

Fiche de cours 2026-2027

Bloc 1

Niveau CEC 6

Code UE ERA426

Nom de l'UE Sustainable Business Management

Responsable(s)

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Crédits ECTS 5.0

Quadrimestre 2

Obligatoire Oui

Catégories compétences

Prérequis N/A

Co-requis N/A

Est prérequis de N/A

Langue Anglais

Compétences visées du référentiel

Acquis d'apprentissage intermédiaires et/ou spécifiques (Objectifs) The aim of this module is to understand the tools and solutions available to businesses to adopt a sustainable approach in their strategy, operations and digitalisation.

By the end of this module, the students must be able to:

- Define and use the basic terminology related to corporate sustainability.
- Compare sustainability strategies of different companies and assess them critically.
- Explain similarities and differences between various corporate sustainability implementation tools so as to advise a company on the choice of instruments best suited to its context.
- Develop a critical approach of successes and failures of corporate sustainability strategies, including communication practices.
- Map and analyze value chains and ecosystems using systemic tools
- Critically assess sustainability reporting (CSRD) and double materiality, identifying gaps and biases.
- Design sustainable procurement strategies and evaluate trade-offs (cost, ethics, resilience).
- Apply Life Cycle Assessment (LCA) and carbon footprint tools to compare product/service impacts.
- Integrate social impact into operational decisions (e.g., labor conditions, community engagement).
- Identify operational risks and propose resilience levers using the MoDRAC framework.
- Define sustainability in the IT sector and identify key challenges such as resource use, energy consumption, e-waste, and user behavior. A focus will be also done on AI (Artificial Intelligence).
- Assess the technological impacts by evaluating both positive and negative effects of digital technologies using frameworks like Green IT, IT for Green, IT for Human, and Human IT.
- Compare digital vs. physical scenarios (e.g., e-books vs. printed books) through a critical lens, accounting for hidden impacts.

Contenu Sustainable Business Management covers different areas of management within a company including:

- Introduction to corporate sustainability: history, levels of ambitions, stages of implementation and general instruments
- Sustainable business operations: mapping systemic value chains and ecosystems, assessing environmental and social impacts through LCA, carbon footprint, and double materiality, while critically evaluating CSRD reporting, sustainable procurement, and risk management in production and logistics.
- Corporate communication on sustainability : greenwashing and extra-financial communication
- Sustainable IT : social and environmental impact of IT infrastructure and use (Green IT, IT for Green, IT for Human, and Human IT)

Méthode d'enseignement Interactive teaching, using videos, best practices, business games, business cases, individual and group presentations, inverted classes, quizzes,...

Supports de cours indispensables

Supports de cours indispensables, sans lesquels l'apprentissage n'est pas possible, sans lesquels l'étudiant ne peut suivre les cours de manière effective et qui sont essentiels pour la préparation de l'évaluation (ex. : exercices, TP, ...)

Forme	Description
Support de présentation	presentation material and other course-related documents available on Moodle
Parcours pédagogique sur Moodle	regular assignments on Moodle (quizzes, case studies, reports, etc.)

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Supports de cours complémentaires

Supports complémentaires (ex. : syllabi, ouvrages ou supports plus volumineux diffusés par la CIACO)

Forme	Description

Modalités d'évaluation générales

%	Période	Nature
70	Evaluation de fin de deuxième quadrimestre	Epreuve écrite et/ou orale
30	Evaluation permanente du deuxième quadrimestre	Ensemble de devoirs ou travaux

Modalités d'évaluation spécifiques (MES)

%	Période	Nature
Néant		

Modalités d'évaluation de seconde session

%	Période	Nature
100	Evaluation de seconde session	Epreuve écrite et/ou orale

Commentaires concernant les
évaluations