

“What for”- Elective Integration Course in Applied Management & Leadership

Ethics & Sustainability in Business

Code: M3604

Contributing to a better world through social entrepreneurship

Course objectives:

BSL’s elective course in Ethics & Sustainability in Business will equip you with a clear understanding and concrete tools to design a business model leading to the creation of a social enterprise. The course will cover:

- The significance of Corporate Social Responsibility
- Differentiation between social, non-profit and for-profit ventures
- Risks, challenges and opportunities faced by start-up social ventures
- How to make ethical and sustainable business choices
- Personal values needed to become a social entrepreneur
- Organizational and business models available for social entrepreneurs

Christopher H. Cordey

Associate Professor

Christopher Cordey is a Strategic Catalyst Consultant and began teaching Ethics & Sustainability in Business for Business School Lausanne in 2009. Cordey has over 20 years of experience in the luxury goods and beauty industries, having held key positions for Clarins Group, Richemont Group, Movado Watch Group, and FJD Swiss Jewellery K.K. Japan.

In his last position as a Business Development Director for Clarins, Cordey was responsible for an annual retail budget of 50 million Euros and a team of 40. Cordey currently offers consultancy services through WholeBeauty SA and is the exclusive distributor of Good Corporation assessment tools for the Swiss market.

A Swiss citizen, Cordey holds a Master’s of Science in Management from HEC Lausanne, a Business Diploma from the Asian Institute of Management in the Philippines and a Diploma on Corporate Social Responsibility from Geneva University.

Additional Information:

Course Module: 26.5 hours in which there are 21.5 course hours and 5 hours of teamwork
10 hours of pre-course work due 1 week prior to course start.

20 hours of post-course work due 2 weeks after course completion.

This course includes a 6 hour individual reading requirement.

Dates: See calendar

Ethics & Sustainability in Business is an elective integration course which may be taken at anytime after completing the foundation part the BSL MBA program. In order to complete the integration part, you need to successfully finish a total of 6 “What for” courses, including 3 electives.

Course Benefits

Relevant to current business practices, BSL’s MBA level courses are designed to enable participants to apply new insights and business skills through teamwork and interactive learning in a multicultural environment.