

FIR-PRI Awards 2018

Pedagogical Innovation

**MSc (Master) in Sustainable Finance – ESG Engineering, Asset & Risk Management
KEDGE BUSINESS SCHOOL**

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Pedagogical innovation proposed:

1st Master program in Europe (pioneering) dedicated to Sustainable/Responsible/Impact Finance issues.

<https://student.kedge.edu/programmes/corporate-finance>

1. The idea, project

Since we have developed a research Chair¹ in Kedge Business School about how to “Reconsider Finance” in collaboration with AG2R LA MONDIALE ten years ago (2008), the ambition was to build and duplicate all our contents in a specialised master on sustainable issues in Finance.

We decided to launch the program in September 2016 for the 1st time, in a trial version, to test the contents and the interest of students.

With the benchmarking realised before, we could consider that a dedicated and focused program on sustainable finance issues was the 1st one in France and in Europe². The 1st version was proposed in French on the campus of Marseille in 2016-2017.

2. The program

Currently, the program is in the 2nd year of existence, in French in Marseille. The objective was to develop the program in Paris next year (2018-2019) in an international vision (full English).

For the next back-to-school from September 2018, the MSc will be entitled “Master of Science (MSc) in Corporate and Sustainable Finance”. Into this program, we will propose two specializations after core courses identical and common for both specializations:

- Corporate Finance – Financial Engineering (Marseille)
- **Sustainable Finance – ESG Engineering, Asset & Risk Management (Paris)**

Concerning the Sustainable Finance specialization and the number of students considered, the program should integrate nearly 20-25 international (around 10 for the current year).

¹ « Finance Reconsidered : Investment, Solidarities, Responsibility »

² Some courses on SRI, ethical Finance, and sustainable Finance (between 20h and 40h) are integrated in Masters of Finance, but no program fully dedicated of more than 250h of specialization.

The program in Sustainable Finance will propose the following courses:

	COURSES	TIME
Core Courses in Finance (September-December), common with Corporate Finance Specialization	Financial Economics Framework & Purpose of Finance	30h
	Advanced Finance	30h
	Financial Markets and Sustainable Finance Environment	30h
	Financial Diagnostic and Peer Analysis	30h
	Portfolio Management Skills (Reuters Applications)	30h
	Corporate and Financial Strategy	30h
	Sub-total Core Courses	180h
Specialization in Sustainable Finance – ESG Engineering, Asset & Risk Management (January-March)	Climate Change Issues (Climate Finance)	30h
	Sustainable Accounting and Integrated Reporting	30h
	Business and Intangible Assets Valuation	30h
	ESG Risk Analysis and Labeling	30h
	Responsible Management Skills	30h
	Impact Investing	30h
	Sub-total Specializations Courses	180h
TOTAL COURSES		360h

3. The assets of the program

The objective is to INTEGRATE sustainable issues in financial decisions and processes. That's why all the courses, either core courses and specialization, integrate ESG and responsible reflections and issues.

The logic is to start with the fundamentals in Finance and pursue with all the integration of sustainable issues into financial decisions, considering in a logical sequence:

- the issues about the regulation, framework and environment of sustainable finance, with a focus on a special course on climate change issues in Finance,
- the issues about how to communicate and propose integrated reporting
- the way to consider and integrate reporting data into ESG risk analysis (indicators, methodologies, scoring)
- the way to consider intangible into business valuation of companies
- the way to integrate ESG risk analysis, intangible and strategy into asset management practices
- the way to measure social and environmental impacts beyond the risk management.

All the courses proposed above for specializations include business cases for at least 10h per course (on 30h). The idea is to work on real and practical cases proposed by companies engaged into the program or by professors of Kedge BS³, in order to provide students technical skills that enable them to be operational in companies⁴.

This program is also an international program, in full English, based in Paris, at the core of the market in France and Europe. For us, the development of this program is clearly a market expectation. As a proof, we can highlight the companies and actors of the sustainable finance environment and market who wished to participate, animate and support this program.

