




In view of the health context linked to the spread of the coronavirus, the methods of organisation and evaluation of the learning units could be adapted in different situations; these possible new methods have been - or will be - communicated by the teachers to the students.

5 credits	30.0 h	Q1
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Teacher(s)	Dechaene Tom ;Iania Leonardo ;Olieslagers Ruben (compensates Iania Leonardo) ;
Language :	English
Place of the course	Louvain-la-Neuve
Main themes	<p>This course addresses the issue of consumer social responsibility in achieving more sustainable consumption-production-patterns.</p> <p>The issues covered will range from ethical critics of consumerism (e.g. the recent scandal of Amazon destroying massive amount of as-new returned items) to the diverse strategies set up to foster sustainable consumption:</p> <ul style="list-style-type: none"> <li>• buying fair-trade</li> <li>• buying green</li> <li>• zero waste</li> <li>• sharing</li> <li>• recycling, re-using</li> <li>• simplicity, sufficiency &amp; de-growth</li> <li>• local food networks</li> <li>• slow movement</li> <li>• consumer activism</li> <li>• ...</li> </ul> <p>Moreover, based on some non-ethical practices quite frequently observed in practice, we will discuss the growth of consumer activism as well as the design and implementation of a sustainable marketing approach.</p>
Aims	<ul style="list-style-type: none"> <li>• corporate citizenship (1.1, 1.2, 1.3)</li> <li>• knowledge and reasoning (2.2)</li> <li>• work effectively in an international and multicultural environment (3.1, 3.2, 3.3)</li> </ul> <p>Upon completing this course, students will be able to:</p> <ol style="list-style-type: none"> <li>1 - Evaluate the impact of corporate and consumer decisions on, society, and the natural environment, Identify and evaluate the different forms of consumption behaviors and their impact on sustainability,</li> <li>- Identify and activate the social and psychological motivators behind pro-sustainable behaviors,</li> <li>- Explore the use of social marketing to plan and implement behavioural changes in consumers towards a more sustainable lifestyle,</li> <li>- Propose solutions to marketing challenges with ethical and sustainability implications relevant for marketing management.</li> </ol> <p>-----</p> <p><i>The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".</i></p>

<p>Evaluation methods</p>	<p><b>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</b>                  For the exam session of January, we will use a continuous evaluation approach and your grade will be composed of the following parts:</p> <ul style="list-style-type: none"> <li>• In class assignments</li> <li>• Bloomberg market concept test</li> <li>• Written test</li> </ul> <p>For the exam session of June or September, your grade will be composed of the following parts:</p> <ul style="list-style-type: none"> <li>• Final exam</li> </ul> <p><b><u>Advanced Finance Part 2 - Tutor Tom Dechaene : Introduction to banking</u></b>                  Mix of group work, possible bonuses and a short written exam (multiple choice) in January.                  Percentage weighting : 50% based on individual contributions during presentations and Q&amp;A in 3rd class, and 50% multiple choice exam with possibility of bonus on class participation.</p>
<p>Teaching methods</p>	<p><b>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</b>                  In-class lectures. Online forums. In class group work. Self-study at the Bloomberg terminals. Case study  <b><u>Advanced Finance Part 2 - Tutor Tom Dechaene : Introduction to banking</u></b>                  Mix of in-class teaching, individual homework, group work and a presentation in the 3rd class.</p>
<p>Content</p>	<ul style="list-style-type: none"> <li>• <i>Portfolio theory</i></li> <li>• <i>CAPM and consumption CAPM</i></li> <li>• <i>Bloomberg Market Concepts ®</i></li> <li>• <b><u>Advanced Finance Part 2 - Tutor Tom Dechaene - Introduction to banking :</u></b>                      Aim and contents of this course : to understand a holistic picture of banks and be able to tell a good from a bad bank from the financials (e.g. financial ratios, credit risk, interest rate risk, balance sheet etc.)</li> </ul>
<p>Inline resources</p>	<p><b><u>Advanced Finance Part 2 - Tutor Tom Dechaene : Introductio to banking</u></b></p> <ul style="list-style-type: none"> <li>• deck of slides for the lectures</li> <li>• for the individual homework : excel spreadsheet of a general bank model</li> <li>• for the group work : excel spreadsheets for specific bank models</li> <li>• recordings of the lectures</li> <li>• problem sets</li> </ul>
<p>Bibliography</p>	<p>Class notes and scientific articles. Please check <a href="https://sites.google.com/site/ianialeonardo/">https://sites.google.com/site/ianialeonardo/</a></p>
<p>Other infos</p>	<p><b><u>Advanced Finance Part 2 - Tutor Tom Dechaene : Introduction to banking</u></b>                  Teaching material distributed in class :</p> <ul style="list-style-type: none"> <li>• hard copies of the lectures</li> <li>• hard copy of the balance sheet model</li> </ul>
<p>Faculty or entity in charge</p>	<p>CLSM</p>

<b>Programmes containing this learning unit (UE)</b>				
Program title	Acronym	Credits	Prerequisite	Aims
Master [120] : Business Engineering	INGE2M	5		
Master [120] : Business Engineering	INGM2M	5		
Master [120] in Management	GEST2M	5		
Master [120] in Management	GESM2M	5		