

1871

**EM**  
NORMANDIE  
BUSINESS SCHOOL

**MSc** MASTER OF SCIENCE

**MSc**

# SUSTAINABLE BUSINESS STRATEGY

 Paris Campus | 
  September | 
  Full Time | 
  1 year | 
  4 years of higher education TOEIC  $\geq 790$  - IELTS  $\geq 6$  | 
  Master of Science

## PROGRAMME HIGHLIGHTS +

- + A programme taught entirely in English
- + Smaller class sizes: 25 students
- + A qualification for developing excellent professional skills through learning in project mode, prioritising experience in the field and solving actual problems
- + Top-level teacher-researchers, taken from EM Normandie and internationally renowned institutions
- + A unique course compared with similar programmes: the only course that places a central focus on strategic vision
- + Two essential and complementary pillars: organisational transformation and responsibility
- + CGE Label Degree approved by France's Ministry of Higher Education and Research (Master's level)



## EM NORMANDIE HIGHLIGHTS +

- + A Business School holder of many national and international accreditations: EQUIS, AACSB, AMBA and French Conférence des Grandes Écoles
- + 6 campuses: Caen, Le Havre, Paris, Dubai, Dublin and Oxford
- + 800 external speakers
- + 100 lecturers
- + 5,000 partner companies
- + More than 23,000 members of the EM Normandie Alumni association



The aim of the MSc® Sustainable Business Strategy programme is to give students the strategic, managerial and behavioural skills they will need to oversee environmental (CSR) and digital transformations in businesses and organisations. It is designed to allow students to acquire several key skills: critical thinking on CSR developments and strategies; solid knowledge of financing and strategic management; an understanding of industries and of corporate organisation and governance; leadership; a good command of assessment and steering tools; and techniques for creating and drafting communication media.

## PROFESSIONAL EXPERIENCE

- 2 Learning Expeditions
- Internship: 4 to 6 months
- Professional thesis

## CAREER OPPORTUNITIES

- **General information regarding the employment market:** Over the past few years, CSR has become a tool for management, communication and development in businesses. Companies no longer focus solely on their profits: they are adopting responsible behaviour that takes account of the impact of their business on the environment, on employees and on all stakeholders involved. The result is that industries devoted to CSR are booming, with heavy demand for junior profiles to fill CSR Manager, Consultant or Project Manager roles.
- **Example of positions:** Junior Consultant, Business Analyst, Business Developer, Project Manager, Strategic Analyst, Social Auditor, Supply Chain Manager, CSR Manager, Strategic Development Manager, Sustainable Development Manager, etc.



Corporate Social Responsibility (CSR) is a major issue for businesses. The industries involved in the CSR process are developing rapidly, under pressure from changes to regulations, social norms and the expectations of investors and clients. We therefore created a programme that delivers the strategic, managerial and behavioural skills required to oversee this strategic transformation and to accomplish environmental (CSR) and technological transitions.

**OCTAVIO ESCOBAR**  
ACADEMIC DIRECTOR



## PROGRAMME

### CORE COURSES TERM 1

- Consulting Skills
- Sustainability as a business
- Impact investing and social entrepreneurship
- Corporate governance and business ethics
- Global strategy and sustainable supply chains
- Research methods

### ELECTIVE 1

- Digitalisation and corporate finance
- Cases in ethical and sustainable development
- Change management and organisational transformation

### LEARNING EXPEDITION 1: IMPACT BUSINESS MODELS

### CORE COURSES TERM 2

- Business analytics for sustainability
- Responsible leadership
- Creativity and social innovation
- Digital transformation and sustainability

### ELECTIVES 2 AND 3

- Business models and performance
- Leading in multicultural environments
- Digital disruption and industry 4.0
- Critical issues in management

### LEARNING EXPEDITION 2: LEADING CHANGE

### CAREER PATH

### PROFESSIONAL THESIS

### INTERNSHIP

## ADMISSION CRITERIA

Candidates must hold a four-year degree in Higher Education (4-year Bachelor Degree, BBA, Master, 1 or equivalent). Other profiles may be accepted in derogation from these criteria.

Language requirements for non-English-native speakers: IELTS 6, TOEIC 790, TOEFL IBT 83 or proof that English was the candidate's language of study or work for at least a year.

Tuition fees for the year 2023-2024: €14,500

This programme is also available over two years for candidates who hold a three-year in Higher Education level (3-year Bachelor Degree, BMI, licence, or equivalent). Tuition fees on request.

More information about the Two-year MSc Track:  
[em-normandie.com/en/two-year-msc-track](https://em-normandie.com/en/two-year-msc-track)

Selection is based on a profile review and an interview. There are admission sessions monthly.

Apply online at [join.em-normandie.com](https://join.em-normandie.com)

## SCHOOL FOR LIFE

Join the School and instantly become a lifetime member of the EM Normandie Alumni Association.

Discover all the financing opportunities on the «Financing my studies» platform



## MORE INFO CONTACT US



[em-normandie.com](https://em-normandie.com)

CAEN | LE HAVRE | PARIS | DUBAI | DUBLIN | OXFORD

1871

**EM**  
NORMANDIE  
BUSINESS SCHOOL