

PRINCIPLES for RESPONSIBLE MANAGEMENT EDUCATION

CURRICULUM CHANGE

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PRINCIPLES for RESPONSIBLE MANAGEMENT EDUCATION

CURRICULUM CHANGE:

Strategic Interest of

Learning Goals &

Learning environment

■ Principle 1

Purpose: we will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.

■ Principle 2

Values: we will incorporate into our academic activities and curricula the **values** of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

■ Principle 3

Method: we will create **educational frameworks**, materials, processes and environments that enable effective learning experiences for responsible leadership.

ESSEC's founding values

- ✓ Humanism,
- ✓ Innovation,
- ✓ Responsibility,
- ✓ Diversity,
- ✓ Excellence



Rewriting MISSION STATEMENT

**ESSEC IS DEDICATED TO
ECONOMIC AND SOCIAL
PROGRESS**

**Our Mission is to develop and
accompany responsible and innovative
individuals and organizations, in line
with the Humanist values anchored in
our European heritage.**

Mission, Values, Learning goals



MBA SKILLS for GSR and Related Learning Processes

- **Understanding the local and global societal contexts**
- **Facing Complexity**
- **Learning to learn**
- **Developing leadership & Creativity**
- **Handling ethical dilemma & decisions**

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Understanding local and global context

- **Experiencing international/intercultural diversity**
 - Requiring multilinguistic abilities
 - Requiring international learning experience
 - Rediscovering own origins and learning from other ones
- **Learning by discovering & serving**
 - The experience of underprivileged people
 - Mirror effect versus students' situations
 - Challenged ambitions and meaning
- **Designing the big picture**
 - Enabling students to learn about global macroscopic issues: water, energy, climat change, etc.....

Understanding Global context

- EPSCI BBA : 4 languages, 1 year abroad
- ESSEC MBA : 3 languages, 0,5 year abroad
- MBA Luxury
 - 90% to 100% foreign students
- Ph.D Program
 - 75 % foreign students
- 1200 foreign students, 85 nations, among 4000
- 118 academic partners all around the world
- Faculty: **40% international from 37 nations**, 20/30 hired in 2006, 2007 & 2008
- **ESSEC Campus in Singapore**

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Facing complexity

- **Academic and professional integrated experiences**
 - Theory AND practice, as reality IS complex
 - Practices give flesh to theory and question theory: educating business persons as medical doctors or military officers
- Epistemological dilemma : thoughts and acts
- Student Age and Gender

MBA integrated

Initial period

MBA period



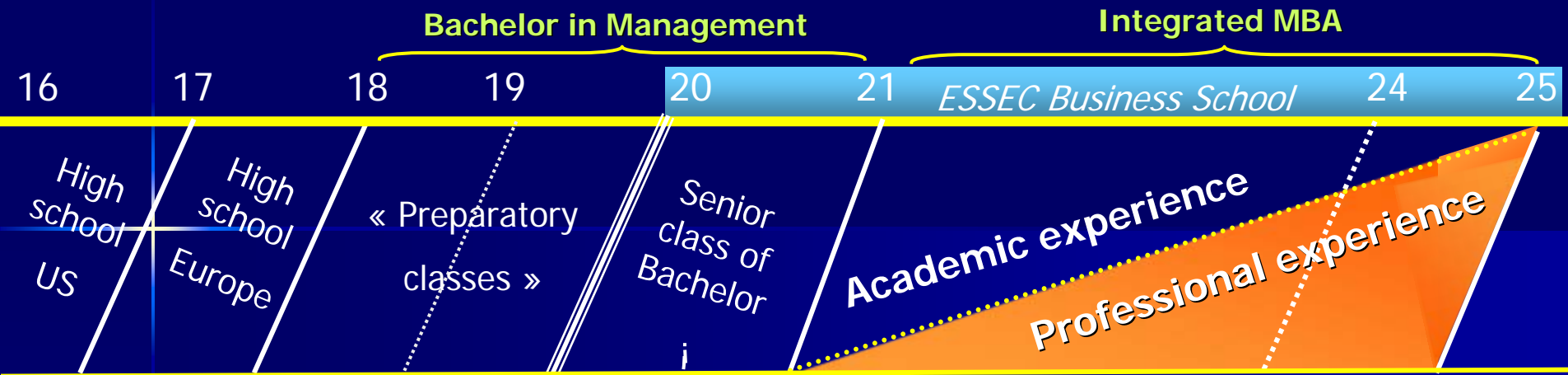
Integrated professional experience

6 months min.

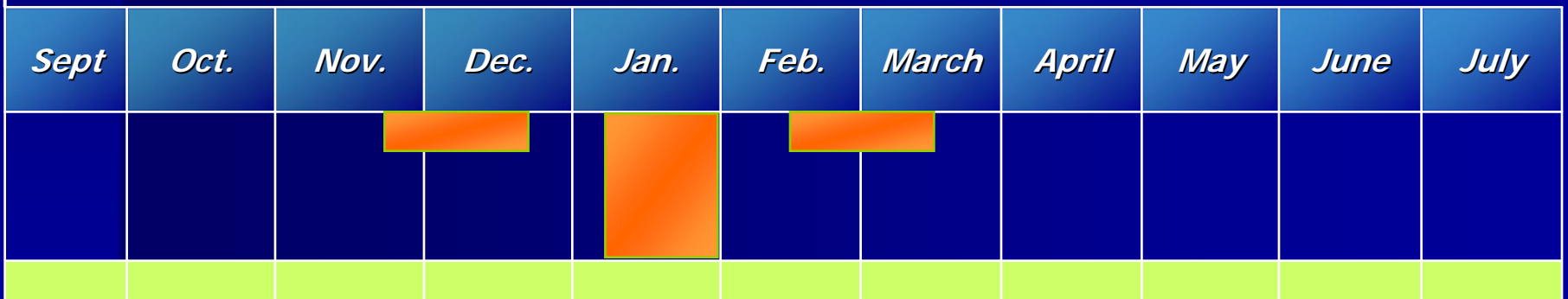
12 months min.

**Average of 2 years
by time of graduation**

- + minimum 24 credits (including 8 core courses)
- + international experience (6 months mini)
- + professional experience (18 months mini)
- + 3 languages (TOEIC 850)
- + Association and sporting activities



Field Experience = manual worker, operational service in NGOs



Academic experience

Company project

Field experience

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Learning to learn

- Performance implies some routine
- But routine means: do not change paradigms!
- To learn, ability to de-learn is crucial
- GSR, including sustainability issues, requires to de-learn in order to re-learn or invent. Questions are new, yardsticks for success are new, etc...

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Developing Leadership & Creativity

- Leadership and Creativity are essential values in GSR competence.
 - Immerge your students in Theater practice, musical or poetry writing, sport competition, students' associations life (more than 80 at ESSEC). Creating an opera in a group of 50, incubating a new venture (30 in 2008), managing the students' consulting company does develop creativity and leadership.
- Training to chose:
 - ESSEC's tracks are highly flexibles, with 200 elective courses. The mandatory duty to choose their own track, to invent it, is a key training for choosing.
 - Choices are on courses, international/national, academic/professional, etc.... How to choose?

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Handling Ethical Dilemmas

- Cases studies, films, socratic debates, etc..... opens the possible options
- Bargaining choices with peers
- Making explicit spontaneous choices
- Richness of the classic Humanities (> 50 classes at ESSEC) to **understand and enlight** ethical dilemmas
- Personal mentoring for coaching, distanciation, feed back on decisions, etc... will increase my awareness of my values/spontaneous trends

To educate towards GSR, the learning environment is key

ESSEC commitment to Society

■ As pedagogues:

- Selection processes
- Educating to freedom and lucidity
- Placing economic decisions within complex contexts
- Nurturing the spirit of invention, building and service
- 30% of tuition fees are redistributed
- 20 new companies created in 2008

■ As researchers:

- Social Entrepreneurship Chair
- Ethics & Drug innovation Chair
- Diversity and Performance Chair
- Comparative history of capitalist systems

