

**SYLLABI**  
**For**  
**Value Added Course**  
**Certificate Course in Business Sustainability Management**

**Offered by**  
**Department of Management Sciences**  
**Masters of Business Administration**  
**(Session: 2023-24)**

**TECNIA INSTITUTE OF ADVANCED STUDIES**  
**"A"GRADE INSTITUTE**

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**  
**MASTERS OF BUSINESS ADMINISTRATION (MBA)**

**Certificate Course in Business Sustainability Management**

**Course Code: MS 508**

**L-2, T-0 P-0 Credits -2**

**Objectives:** This course in Business Sustainability Management is to equip participants with the knowledge and skills to integrate sustainable practices into business operations, fostering environmental responsibility, social equity, and long-term economic viability

**Learning Outcomes:**

1. Student will be able to understand the global economic conditions.
2. Student will be able to explore the knowledge on planning and sustainability with emerging technologies.
3. Students will be able to analyze the national and international policies towards the sustainability.

**Course Contents:**

**Unit I** **(10 Hours)**

Unit I: Understanding Sustainability Challenges and Opportunities: Identification of Sustainability challenges and opportunities. Analysis of the business case and leadership for action

**Unit II** **(5 Hours)**

Regulatory Environment and Policy Analysis. Regulatory environment and international policy (5 hours)

**Unit III** **(10 Hours)**

Sustainable Business Practices in Value Chains: The value chain: Implementing business models and processes for sourcing, producing, and consuming sustainably. Design, technology and planning for sustainability.

**Unit IV** **(5 Hours)**

Unit IV: Communication and Marketing for Sustainability, Communication and marketing identification

**References:**

- Rudiger Hahn (2022), Sustainability Management: Global Perspectives on Concepts, Instruments, and Stakeholders.
- Dr. Deb prasanna choudhury (2018), Sustainability Management.

- Michael Blowfield (2019), Business and sustainability.
- Lenssen (2019), Managing Sustainable Business-An Executive Education Case and Textbook.

**Evaluation Pattern:** On the basis of practical exam followed by viva voce