



GUJARAT TECHNOLOGICAL UNIVERSITY
Syllabus for Master of Business Administration (Part - Time), 4th Semester
Specialization: Business Sustainability
Subject Name: Sustainable Production and Consumption
Subject Code: 5549942

1. Learning Outcome:

Learning Outcome Component	Learning Outcome
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none"> Understand the implications of Production and Consumption on Sustainability concerns of Business vis a vis best practices.
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"> Analyse the gaps in current policies and practices of Production and Consumption and identify improved and innovative solutions towards achieving higher levels of Sustainability for now and future.
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"> Learn best practices and research based knowledge on people oriented and system oriented factors – national and international, which contribute to improved practices on sustainable production and consumption
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none"> Appreciate the two-way relationship between production and consumption functions and how they contribute to a sustainable society.
Effective Communication (EC)	<ul style="list-style-type: none"> Enable a better understanding amongst society on how they may insist on sustainable production and consumption.
Leadership and Teamwork (LT)	<ul style="list-style-type: none"> Enthuse a practice of participative management to lead organizations towards meeting SDG goals with special reference to production and consumption

LO – PO Mapping: Correlation Levels:

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

Sub. Code: 5549942	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
LO1: Understand the implications of Production and Consumption on Sustainability concerns of Business vis a vis best practices.	3	3	1	-	2	-	2	-	3
LO2: Analyse the gaps in current policies and practices of Production and Consumption and identify improved and innovative solutions towards achieving higher levels of Sustainability for now and future.	3	3	3	1	2	2	3	2	3
LO3: Learn best practices and research based knowledge on people oriented and system oriented factors – national and international, which contribute to improved	3	3	3	1	3	1	1	2	3



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practices on sustainable production and consumption									
LO4: Appreciate the two-way relationship between production and consumption functions and how they contribute to a sustainable society.	3	2	3	3	1	1	3	1	3
LO5: Enable a better understanding amongst society on how they may insist on sustainable production and consumption.	1	1	3	3	-	3	3	-	3
LO6: Enthuse a practice of participative management to lead organizations towards meeting SDG goals with special reference to production and consumption	3	3	3	3	2	3	3	1	3

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	<p>Sustainable Production & Consumption</p> <ul style="list-style-type: none"> • Introduction - Concept, Definition, Need, Challenges & Developments, SPC as holistic approach • Unsustainable patterns leading to triple planetary crisis – climate change, Bio-diversity loss & pollution • SDG – Goal 12 on Responsible Consumption & Production <p>Development and Implementation of SPC Policies –</p> <ul style="list-style-type: none"> • Planning and implementation: SPC integration into existing policy structures. Exploring stakeholder engagement in policy-making • Monitoring and Evaluation: Assessment of sustainable production (upstream) and sustainable consumption (downstream) activities and policies. • Ensuring implementation of SPC practices in production and consumption activities, adherence to directives as well as effectiveness and efficacy of said practices. 	10	17
II	Designing & Manufacturing for sustainability: Process, product and systems innovation, improved production	10	18



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	<p>processes, eco-friendly products, innovative low-impact technologies, supply chain management</p> <ul style="list-style-type: none"> • Zero waste / Circular economy across interlinked sectors • Adoption of cleaner production processes (resource efficiency in production, resources management including energy, water and materials) • Cleaner Production Process in SME Sectors • Life Cycle Thinking and Systems Approach • From cradle to grave – cradle to cradle approach • Customize policy discussion for India’s economic/environmental scenario with specific reference to consumption, production and links with economic growth 		
III	<p>Sustainable consumption</p> <ul style="list-style-type: none"> • Understanding unsustainable consumption, what motivates consumption – theories & approaches, indicators of sustainable consumption, innovations in sustainable consumptions • Behavioural vs. regulatory obstacles to sustainable consumption choices, consumption ‘hot spots’ and its effectiveness, advertisement control, Resisting consumerism, etc. <p>Mechanisms for promoting behavioral changes -</p> <ul style="list-style-type: none"> • Promotional activities to attract consumers • Sustainable Public Procurement • ‘Green procurement’ in government and private sector targeted through awareness and education campaigns on sustainability for consumers. • Production optimization based on prevailing consumption patterns. 	10	18
IV	<p>Economic and Fiscal instruments:</p> <p>Financial models for SPC:</p> <ul style="list-style-type: none"> • Government based taxes and subsidies and user fees • Green public procurement • Using polluter pays principle – such as air, water pollution tax, carbon tax etc. • Green investment loan • Conditional cash transfer programmes <p>SPC in MSMEs:</p> <ul style="list-style-type: none"> • Internalizing SPC in business strategies and supply chains • Investment allowance for energy-efficient/green technologies • Environmental Fiscal Reforms (EFR) • Reduction of environmentally harmful subsidies (like reduce fuel subsidies) 	10	17
V	Practical:		30(marks CEC)



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	<ul style="list-style-type: none"> Detailed critical analysis of gaps in existing policy, challenges in implementation, governance etc. and appropriate changes proposed to mainstream sustainability and SCP principles into the policy. Written report submission. Pick an industry that is exploiting natural resources that are (or soon will be) reaching critical levels. Discuss the nature and the scope of this industry's impact on said natural resources. If the industry is doing anything to remedy the situation, then discuss pros and cons of those strategies. In addition, propose at least two alternative (currently not used) approaches to help the depletion of resources, and discuss their benefits and potential obstacles to their implementation. Please document and support your statements and suggestions with facts. 		
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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:

A	Internal Evaluation	(Internal Assessment- 50 Marks)
	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)

5. Text & Reference Books:

No.	Author	Name of the Book	Publisher	Year of Publication/ Edition
1	Rainer Stark, Günther Seliger, Jérémy Bonvoisin	Sustainable Manufacturing Challenges, Solutions and Implementation Perspectives	Springer	Latest
2	Kamran Kheiralipour	Sustainable Production: Definitions, Aspects, and Elements	Nova	Latest
3	Gill Seyfang	The New Economics of Sustainable Consumption	PALGRAVE MACMILLAN	Latest
4	Lucia A. Reisch, John Thøgersen	Handbook of Research on Sustainable Consumption	Edwar Elgar	Latest
5	Tim Jackson	The Earthscan Reader in Sustainable Consumption	Earthscan	Latest
6	R. Ganesh Narayanan, Jay S. Gunasekera	Sustainable Manufacturing Processes	Elsevier	Latest



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7	Kapil Gupta, Konstantinos Salonitis	Sustainable Manufacturing	Elsevier	Latest
8	Charbel Jose Chiappetta Jabbour, Syed Abdul Rehman Khan	Sustainable Production and Consumption Systems	Springer	Latest
9	Ranjula Bali Swain, Susanne Sweet	Sustainable Consumption and Production, Volume I Challenges and Development	Springer	Latest
10	B. Olabimpe Aboyade	Ensuring Sustainable Production and Consumption Patterns	Development Policy Centre,	Latest, 2017

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.

- Sustainable Consumption and Production in the Proposed Sustainable Development Goals – A paper from the Inter-Agency Coordination Group (IACG) of the 10 Year Framework of Programmes on SCP (10YFP). June, 2014. Available at: www.unep.org/10yfp/Portals/50150/10YFP%20IACG.pdf.
- Access to Finance for Sustainable Consumption and Production in Asia – An Overview of Finance Trends and Barriers in India. Available at: http://www.switchasia.eu/fileadmin/user_upload/Publications/2016/Green_Finance_Study_-_2016_-_India.pdf
- Akenji, L. and Bengtsson, M., 2014. Making Sustainable Consumption and Production the Core of the Sustainable Development Goals, “Sustainability”, 6 (2014): 513-529. Available at: <http://www.mdpi.com/2071-1050/6/2/513>
- Chiu, S.F., Ward, J. V., and Massard, G., 2009. Introduction to the special issue on Advances in Life Cycle Approaches to Business and Resource Management in the Asia-Pacific Region, Journal of Cleaner Production, 17(14): 1237-1240. Available at: <http://www.sciencedirect.com/science/article/pii/S0959652609001383>
- Zhao, W. and Schroeder, P., 2010. Sustainable consumption and production: Trends, challenges and options for the Asia-Pacific region, Natural Resources Forum, 34(1): 4-15. Available at: <http://onlinelibrary.wiley.com/doi/10.1111/j.1477-8947.2010.01275.x/pdf>
- Low-Carbon Green Growth in Asia Policies and Practices: A Joint Study of the Asian Development Bank and the Asian Development Bank Institute. 2013. Available at: <http://www.adb.org/publications/lowcarbon-green-growth-asia-policies-and-practices>
- Tseng, S. and Hung, S., 2013. A framework identifying the gaps between customers' expectations and their perceptions in green products, Journal of Cleaner Production, 59: 174-184. Available at: <http://www.sciencedirect.com/science/article/pii/S0959652613004411>
- J.M., and Nathadwarawala, K.M., 2011. Sustainable Business Initiatives in the Context of Emerging Economies, In B. Unhelkar (Ed.), Handbook of Research on Green ICT: Technology, Business and Social Perspectives: 265-281. Available at: <http://www.igi-global.com/chapter/sustainable-business-initiativescontext-emerging/48433>
- SCP Policies and the 10 Year Framework Programme, UNEP; Online at: <http://www.unep.org/resourceefficiency/Policy/SCPPolicies/tabid/55539/Default.aspx>
- SWITCH-Asia Projects, Case studies. See: [http://www.switchasia.eu/publications/?tx_switchasia_publications\[category\]=3&cHash=187075de03e4a5e1f168fb8ab798b9fb](http://www.switchasia.eu/publications/?tx_switchasia_publications[category]=3&cHash=187075de03e4a5e1f168fb8ab798b9fb)