

BUSINESS ETHICS & STRATEGY

Diploma: Bachelor in Management 1st year

Description: The objective of the course is to give to students of the international course a global view based on two corporate issues: ethics and strategy.

- Introduction to ethics, corporate social responsibility and sustainable development
- Stakeholders theory
- Tools of an ethical management
- Ethical management and strategic management
- Introduction to strategy
- External analysis (BCG, Porter, SBU...)
- Internal analysis (SWOT, resources, ...)
- Strategic diagnosis

Hours: 24

ECTS: 3

Level: beginner