**A fully-committed
institution :**

**servicing public
interests & the
common good**



ESSEC commitment to Society



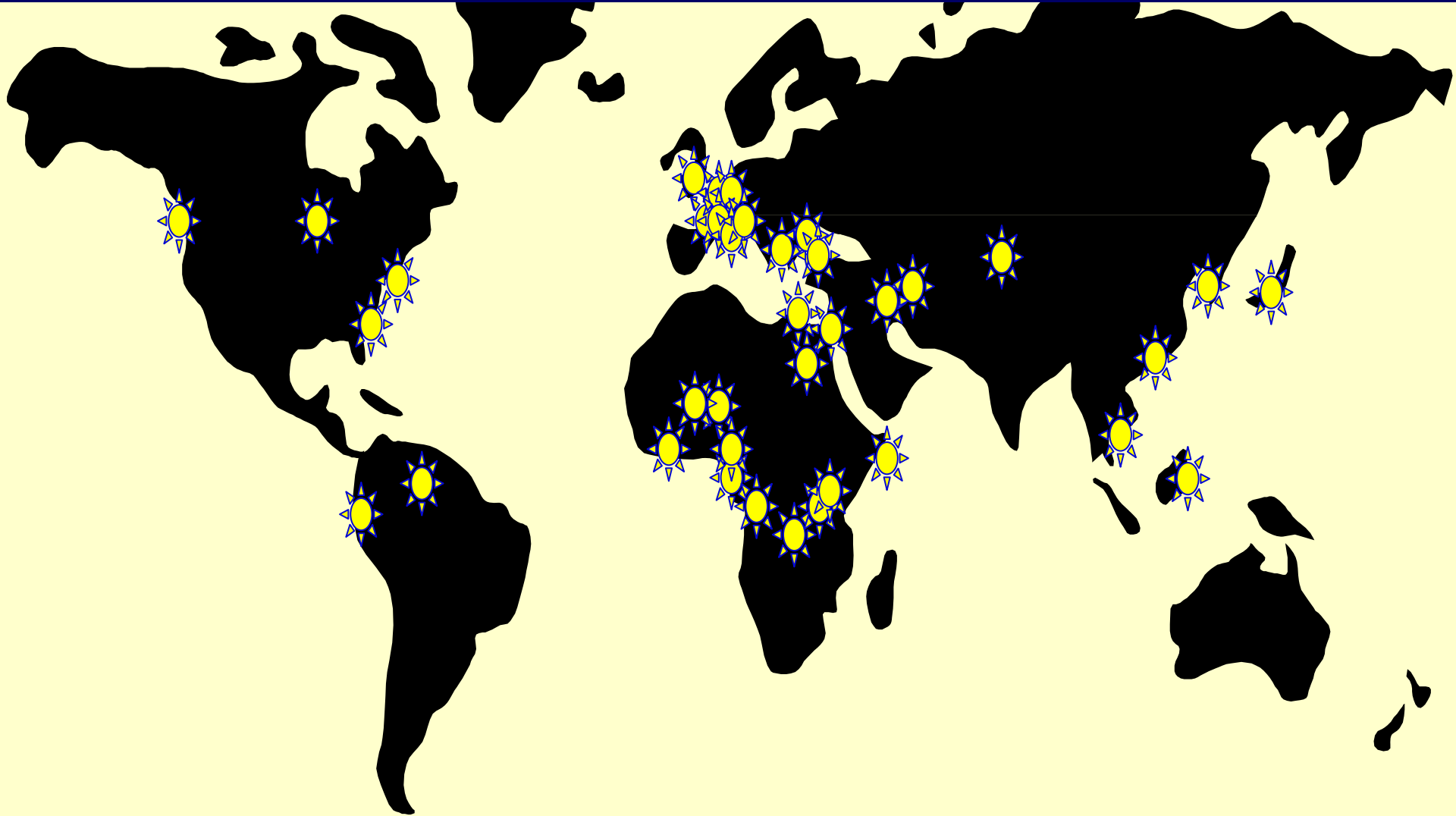
**A fully-committed
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**-serving public
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common good**

■ **As academic citizens:**

- « A Top business school: Why Not Me? », for bright underprivileged students. Nationwide in France
- 12 humanitarian associations
- Entrepreneurship, including social seed capital fund & incubator
- GRLI, PRIME, UN, AACSB, EFMD...
- Post War reconciliation training

Paris Base, European Spirit, and World Actions in over 40 Countries



Our Actions in Burundi & DR Congo

FRAMEWORK

National ownership
Buy-in by top leaders
Designation of key leaders
Local office

Process Facilitation
5-day retreats
From relationship building to problem-solving

Sequence of sectors
security sector
political actors

Enlarged impact
Follow-up and long term commitment

BURUNDI

Since 2003

Hundreds retreats held
All over the country

Over **8000 Burundian** national and local leaders involved

Personal support of President of the Republic and all former Heads of State

DR CONGO

Since 2006

Over 30 retreats held
Kinshasa, Bas-Congo, North & South Kivu

Over **700 Congolese** leaders involved

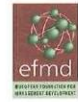
Support from National Assembly President

Considered by national leaders and diplomatic community as a decisive contribution to peace and reconciliation

- How to educate a next generation of Creative and Globally Responsible Leaders ?

