

Syllabus of Module 1

From Sustainable Development to OSR: A new stake for Organisations

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I. Course presentation

After attending the module, the participant should be able to understand all the problems related to the concept of sustainable development and to the notion of social responsibility of the organisation in terms of managerial issues.

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| Total number of hours (total including lectures / practice-personal work) | 2-8 hours / 0-6 hours |
| Type of education (intensive, ...) | intensive |
| Hours per DAY /week | 2-8 hours/day; 1 day/week |
| Language used during the training | English |
| Languages available | Bulgarian, English, French, Portuguese and Romanian |

II. Practical information

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| Lecturers | Fabrice Mauléon |
| e-mail address | fmauleon@escem.fr |
| Contact details | ESCEM - Tours |
| Further information | www.hermes-osr.eu |

III. Supplementary sources

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|-------------------------------|---|
| Mandatory bibliography | <ol style="list-style-type: none">1. Elisabeth Laville, « L'entreprise verte », Village Mondial (2002)2. Olivier Dubigeon, « Mettre en pratique le développement durable », Village mondiale (2002)3. Octave Gélinier & al., « Développement durable – Pour une entreprise compétitive et responsable », ESF éditeur (2003)4. Jacques Igalens & al., « La responsabilité sociale de l'entreprise », éd. d'Organisation, (2002) |
| Optional bibliography | <ol style="list-style-type: none">1. Aggeri F. (2001), Développement durable et gouvernement de l'environnement : la formation d'un nouvel espace d'action collective. Communication au « Séminaire Condor », 13 décembre.2. Aubertin C. et Vivien F.D. (1986), Le développement durable, enjeux politiques, économiques et sociaux, La documentation française.3. Chassandre P. (2002), Développement Durable, Pourquoi ? Comment ?, Ed. Edisud.4. Crabbé Ph. (1997), Le développement durable : concepts, mesures et déficiences des marchés et des politiques au niveau de l'économie ouverte, de l'industrie et de l'entreprise, Industrie Canada, Document Hors Série n°16.5. De Jouvenet B. (1970), Le thème de l'environnement, Analyse et Prévision, 10 : 517-533.6. Dubois J.L., et Mahieu F.R. (2002), La dimension sociale du développement durable : réduction de la pauvreté ou durabilité sociale ?, in Jean Yves Martin (dir.), Développement durable ? Doctrine, pratiques, évaluations, |

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| | <p>IRD Editions, Paris, p.73-94.</p> <ol style="list-style-type: none"> 7. Elkington J. (1997), Cannibals with forks, the triple bottom line of 21st century business, Oxford, Capstone Publishing. 8. Keynes J.M., Perspectives économiques pour nos petits enfants, In Essai sur la monnaie et l'économie, Payot, Paris. 9. Malthus T.R. (1992), Essai sur le principe de population, Flammarion, Paris. 10. Marx K. (1965), Le capital, Gallimard, Paris. 11. Mauléon F. (2005), Introduction au Management durable, in Le management durable, dir. Wolff D. et Mauléon F., Ed. Hermes. 12. Perret B. (2005), Développement social durable : quels indicateurs ?, in Jean Paul Maréchal et Béatrice Quenault (dir.), Le développement durable. Une perspective pour le XXIème siècle, Presses Universitaires de Rennes, p.341-347 13. Ricardo D. (1977), Principes d'économie politique et de l'impôt, Flammarion, Paris. 14. Sachs I. (1992), Transitions Strategies for the 21st Century. In Nature and Resources. Vol.28, n°3. p.4-17 15. Sachs I. (1993), L'Écodéveloppement, Paris, éditions Syros. 16. Sadler B. et Jacobs P. (1990), Définir les rapports entre l'évaluation environnementale et le développement durable: la clé de l'avenir. In Développement durable et évaluation environnementale: perspectives de planification d'un avenir commun. Ottawa: Conseil canadien de recherche sur l'évaluation environnementale 17. Sen A. K. (1982), Equality of What ?, In : Choice, Welfare and Measurement, Oxford, Blackwell? Reedited Harvard University Press : 353-369. 18. Sen A. K. (1987), Commodities and Capabilities, Oxford, Oxford India Paperbacks, Oxford University Press. 19. Sen A. (1999), Ethique et économie, et autres essais, Paris, PUF, collection Philosophie Morale. 20. Solow R. (1956), A Contribution to the Theory of Economic Growth, Quarterly Journal of Economics. 21. Vaillancourt J.G. (1990), Le développement durable ou le « compromis » de la Commission Brundtland ; désarmement, développement et protection de l'environnement, in Cahier de la recherche éthique n°15. Éditions Fides p.17-44 22. Vernière L. (1999), Introduction à la notion de développement durable, Rapport moral sur l'argent dans le Monde, p.281 et s. 23. Villeneuve C. (1998). Qui a peur de l'an 2000? Guide d'éducation relative à l'environnement pour le développement durable. Sainte-Foy: Éditions Multimondes et UNESCO. 303 p. 24. Young M.D. (1992), Sustainable Investment and Resources Use, Parthenon-UNESCO. |
| <p>Recommended Internet Resources</p> | <ol style="list-style-type: none"> 1. www.utopies.com 2. www.novethic.fr |

