



# Short Programme

January-February 2024





# Welcome to La Rochelle!

Located on the West coast of France, next to the beautiful island of Ré



La Rochelle is a safe and pleasant city with an exceptional climate.

1<sup>st</sup> place in the category 'Medium size cities'

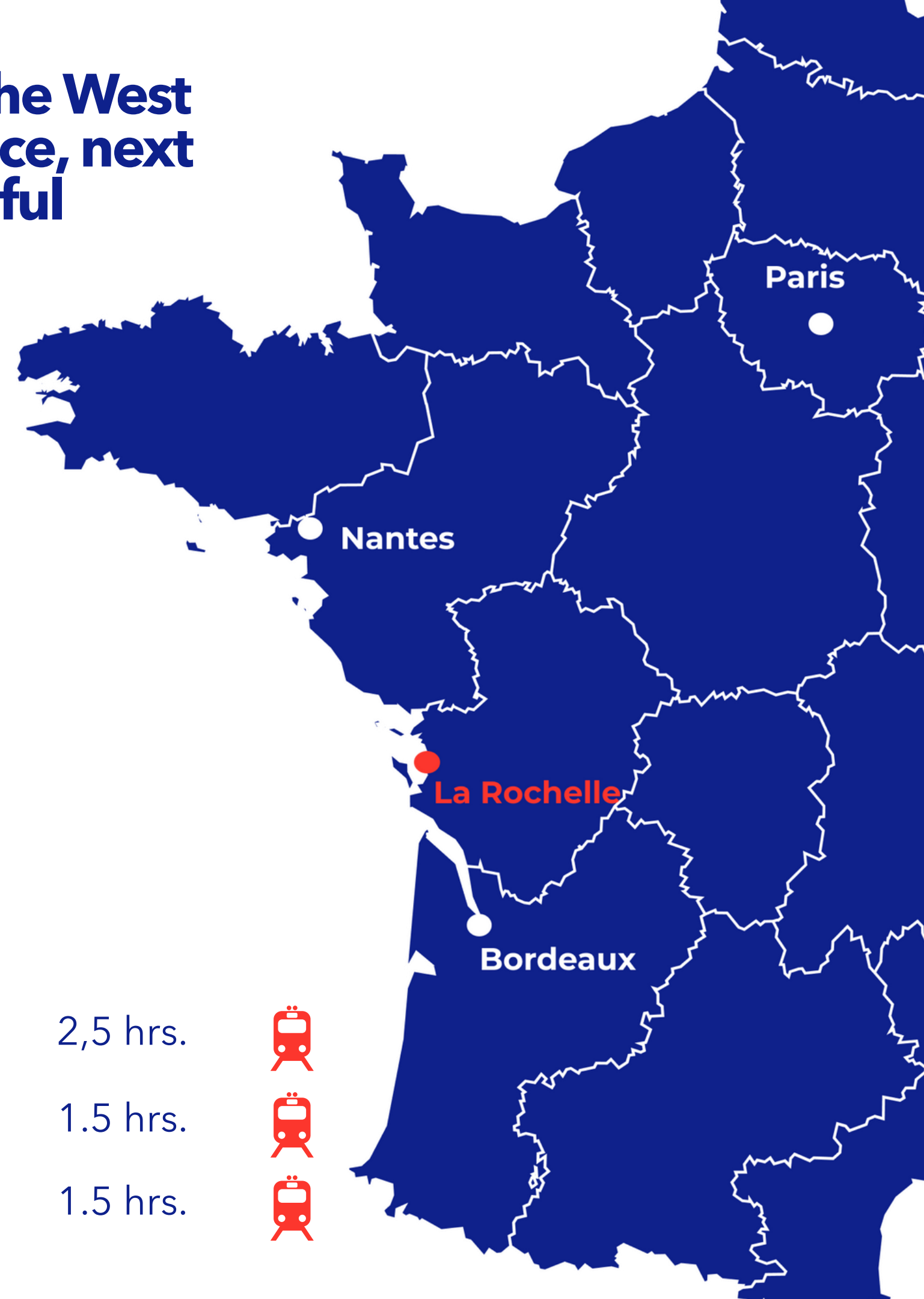
2<sup>nd</sup> in the criteria 'Attractiveness'



Paris 2,5 hrs.