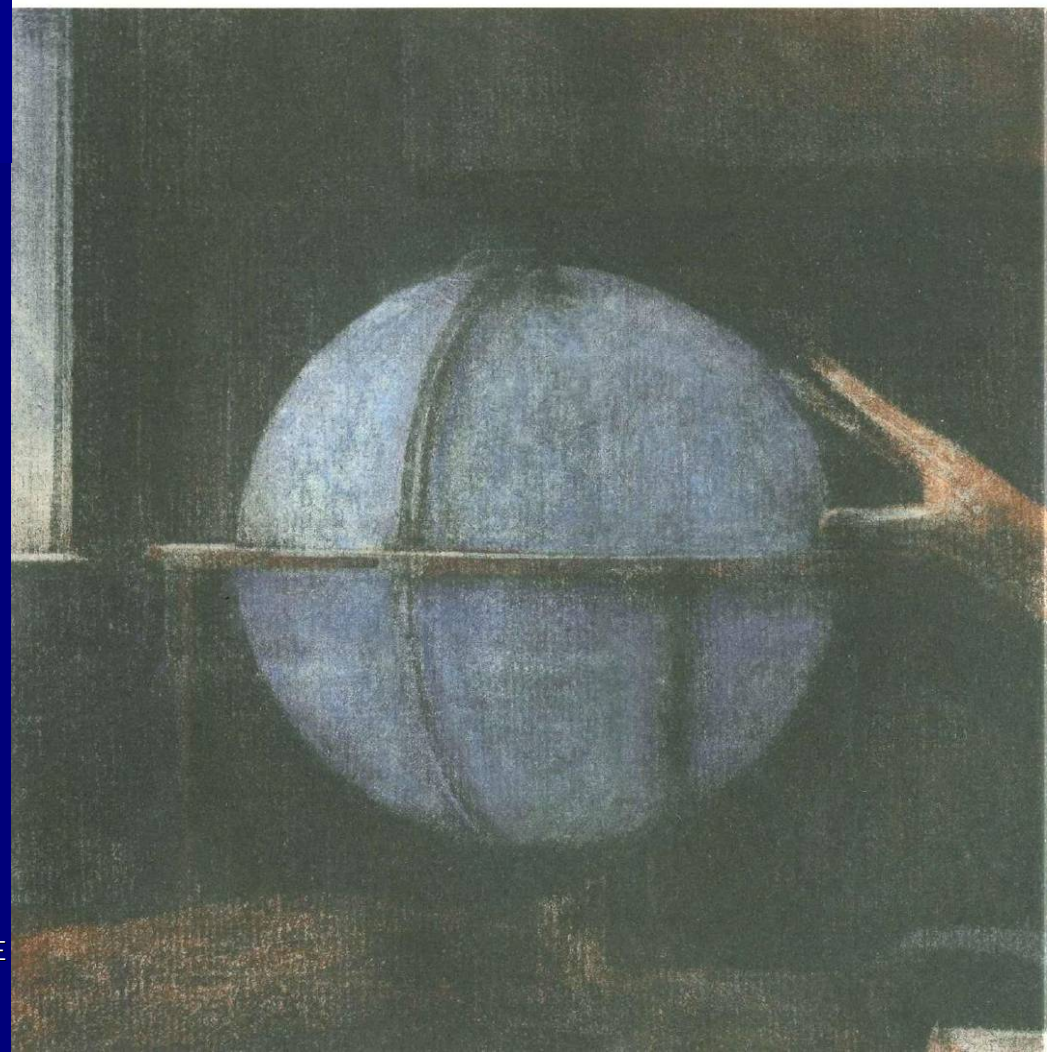


GFRME



AN INVITATION TO JOIN THE FOUNDING MEMBERS OF
WWW.GLOBALLYRESPONSIBLELEADERS.NET

GLOBALLY RESPONSIBLE LEADERSHIP
A CALL FOR ENGAGEMENT



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BEYOND EDUCATION™

LE GROUPE ESSEC / Au-delà de sa mission fondamentale de former les managers de demain, l'ESSEC donne sens aux valeurs humanistes qu'elle porte depuis son origine : conjuguer initiative personnelle et responsabilité collective, respect et ambition, réussite professionnelle et épanouissement personnel.

Avec ses 35 programmes de formation (MBA, Masters Spécialisés, EPSC, Ph.D., Executive MBA et programmes de formation permanente), son modèle pédagogique associant enseignement académique et expérience professionnelle, ses 120 partenaires internationaux et son campus à Singapour, l'ESSEC prépare les hommes et les femmes qui sauront entreprendre pour inventer le monde de demain.



