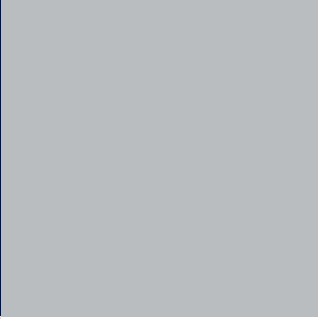


*"My experience at ESC Rennes has been one of the best experiences in my life. We had incredible professors that always shared with us the best knowledge. I learnt different cultures but specially I met amazing people that I will always remember as my friends."*

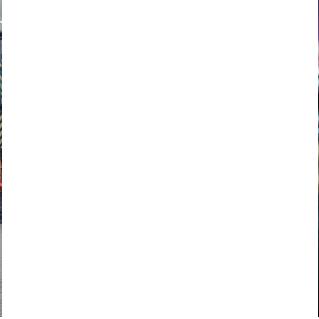
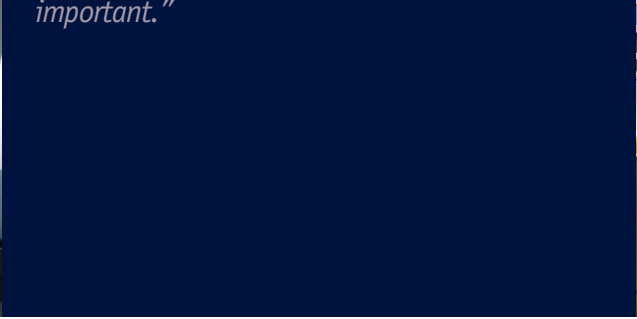
**Study in English**  
WHILE LIVING IN  
**France**



*"I would apply over and over again to this Summer Programme!"*



*"A completely enriching experience!! I love how CSR could join many universities to capacitate their students and how ESC Rennes gave us the opportunity to know everything about it. In clear, depth and real ways; getting us to realize the practices that really hurt our planet. I'm so grateful and inspired to make CSR something important."*



16 JUNE – 26 JUNE 2015

# SUMMER PROGRAMME

RESPONSIBLE MANAGEMENT



FT  
Masters in Management  
Ranking 2014





# SUMMER PROGRAMME

## RESPONSIBLE MANAGEMENT

**ESC Rennes School of Business**  
2, rue Robert d'Arbrissel - CS 76522  
35065 Rennes Cedex  
France

Tél. : +33 (0)2 99 54 63 63  
Fax : +33 (0)2 99 33 08 24  
Email : [esc@esc-rennes.fr](mailto:esc@esc-rennes.fr)

**Coordinator**  
[elodie.saint-yves@esc-rennes.com](mailto:elodie.saint-yves@esc-rennes.com)  
**Application Form**  
[www.esc-rennes.fr](http://www.esc-rennes.fr)

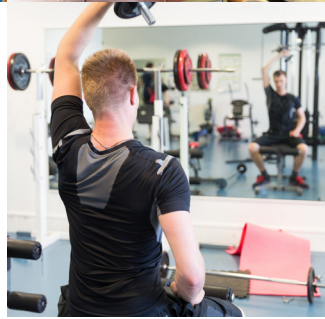
*ESC Rennes, triple accredited EQUIS, AACSB and AMBA, is located in Brittany in the Western part of France, only 2 hours from Paris by high-speed train (TGV). Ranked among the best places to live in France, Brittany offers beautiful landscapes and exceptional historical heritage. The region has also developed a competitive industrial and service economy: telecommunication, biotechnologies, automobile, agribusiness, naval industries and tourism are major economic activities in the region.*



**100%**  
CLASSES TAUGHT  
IN ENGLISH



**40%**  
OF STUDENTS ARE  
INTERNATIONAL



**83%**  
OF FACULTY MEMBERS  
ARE INTERNATIONAL



**FT** **Masters in Management**  
Ranking 2014



**3831**  
STUDENTS



### SUMMER PROGRAMME: RESPONSIBLE MANAGEMENT

There is a growing expectation today from company stakeholders that business should not only maximize profits but should also be environmentally and socially sustainable – “people, planet, profits.” The purpose of the Summer Programme is to provide students with a conceptual framework and practical ideas for understanding how organizations and managers can optimize this “triple bottom line” of: economic, social, and environmental performance through a successful Corporate Social Responsibility (CSR) strategy. The Programme will examine how responsible managers and their companies’ stakeholders - employees, customers, suppliers, government, the community, and society at large - can work together to create a more sustainable world.

### PROGRAMME CONTENT

The two-week programme includes 30 hours of classroom teaching, personal study time, presentations by guest speakers (local managers practicing CSR), and company visits. In addition to developing their environmental and social awareness, students will take part in a variety of team-building projects in a multicultural learning environment designed to sharpen their problem solving, presentation, and cross-cultural communication skills.

The teaching content provides an integrated view of societal issues and functional areas of business as they relate to Responsible Management. Specific topics include:

- Reframing the purpose of Business
- Stakeholder Management
- Responsible Leadership
- Embedding CSR into the Company's Strategy and Culture
- Green Business and Environmental Management
- The Institutional Environment of CSR
- CSR and Investors – Responsible Finance
- CSR and Employees – Responsible Human Resource Management
- CSR and Consumers – Responsible Marketing

### Assessment methods

Students will complete and be graded on an individual presentation, a group presentation, and a final exam. Before arrival in Rennes, students will be asked to complete an individual research project on a sustainability topic of their choice. During the course, individuals will present their research findings and student groups will make formal presentations related to case studies or the sustainability reports of selected companies. A final exam will take place the last day of class.

### Credits

Students who successfully complete the programme will be awarded 6 ECTS / 3 US credits.

### Faculty

A team of multicultural professors with CSR expertise from ESC Rennes School of Business and its partner universities.

### GENERAL INFORMATION

**Public:** Final year Undergraduate or Master students.  
**Language of tuition:** English.

#### Dates including final exam

Tuesday 16 June 2015 – Friday 26 June 2015.  
Students will be expected to arrive in Rennes on Monday 15 June 2015 at the latest.

#### Pre-requisites

- Successful completion of at least two-years of undergraduate-level studies.
- Strong command of spoken and written English.

**Credits:** 6 ECTS (3 US Credits).

#### Accommodation

- Accommodation is included in the fees (for fee-paying students)
- Exchange students will be provided with a list of residence options

#### Included in the programme:

- Transfer from meeting point at the train station to accommodation on Monday 15 June 2015
- Teaching material
- 30 hours of classroom teaching
- Guest speakers and company visits (innovative SMEs and multinational companies located in Brittany)
- WiFi access inside the School
- Welcome breakfast and farewell lunch
- Cultural visits
- Sightseeing excursions

#### Registration deadline

- 1 April 2015: early bird
- 15 April 2015: final deadline

#### Cancellation policy

- After 1 April 2015 - 5% retained.
- After 15 April 2015, no fees refunded.

#### Fees

- Fee-paying students :
  - € 1 420 - early bird rate for students who register before 1 April 2015
  - € 1 650 - full rate for students who register between 1 April and 15 April 2015
- Exchange students: tuition fees will be waived if an agreement has been signed between ESC Rennes and the home institution. All other costs - accommodation, meals, transportation, and cultural visits at the student's expense.