

Course Title: Sustainable Business Management

Course Code:

Nature of the Course: Value-Added Course

Credits Assigned: 2 Credit

Marks: 40(End Sem) + 10(In Sem)

Course Objective:

This course intends to create understanding and awareness about the need and scope for Sustainable Business initiatives that are complimentary to both profit motive and social/environmental safeguard.

UNIT	CONTENTS	L	T	P
I	Sustainability: Concept and Significance; Business, Environment and Human Development; Rationale and Benefits of Sustainable Business Global Business Models in Sustainability; Issues and Challenges of creating Sustainable Businesses	8	---	---
II	Natural Capital and Public Goods; Environmental Externalities Sustainable Business Trends in Trade, Industry, Jobs, Consumption The Social Entrepreneur and Enterprise; Sustainable Business Strategies	8	2	2
III	Sustainable Business Opportunities: Key Sectors, Policy Assessment, Stakeholders' Engagement, Policy and Regulatory Tools	8	2	2
TOTAL		24	4	4

L= Lecture, T= Tutorial, P= Practical

Modes of In-Semester Assessment: 10 Marks

- Any one of the following
Group Discussion
Assignment
Seminar Presentation

Course Outcome:

After undertaking this course, students shall gain a basic understanding of the policies and schemes supporting sustainable business ventures. Also, they shall have a clearer insight of the global trends in sustainable business that can help them take in taking up similar ventures in the country.

Suggested Readings:

- The Sustainable Business, 2nd Edition, Jonathan T. Scott, Greenleaf Publishing Limited, UK, 2018
- Sustainable Management: A Complete Guide for Faculty and Students, 3rd Edition, Edited by Petra Moltan-Hill, Routledge Publication, UK, 2023
- Dynamics of Sustainable Business Management : Perspective and Strategic , Akoijam, Sharma, Ahmed and Singh, Mittal Publication, India, 2020
- Sustainable Management: Strategies and Execution for achieving Responsible Organisational Goals, Deb Prasanna Choudhury, Zorba Books Pvt. Ltd., India, 2018