The paper presents a comprehensive analysis of the perception of the Enron collapse by certain students at the French business school "INT Management". Cognitive mapping illustrates the assimilation of the issue by students with regard to their own culture and values.
The conclusions of this study underline the cognitive dissonance induced by the paradox of the actual system, where students foresee their destiny, as future managers, in complete discrepancy with their ideals, morals and ethics.
The comprehensive approach as an epistemological stand becomes progressively a political one, as the emergence of sense emphasizes the current system’s contradictions.