IV. Pre-requisites for the training course

None

V. Detailed course description

A. Structure of the course

This course consists of 1 unit: **From Sustainable Development to OSR: A new stake for Organisations** (2-8 hours)

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|---------------------------------------|---------|
| Lectures | 2-8 hrs |
| Workshops | 0-6 hrs |
| Case studies | 0-6 hrs |
| Visits best practice companies | 0 hrs |
| Field work | 0 hrs |
| Conference | 2-8 hrs |

B. Course goals and objectives

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|---------------------|---|
| Module 1 | From Sustainable Development to OSR: A new stake for Organisations |
| Knowledge | <ul style="list-style-type: none">▶ At the conclusion of this module, the participant must have a grasp of all the problems connected to the concept of sustainable development and to the notion of social responsibility of the company applied to the management of organizations. Indeed, these subjects are in the heart of our everyday life today. Adopted by numerous international agreements (sustainable tourism, sustainable agriculture.), but also by the European legislators (law NRE, etc.), companies, employees, labour unions, NGO (Non Governmental Organisations) make from now on references to the sustainable development in their mode of management. The big challenge for the organisation is thus the one of the manager taking into account apparently opposing interests: requirements of the shareholders, the risk prevention, the quality of the service, the management of the human resources, the environmental protection...▶ The aim of this module is to enable the learners think and reflect about the role of the organisation in the society, and the notion of Social Responsibility of the organisation in relation to these stakeholders. |
| Skills | ▶ None (awareness raising) |
| Competencies | ▶ None (awareness raising) |

C. Teaching and learning strategies and Course grading

1. Teaching and learning strategies

- ▶ The students must participate in classroom discussions
- ▶ The principal method of instruction will be lecture and discussion

2. Course grading

None – only an attendance certificate can be delivered.

D. Keywords

- ▶ Sustainable Development,
- ▶ Corporate Social Responsibility
- ▶ Organisation Social Responsibility

E. Planning of the course

| Day/week | M 1 | From Sustainable Development to OSR: A new stake for Organisations | Hours |
|----------|-----|---|--------|
| 1d | | Introduction I. SD and OSR A. What is sustainable development (SD)? B. Principles of social responsibility (CSR to OSR) II. Is OSR just a fad? A. A changing context B. Impetus from multinational organizations C. The growing influence of public opinion and NGOs D. Pressure from socially responsible investment Conclusion | 2-8hrs |

VI. Acknowledgement and references

A. European support from the Lifelong Learning Programme



B. References and global approach:

- ▶ The present syllabus is part of a global training solution on OSR developed within the HERMES-OSR project (www.hermes-osr.eu).
- ▶ Pedagogical guidelines and a set of training materials have been developed as a toolkit for the trainers and training organisations validated by the Hermes-OSR project.
- ▶ 4 training modules have been developed as a generic and flexible approach mainly for subcontracting SMEs and extend as well to all types of organisations and stakeholders:
 - Module 1 – Awareness rising on OSR
 - Module 2 – Inception training to answer fundamental questions in a practical way and applied to specific needs of the audience
 - Module 3 – Applied training for OSR operators and managers involved in the deployment of OSR approaches. This module can be delivered by key topics to fit organisations' needs.
 - Module 4 – Ethics and deontology issues and OSR module to be integrated in existing MBA training (strategy and managerial issues).
- ▶ Module 3 and 4 are also included in a labellisation process of the training organisations. FLA, the Fair Labor Association (www.fla.org) has been involved in this labellisation process and system recognition of the training solution.

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