

NIRMA UNIVERSITY
Institute of Management
Master of Business Administration (Full Time) Programme

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Course Code	MFT5GEXX03
Course Title	Business Sustainability

Course Learning Outcomes (CLO):

At the end of the course, the students will be able to:

1. Identify the dimensions of sustainability pertaining to business
2. Discuss the emerging business issues in sustainability
3. Explain the importance of business sustainability

Syllabus

Teaching Hours

Unit I: Business Sustainability Dimensions	07
<ul style="list-style-type: none"> • Dimensions of Sustainability • Challenges Facing Business • Stakeholders and Stakeholder Management Issues in Sustainability 	
Unit II: Emerging Paradigms of Business Sustainability	08
<ul style="list-style-type: none"> • Managing sustainability – functional responses, strategy and leadership issues, linkages with External Stakeholders • Reporting, Measurements and Standards • Emerging Business Issues in Sustainability 	

Suggested Readings:

1. Carroll, A., & Buchholtz, A., Business and society: Ethics, sustainability, and stakeholder management. Nelson Education.
2. Veleva, V., & Ellenbecker, M. A., Proposal for measuring business sustainability. Greener Management International, 31(3), 101-120.

w.e.f. Academic Year 2019-20 and onwards