



GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration (PT), 1st Semester

Subject Name: Business Sustainability

Subject Code: 5519903

With effective
from academic
year 2021-22

1. Learning Outcomes:

Learning Outcome Component	Learning Outcome (Learner will be able to)
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none"> • <i>Understand</i> and internalize the concepts of sustainability and ensure that the concept pervades through the layers of organization
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"> • Critically analyze different, often competing, definitions and models of sustainability driven by perspectives and interests of societal stakeholders • <i>Understand</i> how concepts of sustainability are connected to issues of social justice, the environment, and the economy at local, regional, and global levels
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"> • <i>Understand</i> the Environmental, Social, and Economic global as well as domestic level drivers and risks impacting on companies – along with the major business opportunities for integrating sustainability issues within the core Business Strategy.
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none"> • <i>Identify</i> inappropriate and socially irresponsible behaviour of Businesses leading to both Business and Societal unsustainability.
Effective Communication (EC)	<ul style="list-style-type: none"> • Familiarize with the sustainability visions and practices relevant for the business community at the level of companies, supply chain, communities
Leadership and Teamwork (LT)	<ul style="list-style-type: none"> • <i>Attain</i> leadership and teamwork mastery of problem solving in a resource-sensitive world amid increasing competition.

LO – PO Mapping: Correlation Levels:

1 = Slight (Low); 2 = Moderate (Medium); 3 = Substantial (High), “-“= no correlation

Sub. Code:	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
LO1: Understand and internalize the concept of sustainability and to ensure the concept pervades through the layers of organization	3	3	3	2	1	1	3	-	3
LO2: Critically analyze different, often competing, definitions and models of sustainability and interests of societal stakeholders driven by perspectives	3	2	2	2	2	-	-	-	2



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LO3: Understand how concepts of sustainability are connected to issues of social justice, the environment, and the economy at local, regional, and global levels	3	2	2	1	2	-	3	-	2
LO4: <i>Understand</i> the Environmental, Social, and Economic drivers and risks, both at the global as well as domestic level impacting on companies – along with the major business opportunities for integrating sustainability issues within the core Business Strategy.	2	2	2	-	2	1	3	-	1
LO5: <i>Identify</i> inappropriate and socially irresponsible behaviour of Businesses leading to both Business and Societal unsustainability	1	-	2	-	1	-	3	-	1
LO6: Familiarize with the sustainability visions and practices relevant for the business community at the level of companies, supply chain, communities	-	-	2	2	1	3	2	1	-
LO7: <i>Attain</i> leadership and teamwork mastery of problem solving in a resource-sensitive world amid increasing competition.	-	1	-	2	-	3	2	-	-

2. **Course Duration:** The course duration is of **40 sessions of 60 minutes** each.

3. Course Contents:

Module No:	Module Content	No. of Sessions	70 Marks (External Evaluation)
I	Introduction - <ul style="list-style-type: none"> Define - business, development, sustainability, sustainable development and organizational sustainability Importance of Organizational Sustainability Factors affecting organizational sustainability - Non-compliance, over consumption 	10	17



