

PRESS RELEASE

SKEMA creates a new integrated path in sustainable innovation and CSR to train new social and business transformers



The 'commitment wall' created by students during Cop1 Étudiante event at the 'Cité Fertile' in Paris on 5 and 6 October 2019.

Paris, July 6: Present throughout the Grande Ecole programme since its inception, SKEMA's courses in sustainable development, sustainable innovation and corporate social responsibility will be reinforced to form an integrated three-year course. The learning experience will be designed to prepare students to become "agents" of change at the corporate and social level, as part of SKEMA's SKY25 strategic plan's objectives.

The "Sustainable Innovation" course, currently offered to L3 students, will be extended to the second year of the Master in Management (PGE) programme from the September 2020 academic year. It will lead to an in-depth experience that will cover the three years of the master's programme and become an integral part of the SKEMA Way of Learning (cf. SKWoL).

As SKEMA's proprietary pedagogical model, SKWoL aims to offer students the opportunity to attain their aspirations, entrepreneurial dynamism and civic engagement by playing an active role in society. In other words, SKEMA wants to give its students the keys and necessary training that will enable them to become the actors of change that businesses and society need.

L3, Master 1, Master 2: building a complete course of "social and business transformation"

"This brand new course will enable students to integrate the key principles of sustainable development and CSR in their social, economic and environmental dimensions from the first semester of their L3 year until the M2 courses. By encouraging innovation and creativity, SKEMA's ambition is to train 'social and business transformers' who will provide solutions to development challenges and create new economies. Students will complete their L3 courses with one or two

additional semesters in M1, focusing on innovation and sustainable development, before joining the final year (M2) in the specialisation of their choice to deepen their knowledge and skills in a specific industry and/or profession,” explain Sophie Gay, director of the MiM programme, and Denis Boissin, the programme’s deputy director and professor in environmental economics. Both of them designed this new course together.

Finance, marketing... Concrete changes in the fundamentals of the MiM

From the start of the new school year, the core curriculum (L3/M1) will focus specifically on taking sustainable development into account in all the business activities that are at the heart of a company. Courses in finance, marketing, design thinking, information systems or strategy will be clearly oriented towards the implementation of sustainable policies and energy transition: how to set up, organise, manage and develop sustainable development actions and policies in the company. Each course will adopt a sustainable development perspective. For example, CSR becomes "Applied CSR" with a very operational approach and concrete activities (ISO 26000 standard in particular); the international finance course is dedicated to sustainable finance, etc. Additionally, the ‘Technology and Environment’ and ‘Alternative Economies’ courses will highlight the place of technology in environmental activities and in direct line with SKEMA's DNA.

Changes in the humanities

As part of the "ThinkForward" continuum between the pre-prep class and the Grande Ecole, the philosophy and society course will also include a sustainable development component at the start of the September 2020 school year to raise awareness at the L3 level among all first-year EMP students.

Creation of new MSc programmes

In addition to the creation of this new "sustainable innovation and CSR" path within its EMP, SKEMA announces the creation of two new programmes: the MSc Entrepreneurship and Sustainable Design, which opens at the start of the 2020 academic year, and the MSc Sustainable Finance, which is scheduled to open at the start of the 2021 academic year.

Structure during the three-year Master in Management (PGE) programme:

L3	Semester 1: “Positive impact” hackathon Semester 2: philosophy, society and environment ; sustainable innovation ; annual « SKEMA for climate» day
M1	Semester 3: Joint SKEMA/Côte d’Azur University international entrepreneurial course in 14 countries (DEMOLA) Semester 4: Sustainable development and Innovation <i>Break possible abroad (internship or academic exchange)</i>
M2	Semesters 5 and 6: choice of specialisations in sustainable development and innovation and sustainable design (fall 2020) and Sustainable Finance (fall 2021) <i>Break possible abroad (internship)</i> <i>Possibility of obtaining a triple degree: SKEMA Master degree in management + MSc Entrepreneurship and Sustainable Design degree + The Sustainable Design School degree</i>

SKEMA and sustainable development: more than 10 years of commitment

Since its creation in 2009, SKEMA has participated as a pioneer in the development of the SD/CSR reference system, formerly known as the ‘Green Plan’, and integrated the nine dimensions into its teaching. In 2010, the school adhered to the United Nations principles for responsible education (PRME) and became a member of the Global Compact.

In 2011, the school signed the Diversity Charter. It obtained the EESPIG label in 2015, thus becoming a private higher education institution of general interest. In 2016, it was awarded with the BSIS label by both FNEGE and EFMD for its economic, social and environmental impact on the territories in which it is located. In 2018, the school restructured its OSR policy by adopting the ISO 26000 approach.

In 2019, SKEMA joined the "Responsible Campus" initiative created by Utopies, thus contributing to the integration of sustainable development in teaching and the operation of its campuses.

In the same year, the COP1 Étudiante was launched in the 'Cité Fertile' in Paris by professors and students of the SKEMA Sustainable Innovation programme.

The highlight of these initiatives is the launch of the new SKY25 2020-2025 strategic plan, which includes social impact and commitment among the school's top priorities. In spring 2021, the school will organise the first annual "Climate Day". To be held each year in a different form, it will involve students, teachers and SKEMA employees.

About SKEMA Business School:

With 8,500 students of 120 nationalities and 45,000 graduates in 145 countries, SKEMA Business School is a global school which, through its research, its 50 teaching programmes, its international multi-site structure trains and educates the talents that 21st century businesses need. The school is now present on 7 sites: 3 campuses in France (Lille, Sophia-Antipolis, Paris), 1 in China (Suzhou), 1 in the United States (Raleigh), 1 in Brazil (Belo Horizonte) and 1 in South Africa (Cape Town - Stellenbosch). In September 2019, the school announced the establishment in Montreal of SKEMA GLOBAL LAB in Augmented Intelligence, its augmented intelligence research laboratory and its new R&D center: SKEMA Quantum Studio. SKEMA is multi-accredited - EQUIS, AACSB and EFMD Accredited EMBA. Its programmes are recognized in France (Visa, Master Degree, RNCP, CGE label), as well as in the United States (licensing), Brazil (certificação) and China. www.skema.edu. Follow us on twitter: @SKEMA_BS

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