Groupe ESC BRETAGNE-BREST

PRINCIPLES FOR RESPONSIBLE MANAGEMENT EDUCATION

INFORMATION SHARING

PROGRESS REPORT

Groupe ESC Bretagne-Brest
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Renewal of commitment

As an institution of higher learning involved in the education of current and future managers, the Groupe ESC Bretagne-Brest is committed to a continuous process of improvement in the application of the Principles for Responsible Management Education, reporting on progress to all stakeholders and sharing effective practices with other academic institutions.

We understand that our own organizational practices should serve as an example of the values and attitudes we convey to our students.

We encourage other academic institutions and associations to adopt and support these Principles.

Luc Pontet, Dean
Our Mission

Based in Brittany, France, and inspired by local values of solidarity and innovation, the Groupe ESC Bretagne-Brest is an institution of higher learning and research in management which serves businesses, local and national institutions and, most importantly, their development on an international scale.

Our mission is:

- to implement meaningful educational projects, so as to prepare new generations of capable, responsible leaders to meet numerous challenges, while creating economic and societal value
- to contribute to its campuses' development and reputation, and promote the expertise of French companies worldwide
- ensure student employability after graduation
- maintain and improve employability for managers
- improve managerial knowledge and practices in companies and institutions
Introductions

In 2010, the Ecole Supérieure de Commerce de Bretagne-Brest [*Brittany-Brest Graduate School of Business*] published its first PRME report, taking a first step to position itself as a world player in sustainable development.

ESC Bretagne-Brest has continued its teaching and research missions and, in line with its 2012 presentation, worked in sustainable development, corporate social responsibility, and responsible management. It should be noted that the initiatives taken in 2012 (ecological campus management, handicaps, social expansion, teaching, education, and research) are considered complete, and several have been the target of improvements and additions, which are described in this report.

In January 2013, the school merged with 3 other French institutions of higher learning, with the aim to create a center for higher education in management focused particularly on innovation in teaching and entrepreneurship. This merger allowed for new innovation in teaching programs, as well as the pooling of student resources. The market did not respond to this multiple-innovation strategy, and the different founding institutions separated once again in September 2014.

Nevertheless, a certain number of achievements were preserved by the school in the field of instructional design, giving great precedence to responsible social management.

The Group ESC Bretagne-Brest builds on a 50-year history, strong links to the local community, a promising environment, a well-adapted program selection, an established international strategy, and relevant service offerings to drive its development. On this basis, the Groupe ESC Bretagne-Brest was recognized by the French Ministry of Higher Education and Research.

The updated 2015 report will present important action taken since 2012, without repeating data from 2010 and 2011, as these actions have already been put into long-term effect.
1 Responsible Management: Growing Importance in School Programs

The ESC Bretagne Brest group is a center of activity bringing together nearly 900 users, including students, professors, administrative staff, and part-time lecturers. The institution offers two undergraduate (Bachelor) as well as five postgraduate programs: a Master in Management, three Mastères Spécialisés [Advanced Masters], and a Master of Science. The Bachelor programs and the Master in Management are accredited by the French Ministry of Higher Education and Research, and the three Mastères Spécialisés are accredited by the French Ministry of Labor.

Discussions held between 2013 and 2014 on program offerings were focused on several key aspects directly linked with the school's mission statement:

- adopt innovative teaching methods
- promote entrepreneurial spirit
- train Responsible Managers

This in-depth work led to the creation of two new Bachelor programs and a new Master program in which the areas of responsible management and corporate social responsibility are handled, both at the heart of the curriculum and in other required activities offered to students, called "social projects".
1-1 Bachelor Programs

Our Bachelor in International Management offers students an interdisciplinary project entitled the "Social Responsibility Project". This project focuses on the understanding of regional interests; students are placed in practical situations to learn how to lead a project by confronting them with the expectations of a responsible community. This exercise requires students to think about different interactions as well as the complex economic, social, and environmental factors which emerge from the decision-making process.

A single theme is chosen by the professor and presented to the students, who must comprehend the issues, position themselves on the local and national level, and raise awareness among their classmates. Their main objective is to formulate a social...
project based on the subject chosen. In addition, each student must provide a plan for developmental action within one of the many organizations partnered with the school.

Students must organize a social market on campus called the "RSE solidaire" where they meet with local organizations to present their groups' projects. This is followed by a charity event led entirely by Bachelor students, who must convince attending partner organizations and institutions to make donations which will be used by humanitarian organizations to support local charity projects.

Students must also persuade businesses to support their projects and identify negative externalities in the economic fabric stemming from certain activities.

The Bachelor in Business Development offers, in the second year, a module on business law focusing partly on sustainable development.

The Bachelor in Management offers, in the third year, a 36-hour module entitled "sustainable development and corporate social responsibility". The course defines the changes brought about by the understanding of sustainable development, social responsibility within business, as well as the impact of this understanding on competitiveness.

The educational objectives are the following:

- comprehend the changes brought about by sustainable development within a company's operational scope
- determine the reasons leading companies to become socially responsible
- analyze the issues facing socially-responsible companies
- understand the managerial aspects which structure the performance of socially-responsible companies
- define and present the different approaches which validate the actions of a socially-responsible company
1-2 The Master Program

In the Master in Management Program, corporate social responsibility is covered in every discipline. Beyond these different contributions, the "Ethical Management and Corporate Social Responsibility" teaching module bridges the gap between the social projects described in the following section. It is intended to equip students with the conceptual tools that will allow them become effective managers and deal with CSR issues within a company.