Nantes 1.5 hrs.

Bordeaux 1.5 hrs.





# La Rochelle A great place to live and study



Culture, tourism and sport  
related events all year long!

**Music Festival *Francofolies* (July)**

**Red Bull Cliff Diving**

**International Film Festival (June)**

**Grand Pavois Boat Show (September)**

**Vertical Ocean Camp**

**Sunny Side of the Doc (June)**

...



Increase of 25% students for 10 years  
1 in 5 students from abroad

# About Excelia

**5000**

STUDENTS ON CAMPUS

**25%**

INTERNATIONAL STUDENTS

**80**

NATIONALITIES

**Multiple  
accredited  
non-profit  
institution**



- Created in 1988 by the chamber of commerce in La Rochelle.
- Internationally recognized higher education group.





**Short  
Winter  
Programme  
at Excelia  
La Rochelle**





# Our Winter Program

From January 19th to February 4th 2024

## CSR & Environmental Issues

Total hours: 60  
ECTS: 7,5

This course will provide an opportunity to approach the operationalization of CSR components from a practical perspective and will be tackled in a concrete and pragmatic dimension, introducing innovation, case studies related to sustainable development. Participants will be therefore provided with the main keys to building a "sustainable" and "ethical" business project in a defined business sector.







# Our Winter Programme

## Course Content

- Introduction, context and history of human development & CSR
- Current approach of CSR & issues
- Sustainable Development Goals (SDG) : social, environmental and economical issues; worldwide initiatives and innovations
- United Nation Global Compact
- CSR & environmental issues : Challenges & Benefits for organizations
- Different establishments of CSR strategies
- International criteria, norms & labels : ISO 14000, ISO 26000, ESG, BCorp...
- CSR policy in the core business : Circular Economy, Fair trade, Social & Solidarity Economy

Case-studies, individual and group work, brainstorming and company visits & analysis of concrete CSR policy

# Typical Schedule

## Week 1

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
MORNING	WELCOME PRESENTATION	CLASS	COMPANY VISIT	COMPANY VISIT	COMPANY VISIT
AFTERNOON	CULTURAL VISIT	CLASS	CLASS	CLASS	CLASS

## Week 2

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
MORNING	CLASS	COMPANY VISIT	CLASS	CLASS	CLASS
AFTERNOON	COMPANY VISIT	CLASS	COMPANY VISIT	CLASS	CULTURAL VISIT



# Choice of Accommodation

From January 19th to February 4th 2024

All accommodations are in *Les Minimes* area, less than 15min by foot from Excelia

Shared  
room  
options

**Les Estudines Séjour et Affaires  
Residence, Les Minimes**

**Shared room** with two single beds, a small kitchen, an individual bathroom and toilets.

Wifi, Kitchenware, bed linen and towels included  
Reception Monday to Saturday – office hours.

**Price : 400 € per person for the complete stay\***



**Hotel Première Classes, Les  
Minimes**

**Shared room**, with 2 single beds, individual bedroom with bathroom and toilets.

A/C, Wifi, bed linen and towels included  
Reception 24/7

Breakfast included

**Price : 500€ per person for the complete stay\***



Accommodation is granted on a first-come, first-served basis

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*Individual  
-room  
options*

**Les Estudines Séjour et Affaires  
Residence, Les Minimes**

**Individual room** with a small kitchen, an individual bathroom and toilets.

Wifi, Kitchenware, bed linen and towels included  
Reception Monday to Saturday – office hours.

**Price : 725 € per person for the complete stay\***



**Hotel Première Classes, Les  
Minimes**

**Individual room** with bathroom and toilets.

A/C, Wifi, bed linen and towels included Reception 24/7

Breakfast included

**Price : 840 € per person for the complete stay\***



Accommodation is granted on a first-come, first-served basis



# For more information?

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For all your questions on our short programs, please contact:

Mr. Ryan ROSE

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