

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

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Course Code	MFT5GEXX13
Course Title	Green Business

Course Learning Outcomes (CLO):

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

1. Identify basic concepts related to green business
2. Relate to new trends in greening business operations and sustainable global economy
3. Analyse how organisations plan, develop and implement sustainable business strategies

Syllabus

Teaching Hours

Unit I: Overview of Green Business <ul style="list-style-type: none"> • Introduction to Green Business • Sustainability: Historical Overview • Corporate Citizenship • Social Responsibility • Business Logic Sustainability: Renewable and Non-Renewable Resource 	05
Unit II: Green Business Model <ul style="list-style-type: none"> • Green Business Prospects • Creating Green Business Model • Green Supply Chain • Waste Disposal and Recycling 	06
Unit III: Sustainability in Green Business <ul style="list-style-type: none"> • Green Business Practices • Profit in Triple Bottom Line 	04

Suggested Readings:

1. Townsend, A.K., Green Business: a five-part model for creating an environmentally responsible company, Schiffer Publishing Ltd., PA
2. Esty, D.C., & Winston, A.S., Green to Gold: How smart companies use environmental strategy to innovate, create value, and build competitive advantage. John Wiley&Sons, Inc., NJ

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