



GUJARAT TECHNOLOGICAL UNIVERSITY
Syllabus for Master of Business Administration (Part - Time), 4th Semester
Specialization: Business Sustainability
Subject Name: Sustainable Leadership and Entrepreneurship
Subject Code: 5549944

1. Learning Outcome:

Learning Outcome Component	Learning Outcome
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none"> Understand how Leadership and Entrepreneurship dimensions are influenced by the various characteristics of Business Organizations.
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"> Appreciate what factors essentiate the need for a re-visit to prevalent leadership / entrepreneurship practices and why & how those would create better business impact for the society at large.
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"> Learn and Adapt to when and why Leadership and Entrepreneurship Actions have resulted in sustainable development of both – organisations and community.
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none"> Analyse the Evolution graph of organizations and their corresponding Leadership and Entrepreneurship dimensions mapping them against factors of Social Responsiveness and Ethics- both.
Effective Communication (EC)	<ul style="list-style-type: none"> Understand how one set of Leaders and Entrepreneurs may communicate to develop as their potential successors or as independent Leaders and Entrepreneurs to ensure sustainable practices in organizations.
Leadership and Teamwork (LT)	<ul style="list-style-type: none"> Appreciate the processes of Leadership / Entrepreneurship and the challenges therein for creating a sustainable ecosystem within organizations.

LO – PO Mapping: Correlation Levels:

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

Sub. Code: 5549944	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
LO1: Understand how Leadership and Entrepreneurship dimensions are influenced by the various characteristics of Business Organizations.	3	3	3	-	3	3	2	3	3
LO2: Appreciate what factors essentiate the need for a re-visit to prevalent leadership / entrepreneurship practices and why & how those would create better business impact for the society at large.	3	3	3	-	2	3	3	3	3
LO3: Learn and Adapt to when and why Leadership and Entrepreneurship Actions have	3	3	3	1	3	3	3	3	3



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resulted in sustainable development of both – organisations and community.									
LO4: Analyse the Evolution graph of organizations and their corresponding Leadership and Entrepreneurship dimensions mapping them against factors of Social Responsiveness and Ethics- both.	3	3	3	-	3	3	3	3	3
LO5: Understand how one set of Leaders and Entrepreneurs may communicate to develop as their potential successors or as independent Leaders and Entrepreneurs to ensure sustainable practices in organizations.	3	3	3	3	2	3	3	3	3
LO6: Appreciate the processes of Leadership / Entrepreneurship and the challenges therein for creating a sustainable ecosystem within organizations.	3	3	3	3	3	3	3	3	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	Sustainable Leadership <ul style="list-style-type: none"> • Definition and Importance of Sustainable Leadership • Origin of Sustainable Leadership • Characteristics of Sustainable Leadership • Principles of Sustainable Leadership • Role of Sustainable Leadership in the context of the global scenario and organizational characteristics Models of Sustainable Leadership <ul style="list-style-type: none"> • Conceptual Model • Honey Bee Model • “Shareholder First” Model • “Locust” Leadership Model 	10	17



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II	<p>Sustainable Initiatives by Sustainable Leadership :</p> <ul style="list-style-type: none"> • Appropriate Styles of Leadership • Learning and Development • Culture Building • Employee Engagement <p>Antecedents and Consequences of Sustainable Leadership Moderators and Mediators of Sustainable Leadership Measurement of Sustainable Leadership and it's effect</p>	10	18
III	<p>Sustainable Entrepreneurship</p> <ul style="list-style-type: none"> • Definition and Importance of Sustainable Entrepreneurship • Drivers of Sustainable Entrepreneurship • Challenges of Sustainable Entrepreneurship <p>Conceptualization of Sustainable Entrepreneurship</p> <ul style="list-style-type: none"> • Sustainable Entrepreneurship as a Concept of Intersection • Sustainable Entrepreneurship as a Concept of Embeddedness • Sustainable Entrepreneurship as a Concept of Integration <p>Key Pillars of Sustainability and Initiatives & Motivation for Sustainable Entrepreneurship</p>	10	18
IV	<p>Taking Sustainable Entrepreneurship and Start-ups' Sustainability to the next level :</p> <ul style="list-style-type: none"> • Philosophy and Structure of Sustainable Entrepreneurship • Process of Sustainable Entrepreneurship • Encouraging and Enacting Sustainability through Entrepreneurial Action • Embedding Sustainability Holistically in the Entrepreneurship Process • Conceptually situated implications, opportunities and challenges for Sustainable Entrepreneurship 	10	17
V	<p>Practical :</p> <ul style="list-style-type: none"> • Literature Review on Innovating Systems/ Systems Transformation for Sustainable Futures – The Leadership and Entrepreneurship Dimensions • Discussions on Live Examples of Emerging Models for Sustainable Ventures. 		30 (marks CEC)

4. Pedagogy:

- ICT enabled Classroom teaching
- Case studies
- Practical / live assignment
- Interactive class room discussions
- Sessions by Practicing professionals
- Audio / Video based learning for understanding cross culture human psychology



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5. Evaluation:

Students shall be evaluated on the following components:

A	Internal Evaluation	(Internal Assessment- 50 Marks)
	Continuous Evaluation Component	20 marks
	Class Presence & Participation	10 marks
	Case Study Discussion and Group Discussion	20 marks
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

5. Reference Books:

No.	Author	Name of the Book	Publisher	Year of Publication /Edition
1	Gutterman Alan S.,	Sustainable Leadership : A Guide for Sustainable Entrepreneurs	Sustainable Entrepreneurship Project-2020(e-book)	Latest
2	Murphy Clark	Sustainable Leadership : Lessons of Vision, Courage and Grit from the CEOs who Dared to Build a Better World	Russell Reynolds Associates	Latest
3	Brent Davis	Developing Sustainable Leadership	Sage Publication	Latest
4	Rajan Mukund , Wakhlu Bharat, Bhasin Sonu	Tata’s Leadership Experiment: The Story of the Tata Administrative Service	Harper Business	Latest
5	Jacob Thomas	Sustainable Leadership : Sourcing and Multiplying Happiness		Latest
6	Wadim Strielkowski,	Sustainable Leadership for Entrepreneurs and Academics	Springer Proceedings	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.

6. List of Journals/Periodicals/Magazines/Newspapers / Web resources, etc.

1. International Journal for Entrepreneurship and Small Business
2. International Journal of Entrepreneurship
3. Sustainability, MDPI
4. Suriyankietkaew Suparak, Sustainable Leadership and Entrepreneurship for Corporate Sustainability in Small Enterprises : An Empirical Analysis, Online, March 2019, pp 256-275 (<http://doi.org/10.1504/WREMSD.2019.098463>)
5. Norhisham Mohd Kasim, Mohd Nazri Zakaria, The Significance of Entrepreneurial Leadership and Sustainable Leadership (Leadership 4.0) towards Malaysian School Performance, International Journal of Entrepreneurship2(8), 27-47, 2019.
6. Sookan Sookan, Suriyankietkaew Suparak, “Sustainable Leadership : Rhineland practices at a Thai Small Enterprise, International Journal for Entrepreneurship and Small Business, 19(1), 77-94, 2013.