



# INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal - 500 043, Hyderabad, Telangana

## COURSE OUTCOMES

SUSTAINABILITY MANAGEMENT								
I Semester: MBA								
Course Code	Category	Hours / Week			Credits	Maximum Marks		
		L	T	P		C	CIA	SEE
CMBD09	Elective	3	0	-	3	40	60	100
		Contact Classes: 40			Tutorial Classes: Nil	Practical Classes: Nil	Total Classes: 40	
Prerequisite: Basic concepts of management								

### I. COURSE OVERVIEW:

This course is designed to provide a comprehensive understanding of sustainability principles and their application in the business context. It emphasizes the integration of sustainability into business strategies and operations, as well as the role of leadership and change management in fostering sustainable practices. Students will be equipped with the knowledge and skills needed to address contemporary sustainability challenges and opportunities.

### II. COURSES OBJECTIVES:

#### The students will try to learn:

- I. The significance of business sustainability management.
- II. The various aspects in environment and economic sustainability.
- III. The sustainability process and its strategies.
- IV. The importance of sustainability in urban metabolism and components of market and sustainability.

### III. COURSE OUTCOMES:

At the end of the course students should be able to:

- CO1 Familiarize with the Global Reporting Initiative (GRI) Guidelines for sustainability reporting.
- CO2 Explore the interconnection of the environment and economic development.
- CO3 Develop sustainability strategies and recognize the steps involved in strategy formulation.
- CO4 Perform sustainability self-assessment by sectors and functions.
- CO5 Conduct territorial analysis and assess natural, human, economic, social, and cultural capital in the context of sustainability.
- CO6 Recognize the role of sustainability reporting and its impact on building trust with stakeholders.

### IV. COURSE CONTENT:

#### MODULE - I: INTRODUCTION TO SUSTAINABILITY AND BUSINESS (08)

Introduction to Sustainability, Triple Bottomline Approach, Global Reporting Initiative (GRI) Guidelines, Sustainability and Responsibility, Sustainability Framework, Business Engagement with Sustainability, Climate Change and Global Warming, Sustainability Development, Five Steps to Successful Engagement, Difference between Corporate Social Responsibility (CSR) and Sustainability, Current Major Sustainability Trends.

#### MODULE - II: ENVIRONMENT AND ECONOMIC SUSTAINABILITY (10)

The Environment and Economic Growth Linkage, Impact of Transport Infrastructure Development, Interconnection of the Environment and Economic Development, Environment Pollution and Sustainability, Economic Approaches to Sustainable Development.

### **MODULE - III: SUSTAINABILITY PROCESS AND STRATEGIES (09)**

Process to Achieve Sustainability, Working with Processes, Process Approach and Control, Resource Management, Officious Strategy, Effective Processes, Efficient Processes, Sustainability Strategies, Steps in Sustainability Strategy Formulation, Steps in Sustainable Planning, Unsustainable Take-Make-Waste Business Models, Sustainable Models, Sustainability Self-Assessment by Sectors and Functions.

### **MODULE - IV: SUSTAINABILITY IN URBAN METABOLISM (10)**

Introduction, Sustainable and Circular Value Chain, Systemic Perspective on Value Creation, Emergence and Dynamics of Circular Value Systems, Materials and Methods, Territorial Analysis, Natural Capital, Human Capital, Economic and Manufacture Capital, Social Capital, Cultural Capital, Consequential Lifecycle Assessment.

### **MODULE - V: MARKET AND SUSTAINABILITY (08)**

Introduction, Defining Human Needs, Material Services and Characteristics, Integrating Material Services, Sustainability Marketing Mix, Benefits of Sustainability Marketing, Strategy for Sustainability Marketing, Sustainable Consumer Behaviour, Segmentation, Positioning, Competitive Advantage, Sustainability Reporting, Importance of Trust, Sustainability Reporting Guidelines.

#### **V. TEXTBOOKS:**

1. Rudiger Hahn, “Sustainability Management: Concepts, Instruments and Stakeholders from a Global Perspective”, Paper pack edition, 2022.
2. Pardeep Singh, Prमित Verma, Daniela Perrotti, K.K.Srivastava, “Environmental Sustainability and Economy”, Elsevier Science, 1e, 2021.

#### **VI. REFERENCE BOOKS:**

1. Hardisty, Paul Environmental and Economic Sustainability Press, Routledge, 1e, 2019.
2. Dr. Deb Prasanna Choudhury, Sustainability Management: Strategies and execution for achieving Responsible Organizational Goals, 1e, 2018.

#### **VII. WEB REFERENCES:**

1. [http://www.spinger.com/gp/sustainability management.com](http://www.spinger.com/gp/sustainability%20management.com)
2. [http://www.en.wikipedia.org/wiki/list\\_of\\_sustainability\\_management.html](http://www.en.wikipedia.org/wiki/list_of_sustainability_management.html)

#### **VIII. E-TEXT BOOKS:**

1. <http://www.search.gmx.net/abuteconomics/saveyourtime.com>
2. [http://www.archive.mu.ac.in/myweb\\_test/pliticalscience.com](http://www.archive.mu.ac.in/myweb_test/pliticalscience.com)
3. <https://www.oxfordhandbooks.com/view/10.1093/oxfordhb/9780199793471.001.0001/oxfordhb-9780199793471>
4. <http://cart.ebalbharati.in/BalBooks/pdfs/1103020029.pdf>
5. [https://scholar.cu.edu.eg/?q=mmyoussif/files/subhendu\\_dutta\\_introduotory\\_economics\\_micro\\_an\\_dbookfi.org\\_.pdf](https://scholar.cu.edu.eg/?q=mmyoussif/files/subhendu_dutta_introduotory_economics_micro_an_dbookfi.org_.pdf)
6. <https://www.oxfordhandbooks.com/view/10.1093/oxfordhb/9780199845156.001.0001/oxfordhb-9780199845156>