



KNOWLEDGE INTO ACTION FORUM

ENGAGEMENT WORKSHOP FORM

TITLE: ERASMUS MUNDUS JOINT MASTER DEGREE IN CORPORATE SOCIAL RESPONSIBILITY

1. Central Theme

Audencia Business School would like to develop and lead an Erasmus Mundus Joint Master Degree Program in Corporate Social Responsibility. The Joint Master Degree program should involve from three to five academic partner institutions from Europe or North America and other associate partners (companies, start-ups, NGOs, non-educational organizations etc.)

Although double/multiple degrees are still eligible for applications we are particularly looking for partners with whom we could deliver Joint Degrees, hence we are looking for strong synergies between our CSR teaching curriculum.

The duration of the Program is intended to be between 18 and 24 months, corresponding to 90 or 120 ECTS credits. We expect mandatory study period in at least two Program countries with no virtual mobility. The Joint Master program will take multi-sector and multi-disciplinary perspective.

2. Going Beyond the State of the Art

Being one of the PRME champion schools and having CSR at the core of its strategy, Audencia Business School is committed to working collaboratively to develop and promote activities that address shared barriers to making responsible management education a reality.

With the Joint Master Degree Program, the objective is to develop even further the commitment in CSR of institutions like Audencia and the partners that will join and to prove that the complementarity of the expertise, specific strength and value-added of different academic partners will help to educate highly qualified responsible managers able to advice companies on successful CSR policies and to improve their positive contribution to the environment and society.

Based on the success stories and best practices of past Erasmus Mundus Joint Master Degree programs, together with partner institutions we will decide whether to build a new curriculum for CSR Joint Master students or to mix various modules existing at the different universities. We will also rethink whether modules of the Joint Master Degree program can be open to other local and other international students (proved to be the most efficient for promoting 'jointness')



3. Objectives

The objectives of this international and collaborative program are the following:

- *Offer a leading and international program in CSR;*
- *Develop skills and competencies to prepare the next generations to the challenges of sustainable development and thereby provide a program adapted to students and companies' expectations and ongoing changes in our societies and the world;*
- *Learn from each other to provide an innovative and creative program which we can feed back in our own institutions;*
- *Build on each other's expertise and strengths to develop a unique program;*
- *Enhance our position as leading educational institution on CSR*

4. Anticipated value and impact

We will need to develop indicators to assess the impact of the program. Different aspects might be assessed such as:

Outreach in terms of number of students, countries represented, number of professor involved, etc.

Skills and competencies development: Based on a research project conducted in 2014-2015, Audencia would like to propose a framework to assess the impact of the Joint Master Program in CSR on the competences developed and acquire through the program.

Extra curriculum activities to have a broader reach than the involved students

Mobility of students (during and after)

Those are just examples or potential evaluation indicators we want to develop

5. Funding Scheme

Given that Erasmus Mundus Joint Master Degree program can be financed by EU for a maximum of three years, we intend to fully transform our program into a sustainable self-financed program by the end of the fifth year.

At the Forum, first we expect to meet partner institutions that would be potentially interested in co-constructing this Joint Master Degree Program and submitting the application for February 2017. In case of positive award decision, we intend to take a preparatory year and launch the Master for September 2018.

ABIS will support the writing of the proposal as they already have experience in Erasmus Mundus Joint Master degree.



6. General Theme (Choose at least one)

Education

Research

Training

KEYWORDS

<input type="checkbox"/> Social entrepreneurship	<input checked="" type="checkbox"/> Sustainable Development
<input type="checkbox"/> Human Right	<input type="checkbox"/> Training, Research
<input type="checkbox"/> Health	<input checked="" type="checkbox"/> Corporate Strategy
<input checked="" type="checkbox"/> Sustainability	<input type="checkbox"/> Development
<input type="checkbox"/> Innovation	<input type="checkbox"/> Environmental Sustainability
<input type="checkbox"/> Technology	<input type="checkbox"/> SMEs
<input type="checkbox"/> Life Style, Sociology	<input type="checkbox"/> Strategy
<input checked="" type="checkbox"/> Management	<input type="checkbox"/> Competitiveness
<input type="checkbox"/> Entrepreneurship	<input type="checkbox"/> Consumer Behavior
<input type="checkbox"/> Leadership	<input type="checkbox"/> Corporate Responsibility
<input type="checkbox"/> Cross-sector and Society Collaboration	<input type="checkbox"/> Developing Countries
<input type="checkbox"/> Corporate Social Responsibility	<input type="checkbox"/> Finance
<input type="checkbox"/> Ethics, Human Resources	<input type="checkbox"/> Circular Economy,
<input type="checkbox"/> Business Model	<input type="checkbox"/> Smart Cities,
<input type="checkbox"/> Social Responsibility	<input type="checkbox"/> Water,
	<input checked="" type="checkbox"/> Big Data

7. Administrative information:

Information of Person Submitting the Project idea



Participant	Names
Legal Name	Audencia Business School
Short name	Audencia Business School
Address of the organization	8 Route de la Jonelière
Department name	Strategy
Additional Colleagues (add names, email, institution, if available link to online CV)	Emma Avetisyan, Assistant Professor at Strategy Department (Audencia); eavetisyan@audencia.com http://www.audencia.com/faculte-recherche/corps-professoral/corps-
Specific institutional expertise	<i>Audencia is particularly recognized for its excellence in CSR, innovation and finance. Proarams. research. partnership relations with business and other</i>
Links to current and past initiatives around the main idea / theme	Audencia in partnership with WWF has committed to have 10% of its teaching on issues of CSR. As a results, Audencia has mobilized its professors from all disciplines to engage in developing CSR related courses either dedicated or integrated. Audencia offers an MBA in Global Responsibility. Moreover CSR Audencia organizes residential weeks, study tours and short
Please provide any relevant literature, website and references	Audencia Institute for CSR - http://rse.audencia.com Audencia MBA in Responsible Management- http://www.audencia.com/programmes/programmes-mba/mba-in-responsible-
3. Name / Title of Person Submitting the Project idea	
Title: Prof.	Gender: F
First name: Céline	Last name: Louche
Email: clouche@audencia.com	
Position: Associate Professor in CSR; Co-responsible of Financial Vulnerability chair; Head of the CSR Research Axis	
Department: Strategy	
Street: 8 Route de la Jonelière	
Town: Nantes	Post code: 44312
Country: France	
Website: http://www.audencia.com/en/faculty-research/faculty/permanent-faculty/teacher/louche/?no_cache=1	Personal Website: