



**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**Syllabus for Master of Business Administration (Part - Time), 4<sup>th</sup> Semester**  
**Specialization: Business Sustainability**  
**Subject Name: Responsible Business Behaviour for Sustainability**  
**Subject Code: 5549941**

**1. Learning Outcome:**

Learning Outcome Component	Learning Outcome
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none"> <li>Evaluate Business Behaviour in light of various Acts &amp; Standards and in the context of Changing Business Environment.</li> </ul>
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"> <li>Analyse the different Business Behaviours in the light of respective Business philosophies and compelling reasons thereof, and Suggest improved Business Practices.</li> </ul>
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"> <li>Collect sufficient information and stay updated on framework of various International Forums focusing on essentials of Sustainable Business Behaviours.</li> </ul>
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none"> <li>Appreciate the context behind the formation and application of all Acts and Standards and understand the need for their enforcement in the social and ethical context.</li> </ul>
Effective Communication (EC)	<ul style="list-style-type: none"> <li>Integrate the expectations of all stakeholders in Business decision making and also monitor the positive impact of the same.</li> </ul>
Leadership and Teamwork (LT)	<ul style="list-style-type: none"> <li>Learn about organizations having implemented benchmarked sustainable practices and the processes adopted for the same.</li> </ul>

**LO – PO Mapping: Correlation Levels:**

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

Sub. Code: 5549941	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
LO1: Evaluate Business Behaviour in light of various Acts & Standards and in the context of Changing Business Environment.	3	3	3	-	2	-	-	-	3
LO2: Analyse the different Business Behaviours in the light of respective Business philosophies and compelling reasons thereof, and Suggest improved Business Practices.	3	3	3	1	2	1	1	-	3
LO3: Collect sufficient information and stay updated on framework of various International Forums focusing on	3	3	1	1	3	2	1	-	3



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essentials of Sustainable Business Behaviours.									
LO4: Appreciate the context behind the formation and application of all Acts and Standards and understand the need for their enforcement in the social and ethical context.	3	3	3	2	2	3	1	-	3
LO5: Integrate the expectations of all stakeholders in Business decision making and also Monitor the positive impact of the same.	3	3	3	3	2	3	2	1	3
LO6: Learn about organizations having implemented benchmarked sustainable practices and the processes adopted for the same.	3	3	3	3	3	3	2	1	3

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

**3. Course Contents:**

<b>Module No:</b>	<b>Module Content</b>	<b>No. of Sessions</b>	<b>70 Marks (External Evaluation)</b>
<b>I</b>	<p><b>Responsible Business Behaviour Fundamentals:</b></p> <ul style="list-style-type: none"> <li>• Sustainable Business – Overview; focus of the various committees world over – UNGC,2000; NVG-SEE, 2011; OECD, 2011; SEBI, 2012; SDG, 2015; GRI (G1 – 2000, G2 - 2002, G3 - 2006 and G3.1 – 2011, G4 – 2013 valid till 2018; GRI standards - 2016 currently valid); NGRBC, 2018; BRR &amp; BRSR in India</li> <li>• Concept of Responsibility, Business Responsibility, Social Responsibility, Environment Responsibility, legal &amp; Moral Responsibility of Business</li> <li>• Defining Responsible Business, Responsible Business Behaviour; Irresponsible Behaviour of Companies giving birth to RBB; RBB &amp; sustainability, its Needs; importance &amp; Benefits; RBB Models</li> <li>• Primary Motivation for Responsible Business</li> <li>• Development strategies for Responsible Business</li> <li>• Responsibilities towards stakeholders of Business</li> <li>• Business &amp; Society Intertwined; Business Society co-existence &amp; Sustainability Model</li> </ul>	<b>10</b>	<b>17</b>



