

Descriptif d'enseignement / *Course descriptions*

3^{ème} année internationale / International undergraduate program

Semestre 1

Titre du cours - *Course title*

Business Politics & Society : the Firm as an Institution - an international comparative perspective

Type de cours : Séminaire d'ouverture

Langue du cours/Language of instruction : English

Enseignant(s) – *Professor(s)*

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Résumé du cours – Objectifs - *Course description – Targets*

The objective of this course is to offer students a critical analysis of the institutionalization of firm as a model within society in modern institutions (governments, associations, universities, political parties...) across different countries and through different cultures.

Business as a sphere and firm as a model of organization have become ubiquitous: firm has become an normative model of collective action for almost every domains ranging from the public administration (New Public Management Reforms) to the Third Sector (Social Entrepreneurship), the political life or even the behavior of individuals (enterprising of the self). Through the rise of Corporate Social Responsibility, Business is replacing the State as the central actor (business centric model and stakeholder vs State centric model). This process is often described a neoliberal diffusion process.

However, the idealization of firm severely simplifies and reduces the diversity of organizational forms enterprise can take and the complexity of the political as well as anthropological issues that are at work here. Management tools at play within firms (decision mechanisms, evaluation, coordination of action) are mechanisms of power operating behind their apparent neutrality and efficiency discourses promoting them. They are modern nanotechnologies of power orientating human conducts and silently arbitrating between opposed interests.

Through the reading of texts, newspaper articles and TV documentary, this course will provide students with an international comparison of the diffusion of firm as a model within different contemporary institutions.

Evaluation - *Assessment*

1 Oral Group presentation of students (group of 3 maximum), around an issue chosen by students and validated by the teacher.

Discussion with the rest of the class at the end of each presentation.

Rating on presentation (2/3), discussion and participation in debates (1/3).

Optional : voluntary students can submit a summary sheet (4 pages maximum) on a text, article, book, film or documentary of his choice among those proposed by the teacher or on the proposal of the students, after validation by the teacher.

Plan – Séances - *Course outline*

Session 1: the Firm as a model : deconstruction and critical analysis

Session 2: the Firm and administration reforms: New Public Management

Session 3: the Firm and political life reform

Session 4: the Firm and civil society: philanthropy and social business – an international perspective

Session 5: the firm and the common good: tax optimization and tax avoidance

Session 6: Entreprise and the self : happiness at work and entrepreneurship of the self

Bibliographie - *Bibliography* :

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