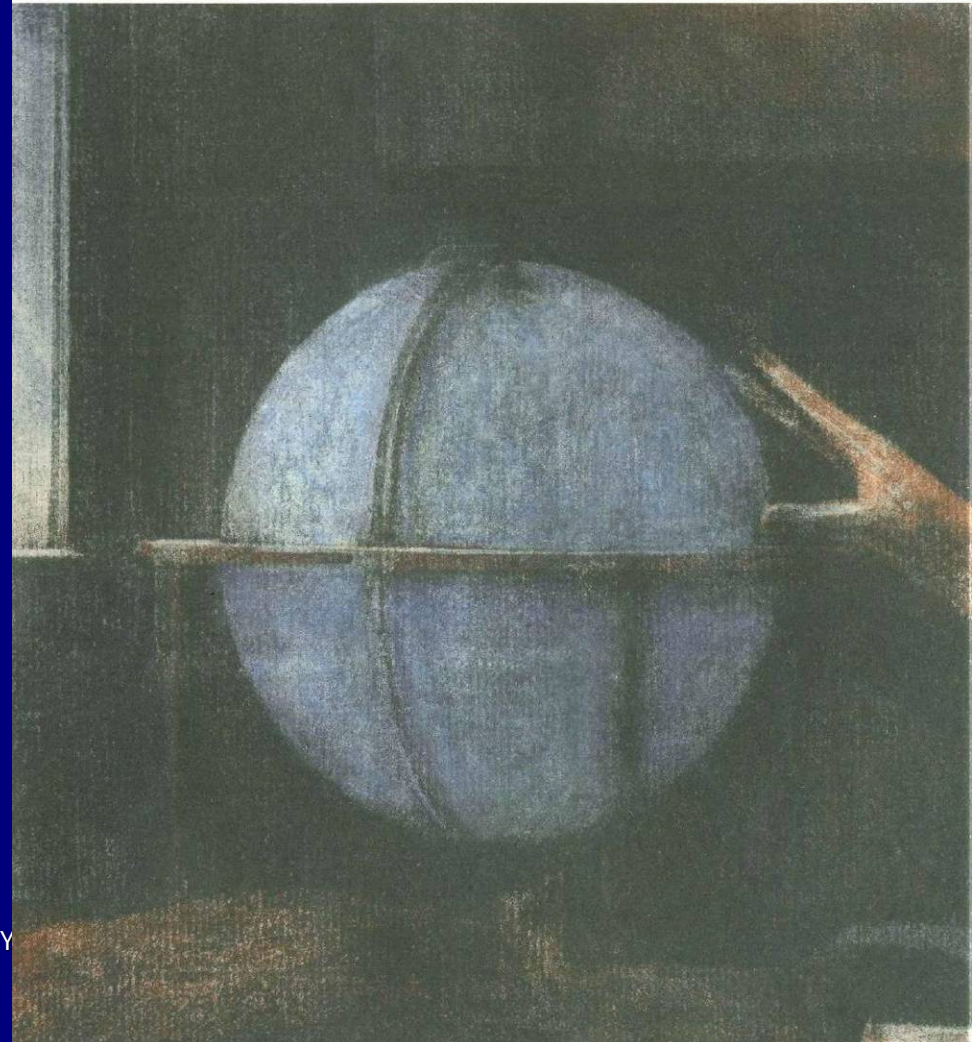
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BUSINESS SCHOOL
PARIS-SINGAPORE



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GLOBALLY RESPONSIBLE LEADERSHIP A CALL FOR ENGAGEMENT



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■ Principle 5

Partnership: We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.

■ Principle 6

Dialogue: We will facilitate and support dialogue and debate among educators, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

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

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■ Principle 4

Research: We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.

Claire's track

Student admitted from Preparatory Classes

		Sept	Oct.	Nov.	Déc.	Janv.	Fév.	Mars	Avril	Mai	Juin	Juill	Août	
Période Initiale	2004/05	E S S E C (+ cours de japonais)											Programme Japon à Hirakata	
MBA 1	2005/06	Stage Communication Paris Expo (Paris)				E S S E C (+ chaire BNP-Paribas Immobilier)						Stage JP Morgan (UK)		
MBA 2	2006/07	Stage JP Morgan (UK) Asset Management Real Estate				ASIAN TRACK ESSEC SINGAPOUR						Apprentissage Unibail 1ère mission		
MBA 3	2007/08	Apprentissage 1 ^{ère} mission Unibail (contrôle de gestion)				E S S E C			Echange à Luiss MBA - ROME			Apprentissage Unibail 2ème mission		
MBA 4	2008	Apprentissage 2 ^{ème} mission Unibail (asset management)												