

Strategies for Responsible Companies

Introducing

ecological, economic and social issues.

Description

The resources of the responsible business strategy module are 100% online in Moodle

The main areas studied are as follows:

Reflection on the engineer of tomorrow

Definitions, issues and limits of conventional business strategy

Knowledge of the markets

Design and develop a sustainable offer

Build a fair pricing policy

Develop responsible and effective communication

Necessary prerequisites

None

Évaluation

L'évaluation des acquis d'apprentissage est réalisée en continu tout le long du semestre. En fonction des enseignements, elle peut prendre différentes formes : examen écrit, oral, compte-rendu, rapport écrit, évaluation par les pairs...

Practical info

Location(s)

 Toulouse

Objectives

At the end of this course, students will be able to:

- Carry out a diagnosis of the market and the company to make decisions and set strategic objectives
- Mobilize market knowledge to implement a responsible strategic action plan with regard to