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	<ul style="list-style-type: none"> Issues and Challenges for sustainability of business enterprise. 		
II	<p>Business, Society and Law - Foundation of Sustainability</p> <ul style="list-style-type: none"> The Stakeholder Theory of the Firm, Role and issues of Stakeholders in Sustainability, Managing for Stakeholder Value Business Sustainability vs. sustainability of society Elements of sustainability of Society - Economic sustainability, Environment Sustainability, Social sustainability, New technology Law and Society sustainability - Corporate Social Responsibility Law and Protection of Air, Water, Soil and Environment – The National Green Tribunal Act, 2010; The Air (Prevention and Control of Pollution) Act, 1981; The Water (Prevention and Control of Pollution) Act, 1974; The Hazardous Waste Management Regulations, The Environment Protection Act, 1986. 	10	18
III	<p>Organizational Sustainability Models -</p> <ul style="list-style-type: none"> Triple Bottom Line, Six Criteria of Corporate Sustainability, Sustainable Entrepreneurship Model, Four Dimensions of Organizational Sustainability, 360 degree sustainability Model, SEEE Model Sustainability Reporting – ESG Reporting Global Reporting initiative, OECD Guidelines United Nations Global Compact, UN Goals of Sustainability Development Business Responsibility Reports, Sustainability reporting in India 	10	18
IV	<p>Managing Business Sustainability – Through Responsible Business Behaviour</p> <ul style="list-style-type: none"> Business Ethics - Product stewardship and Business Integrity, Value Creation Legal Compliance - Compliances and Corporate Social Responsibility Corporate Governance - Corporate Leadership, Sustainability Reporting Sustainable Development - Green initiative and environment integrity, crisis response, customer responsiveness, Functional responses of business 	10	17
V	Practical	---	(30 Marks CEC)



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	<ul style="list-style-type: none">• Case studies on irresponsible and unethical practices leading to unsustainability (e.g – Enron, Satyam, world.com, Volkswagen, Foxconn etc...)• Case studies on sustainable business behavior of corporate• Understand Sustainable Business practices, Green initiatives taken by companies, study and analysis of sustainability / ESG / BRR reports of listed companies		
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4. Pedagogy:

- ICT enabled Classroom teaching
- Case study
- Practical / live assignment
- Interactive class room discussions

5. Evaluation:

Students shall be evaluated on the following components:

	Internal Evaluation	(Internal Assessment- 50 Marks)
A	• Continuous Evaluation Component	30 marks
	• Class Presence & Participation	10 marks
	• Quiz	10 marks
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

6. Reference Books:

No.	Author	Name of the Book	Publisher	Year of Publication / Edition
1	Michael Blowfield	Business and Sustainability	Oxford University Press India	2013
2	Simon Dresner	The Principles of Sustainability	Earthscan, London	2002
3	Lars Moratis, Frans Melissen Samuel O. Idowu	Sustainable Business Models	Springer International Publishing	2018
4	Robertson M	Sustainability Principles and Practice,	Routledge, London & NY.	2017
5	Sigrun M. Wagner	Business and Environmental Sustainability: Foundations,	Routledge	2020



		Challenges and Corporate Functions		
6	Capaldi, N., Idowu, S.O., Schmidpeter, R., Brueckner, M.	Responsible Business in Uncertain Times and for a Sustainable Future	Springer International Publishing	2019
7	Landrum Nancy E.	Sustainable Business	Business Expert Press	2012

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

7. List of Journals/Periodicals/Magazines/Newspapers, etc...

- Journal of Sustainability by MDPI
- Journal of cleaner production by Elsevier
- Journal of Business Ethics by Springer
- International Journal of Sustainable Development by Inderscience

Other reference materials:-

- Business Responsibility and Sustainability Reporting by listed entities, https://www.sebi.gov.in/sebi_data/meetingfiles/apr-2021/1619067265752_1.pdf, site visited on 14th September, 2021.
- National Guidelines on Responsible Business Conduct (RBC), Indian Institute of Corporate Affairs, 2018, https://www.mca.gov.in/Ministry/pdf/NationalGuideline_15032019.pdf
- UN Guiding Principles on Business and Human Rights,
- UN Sustainable Development Goals, the Paris Agreement
- ESG Reporting framework
- Papers from international journals - Triple Bottom Line, Six Criteria of Corporate Sustainability, Sustainable Entrepreneurship Model, Four Dimensions of Organisational Sustainability, 360 degree sustainability Model, SEEE Model
- Whelan & Fink (2016). *The Comprehensive Business Case for Sustainability*. The Comprehensive Business Case for Sustainability.pdf
- Lotwala R. and Sunita Sharma (2017). Responsible Business Behaviour Model – ‘Learning from China: Mitigating the Problems of Make in India Through Responsible Business Behaviour, from IUP Journal of Business Strategy, 2017