The growth of the SRI market and ESG integration into risk and asset management practices, as well as the transformation of careers and jobs in Finance through the societal stakes favoured by the regulation, prompted us to engage our own responsibility into a dedicated program on those issues.

³ All the companies participating to this program as networkers (courses, conferences, seminars, internships, cases, supporting...) are listed in the attached document « Corporate & Sustainable Finance – Kedge BS.pdf ».

⁴ We provide an example of business case from the course "ESG Risk Analysis" to illustrate our pedagogy (provided in the file "Case Study ESG Risk Analysis").

4. Professionals, speakers and companies (outside Kedge BS) engaged into the MSc program

- For the last 2 years:

Courses (30h per course)		
Speakers (hours realized)	Companies	Course
Pierre Ducret & Maria Scolan (30h)	CDC, I4CE	Climate Change Issues
Anne-Catherine Husson-Traoré & Harald Condé-Piquer (12h)	Novethic	ESG Risk Analysis
Dominique Blanc (12h)	Novethic	Responsible Management Skills and ESG Labelling
Julie Coulot (30h)	NewCap	Extra-financial Communication and Integrated Reporting
Conferences (2h per conference)		
Grégoire Cousté and Thien-Minh Polodna	French SIF	2016-2017 and 2017-2018
Philippe Zaouati	Mirova	2016-2017
Patrick Viallanex	A2 Consulting	2016-2017
Morgan Carval	Arkea Capital, We Positive Invest	2016-2017
Yannick Ouaknine	SocGen CIB	2016-2017
Orith Azoulay	Natixis CIB	2016-2017
Isabelle Guénard Malaussène	Finance @Impact	2016-2017
Stéphane Prévost	La Financière Responsable	2016-2017 and 2017-2018
Bertille Knuckey	Sycomore Asset Management	2017-2018
Grégoire Hug	BNP Paribas Securities Services	2017-2018
Anne-Catherine Husson-Traoré	Novethic	2017-2018

- For 2018-2019:

Courses (30h per course)		
Speakers (hours realized)	Companies	Course
Pierre Ducret & Maria Scolan (30h)	CDC, I4CE	Climate Change Issues
Dominique Blanc & Harald Condé-Piquer (30h)	Novethic	ESG Risk Analysis & Labeling
Zoé Charny (15h)	TOBAM	Financial Markets & Sustainable Finance Environment
Stéphanie Giamporcaro (15h)	Nottingham Trent University	Financial Markets & Sustainable Finance Environment
Stéphane Prévost (15h)	La Financière Responsable	Responsible Management Skills
Bertille Knuckey (15h+6h)	Sycomore AM	Responsible Management Skills Business & Intangible Assets Valuation
Jean-Philippe Desmartin (12h)	Edmond de Rothschild AM	Business & Intangible Assets Valuation
Cyrille Antignac (15h)	Uberis Capital	Impact Investing
Xavier Heude (15h)	Backbone	Impact Investing
Seminars (between 9h and 15h per seminar)		
Faty Dembelé (12h)	Morgan Stanley London	SDG's Investing
Julie Coulot (12h)	NewCap	ESG criteria into IPO's
Conferences (2h per conference)		
To be determined (20h), in process of scheduling...		

5. Conclusion

This application for the best pedagogical innovation for FIR-PRI Awards 2018 is justified in two points:

- **The pedagogical innovation is here considered as a “product” innovation** and not a specified business case, MOOC or course. We propose here the 1st fully dedicated master program on sustainable finance issues of more than 500 hours, including courses, conferences and seminars (more than 250h on sustainable finance issues).

- **All the courses propose themselves pedagogical innovation on sustainable finance**, as they all integrate business cases managed and animated by professionals or professors of our research Chair “Finance Reconsidered” (we provide an example of business case in another file => “Case Study Risk Analysis”).