



# INTERNATIONAL WEEK 2023

## CALL FOR CONTRIBUTIONS INSEEC BBA BORDEAUX - LYON

### ABOUT THE INSEEC BBA

The INSEEC BBA program is offered in two cities (Bordeaux and Lyon) and trains students over four years to become professionals in various fields (Marketing, Finance, International Business, and others).

The international dimension of the INSEEC BBA program is reflected in the languages of teaching (English and French), the international internships and the mandatory academic study abroad.

The international aspect of this program is also revealed in the annual organization of an International Week to welcome international speakers on a special theme that interests our students.

### KEY INFORMATION ABOUT THE 2023 EDITION OF THE INTERNATIONAL WEEK

Since the 2000s, CSR has become a major topic of interest for companies of all sizes and sectors (*Acquier and Aggeri, 2008; Meier and Schier, 2017*). The practice of CSR in French companies is diverse, and the education of the new generation in management tools and evaluation of the effectiveness of these CSR practices is becoming more necessary than ever for all educational institutions.

Aware of the importance of CSR issues, the INSEEC BBA program includes courses and pedagogical activities that allow students to acquire the necessary skills in this area.

In this perspective, the 2023 edition of the international week is dedicated to raising student awareness regarding the practices and issues of CSR on an international scale.

This event is an opportunity to bring together professors, professionals, and experts from diverse educational institutions to share their knowledge with our students and exchange with our professors on the following theme.

**Corporate social responsibility: at the crossroads of the today's business priorities.**



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Speakers' contributions can take the form of a workshop, a course or a seminar intended for 2<sup>nd</sup>-Year INSEEC BBA students. All 2<sup>nd</sup>-Year students have obtained 90 ECTS credits in Business Administration and have demonstrated their understanding of the fundamental notions of Finance, Management, and Marketing.

Contributions may cover (but are not limited to) the following topics:

- Sustainable and Responsible Finance
- Management and Social Responsibility
- Human Resources Policies and Social Responsibility
- Sales and Marketing Strategy with a CSR approach
- Business Innovation for Sustainable Environment
- Role of Artificial Intelligence in Social Responsibility
- Role of International Public Policy in promoting CSR in the private sector
- How can private and public sectors work together to promote lasting Corporate Social Responsibility initiatives?

## PROJECTED SCHEDULE

Deadline for receipt of contribution proposals (attached form to be completed)	December 31, 2022
Confirmation of acceptance of proposals	January 15, 2023
Communication of final program	January 31, 2023
Kick-off of the International Week in Lyon	March 6, 2023
Workshops, meetings, seminars, and activities in Lyon	March 6-7, 2023
Travel day from Lyon to Bordeaux	March 8, 2023
Workshops, meetings, seminars, and activities in Bordeaux	March 9-10, 2023
Wrap-up of the International Week in Bordeaux	March 10, 2023

### TRANSFER FROM LYON TO BORDEAUX AIRPORT

Please be advised that a flight transfer from Lyon to Bordeaux is assured by our services on March 8, 2023. Once your contribution is accepted, we will need your firm confirmation and your ID documents to book the flights on a short notice.

### FINANCIAL SUPPORT

Registration fee: **no fee applied.**

Catering and social activities are covered if participation is confirmed.



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Participants are expected to cover their travel, accommodation, and daily allowance expenses. Guest lecturers from our EU partner institutions may apply for an Erasmus+ grant through their home institution International Office.

## ACCOMMODATION

We invite participants to make their own accommodation arrangements since we do not have on-campus residence halls. Information on hotels is provided in the accommodation facilities guide you receive once your application is approved.

## FOOD / CATERING

Lunch and refreshments are served at each campus on site. We organize offered evening networking sessions and dinners.

## CAMPUS FACILITIES / PRINTING MATERIALS

Please be advised that classrooms at INSEEC BBA are equipped with Wi-Fi and video projector. On your request, following supports can be arranged: laptop, Mac adaptor, paper board and beamer/speaker.

If you would like us to print class materials, please send your documents **the week before your classes start** to the International Relations Office email address provided in the contact details below.

## CONTACT DETAILS

### General Contact

International Relations Office: [international.bbainseec@inseec.com](mailto:international.bbainseec@inseec.com)

### Contact in Bordeaux

Florence CARLOT  
+33 (0)5 57 87 70 47  
[fcarlot@inseec.com](mailto:fcarlot@inseec.com)

### Contact in Lyon

Manon TURLIN  
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## CONTRIBUTION FORM

LECTURER'S TITLE, FIRST NAME AND LAST NAME	
LECTURER'S EMAIL ADDRESS AND TELEPHONE	
LECTURER'S INSTITUTION	
COURSE OUTCOME(s)	This workshop provides students with the skills to:
COURSE OVERVIEW / CONTENT	
LANGUAGE	English
REQUIREMENTS, IF ANY	
METHOD(S) OF INSTRUCTION	Ex.: Lectures / Exercises / Study case / Discussion
METHOD(S) OF ASSESSMENT <sup>1</sup>	10 multiple choice questions (ref. below) / or different Grades: out of 20
RECOMMENDED READING, IF ANY	
ANY INFORMATION WE NEED TO KNOW / COMMENTS / QUESTIONS	

Please fill in and send this form to Professor Chafik MASSANE ([cmassane@inseec.com](mailto:cmassane@inseec.com)) before [December 31, 2022](#).

<sup>1</sup> Please note students must go through an assessment upon each seminar as it is a part of regular curriculum.



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## ASSESSMENT

### 10 MULTIPLE CHOICE QUESTIONS

To organize and to standardize the assessment, please provide us with your multiple choice's questionnaire that students will have to answer upon your seminar (10 questions including choices of answers).