

DEPARTMENT OF MANAGEMENT					
III Semester	Course Title	Duration	Course Type	Session	Credits
		Sustainable Business and Finance	45 Hours	OEC	3 Hours a Week

Course Objectives:	<ol style="list-style-type: none"> To familiarise students with approaches to sustainable business To familiarise students with sustainable finance practices and products.
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Course Outcomes:

C01	Comprehend the importance of sustainability for business
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C02	Describe sustainability of business from a marketing perspective
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C03	Acquaint with basic concepts and tools for applying the sustainable finance mechanisms
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C04	Explain various sustainable finance products and ESG risk management framework
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Reference Books:

#	Title	Author/s	Publisher
1	Sustainable Business Development	Rainey David L	Cambridge University Press
2	Business Environment and Sustainable Development	Cherunilam Francis	Himalaya Publishing House
3	Sustainable Business	Landrum Nancy E	Business Expert Press
4	Sustainable Business	Sally & Jean	John Wiley & Sons Inc
5	Sustainable Business - Key Issues	J Blewitt H Koprina	T&F India

Unit	Title	Hours	Contents
1	Foundation to Sustainable Business	12	Sustainable Company – Meaning and Features, Measures of sustainability - Life-Cycle-Analysis, GHG inventories, Measuring social impacts and benefits, Market opportunities for sustainability, Opportunities for Entrepreneurship, integrating sustainability issues within the core Business Strategy, how environmental sustainability is relevant to business.
2	Sustainable Marketing	10	Sustainable Product Design, Ways to develop sustainable products, Motivations for sustainable consumer behavior, Building a Sustainability Brand, Sustainability as a Competitive Differentiator, Marketing Challenges: Pricing, Greenwashing, PR Challenges, Sustainable marketing communications strategies.
3	Sustainable Finance I	10	Sustainable Finance – Meaning and features, Ways of incorporating Sustainability into Organizations and the Financial System, Sustainable investment - meaning and approaches, Key Challenges for Sustainable Finance, The five pillars of sustainable finance concept.
4	Sustainable Finance II	08	Introduction to Environmental, Social and Governance (ESG) Risk Management, elements of a sound impact report and its importance for the integrity of the market, Sustainable Finance Products.
Learning by Doing activities: 5 Hours			