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<b>II</b>	<p><b>Responsible Behaviour of Business towards Society:</b></p> <ul style="list-style-type: none"> <li>• Concept, Need, Arguments for and against social responsibilities of business;</li> <li>• Fulfilling legal responsibilities of Business – Human rights &amp; labour laws, company laws, environment laws, taxation laws, cyber laws, consumer laws; Compliance Behaviour continuum of companies</li> <li>• CSR – Laws; CSR Models; CSR as mitigating strategy; CSR &amp; Sustainability; CSR in India</li> <li>• Corporate Governance – concept; agency &amp; stewardship theories; CG in India; legal &amp; administrative structures for CG in India; Mechanism &amp; Implementing CG in India</li> <li>• Good Governance &amp; filling up governance gaps</li> <li>• Responsible / ESG / SRI Investments</li> <li>• Economics &amp; Political reforms</li> <li>• Stakeholders / Shareholders Activism</li> </ul>	<b>10</b>	<b>18</b>
<b>III</b>	<p><b>Business Ethics &amp; Responsible Behaviour of Business</b></p> <ul style="list-style-type: none"> <li>• Domain of Business Ethics – Normative, Descriptive &amp; Ethics Mgmt; Corporate code of ethics, Characteristics of ethical decisions, implementing Business Ethics</li> <li>• Ethical Responsible Behaviour of Business through             <ol style="list-style-type: none"> <li>1. Value creation- Reconceiving products &amp; markets; Redefining productivity; Enhancing social environment, enabling development of local clusters - supplier and local institutions</li> <li>2. Societal contribution and reduce social problems</li> <li>3. Environment integrity and reduce environment problems,</li> <li>4. Increasing Economic capability - customer responsiveness; product stewardship; inclusive business activity; business integrity; local business ethics and</li> <li>5. Cultural and societal tradition of behaving responsibly.</li> </ol> </li> </ul>	<b>10</b>	<b>18</b>
<b>IV</b>	<p><b>Role of Responsible Behaviour of Business for Sustainable Development</b></p> <ul style="list-style-type: none"> <li>• Supply chain Integrity</li> <li>• Market Access</li> <li>• Crisis Response &amp; its Management</li> </ul>	<b>10</b>	<b>17</b>



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	<ul style="list-style-type: none"> <li>• Green Initiatives for sustainability – Green Procurement; Green HR; Green Operations; Green Finance; Green Marketing, Green Logistics</li> <li>• Sustainability Risk Assessment &amp; Management</li> </ul> <p><b>Reporting as important Responsibility of Business</b></p> <ul style="list-style-type: none"> <li>• Integrity &amp; transparency in reporting</li> <li>• BRR &amp; BRSR</li> <li>• Integrated reports</li> </ul>		
<b>V</b>	<p><b>Practical:</b>  Executives may study BRR/BRSR reports of any five companies and make the comparison on their responsibility &amp; sustainability performance  OR  They may select any one company and study its last five years performance on BRR/BRSR.</p>		<b>30 (marks CEC)</b>

**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:**

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

**5. Text & Reference Books:**

No.	Author	Name of the Book	Publisher	Year of Publication/ Edition
1	Oliver Laasch & Roger Conaway	Responsible Business: The Textbook for Management Learning, Competence and Innovation	Routledge	Latest
2	Azhar Kazmi & Adela Kazmi	Business Responsibility	Cengage	Latest



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3	Carol Sanford	The Responsible Business : Reimagining Sustainability and Success	John Wiley & Sons	Latest
4	Paul A Argenti	Corporate Responsibility	Sage	Latest
5	Caroline D. Ditlev- Simonsen	A Guide to Sustainable Corporate Responsibility: From Theory to Action	Springer	Latest
6	C. B. Bhattacharya, Sankar Sen, DanielKorschun	Leveraging Corporate Responsibilities	Cambridge university press	Latest
7	Preeti M. Banerjee & Vanita Shastri	Social Responsibility and Environmental Sustainability in Business: How Organizations Handle Profits and Social Duties	Sage	Latest
8	Bimal Arora, Pawan Budhwar Divya Jyoti	Business Responsibility and Sustainability in India: Sectoral Analysis of Voluntary Governance Initiatives	Palgrave Macmillan	Latest
9	Sandip Sinha	Business, sustainable development & other emerging issues	Red' shine Publication, London,UK	Latest

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 / Web resources, etc.**

1. Asian Journal of Sustainability and Social Responsibility, Springer, 2016
2. Business and society, Chicago, Ill.: Business Research Center, College of Business Administration, Roosevelt University, ©1960- <1996->: Thousand Oaks, CA: Sage Periodicals Press
3. Business and society review. Boston, MA Blackwell Publishers
4. Business and Professional Ethics Journal, Troy, N.Y., Human Dimensions Center, Rensselaer Polytechnic Institute, 1981-
5. Business and Society, Sage Publications, 1960- -Business and Society Review, Boston, Blackwell Publishers, 1972-
6. -Business Ethics Quarterly, Cambridge University Press, 1992-
7. Corporate governance, Oxford, UK; Cambridge, MA: Blackwell, 1993-
8. Journal of business ethics (Online); Dordrecht; Boston: D. Reidel Pub. Co., 1982-1989-2004 : [Netherlands] : Kluwer Academic Publishers, 2005- : Netherlands : Springer Netherlands