The goal of this module is for future business leaders to comprehend the issues surrounding CSR and the entrepreneurial and managerial opportunities involved in adopting a socially-responsible approach to management.

The concepts, scenarios, and examples analyzed in this module serve to make the challenges of CSR understandable, in particular by demonstrating that CSR is not mere communication, nor is it a series of disconnected activities and mission statements. Indeed, CSR may be a “win-win” exercise for both companies and their stakeholders.

The educational approach includes both:

- case studies and projects, bringing students to reflect on the best way to integrate CSR issues into their business creation plans, in order to adapt their thinking to the context of each project, and to implement a responsible plan of action.
- testimonials of entrepreneurs:
  Discussions with social entrepreneurs or other entrepreneurs who have acted on the challenges of CSR by implementing their development projects.
    - Non-profit organization “Tall Ship School”:
      - Market study
      - Product strategy
    - Non-profit organization “hot club jazz Iroise”:
      - Communication and partnership research.
    - City Hall of Quentin (Brittany region): Territorial marketing. How to develop the attractiveness of the city center.
1-3 Supplementary Activities

Supplementary activities are an integral part of the teaching methods for ESC Bretagne-Brest. These mandatory activities aid in the understanding of the economic and societal issues which are essential for training responsible managers.

Social projects are at the heart of these offerings and require considerable investment on the part of students. Through an annual project aimed at understanding interrelated local interests, students are placed in practical situations where they must lead a project while facing the expectations of a responsible community. This exercise requires students to think about different possible interactions as well as the complex economic, social, and environmental factors which emerge from the decision-making process. This module begins in the first year and ends at the completion of the second or third year. Projects are led either individually or in groups of four to six students. They must work on local social subjects in collaboration with stakeholders.

The objectives and managerial context allow students to understand the complex changes that are occurring in the 21st century. Organizations today are confronting the energy transition and the resolution of economic and social crises. In light of social pressure, financial crises and environmental risks, legal measures and international initiatives are being implemented in an attempt to anticipate possible dangers to society. As organizations see that more than their own interests are at stake, they must anticipate and keep their categories and natures of impact in check. It is for this reason that new leaders are brought to consider the sustainable issues particular to the organizations in which they will work.
The school's social policy aligns with its own mission, with companies' needs in terms of competitiveness, and with the characteristics of the local social environment. The school wishes for no one to be excluded from its programs for financial reasons.

This social policy has led to several provisions:

- Entrance examination fees are waived for scholarship students.
- Tuition fees may be paid in installments during the school year, in ten monthly payments or by semester.
- Apprenticeship incentives allow for tuition fees to be paid by the host company, and for students to be compensated for their work.
- The school helps students in difficulty to find paid part-time work with partner companies.
- The school itself hires students every year for filing, telephone surveys, activity leading, IT and audiovisual service, and research assistant positions.
- During the 2015 entrance examinations, the school wishes to assist young people who may be discouraged for financial reasons; all prospective students with scholarships will benefit from a 50% reduction in first-year Master program tuition fees. Access to the second year of the program will be facilitated as well.
- New Talent scholarships offer a sizable reduction in tuition fees for students in hardship situations.

These scholarships help to identify talented, deserving young people and to aid them from high school up through the job market with the assistance of our partners. Our aim is to deploy this community of talent across the local region, benefiting from the contributions of our founding campuses.

At each stage of the curriculum, we support our students and encourage them to strive for and achieve excellence. Those who are interested in these scholarships
can be eligible beginning in Grade 11 (penultimate year of high school), but also at any point in their education upon validation by an ad hoc committee. Entry via one of these scholarships will be judged on the following criteria:

- motivation
- academics
- societal commitment
- entrepreneurial spirit

A Disabled Persons Contact has been appointed and a special procedure has been implemented for candidates with disabilities wishing to register for the selection process. These candidates are, by law, granted a 1/3 time extension and/or writing assistance. Future projects will implemented to make the whole of the institution accessible to individuals with disabilities.
3 Responsible Management in Scientific Research

Since 2012, the teaching staff has been committed to research concerning responsible management and sustainable development, and regularly contributes to publications. Their work is particularly important for research in human resources, finance, and entrepreneurship.

- **2015**


- **2014**


- **2013**


DROUOT B. La mise en œuvre d’une démarche de RSE collective dans les entreprises de pêche : un facteur de réduction du risque d’exploitation ? In: 10ème congrès de l’ADERSE, 28-29 March 2013, Brest, France.

TRIVIDIC G. Comment favoriser l’intégration des salariés de Scop dans un schéma d’entrepreneuriat collectif ? In: XXIIIèmes rencontres RUESS 2013, 5-7 June 2013, Angers, France.

- 2012


- 2011


CHANTELOT S. (2011). Du talent à la ville créative : le cas de la Communauté Urbaine de Bordeaux, 48ème colloque ASRDLF, Schoelcher, Martinique, 6-8 July 2011.

2010


Our lecturer-researchers have participated in or led different events, including:

- the prestigious “Centre des Jeunes Dirigeants” [Center for Young Directors] 2012 plenary conference on social and societal objectives, held on 15 November 2011
- Preparing and organizing the 10th ADERSE [Association for the Development and Teaching of Corporate Social Responsibility] Congress, held 28-29 March 2012 in Brest, in collaboration with the IAE [University School of Management] of Brest.
- the AFEV [Students for the Town Foundation Association] project (monitoring young people in hardship, led by our students).