Course Name: Green Human Resource Management

Course code: GHRM 601

Course description and Syllabus

1.5 credits

Background and Relevance

Green HRM promotes sustainability by ensuring that HR practices align with environmental goals. This includes reducing carbon footprints, minimizing waste, and conserving resources. Embracing green HRM demonstrates a commitment to CSR. By incorporating environmental concerns into HR policies, organizations signal their dedication to sustainable business practices and societal well-being. Implementing green HRM practices can lead to cost savings through efficiencies in energy usage, waste reduction, and streamlined processes. Environmental regulations are becoming more stringent globally. Green HRM ensures compliance with environmental laws and regulations, reducing the risk of fines, legal disputes, and damage to reputation. Embracing green HRM fosters innovation by encouraging employees to develop eco-friendly products, services, and processes. This can lead to a competitive advantage in the marketplace as consumers increasingly prefer environmentally responsible companies. Green HRM enhances relationships with stakeholders, including customers, investors, and communities. By demonstrating environmental stewardship, organizations can build trust and goodwill with these groups. Sustainable practices promoted by green HRM contribute to the long-term viability of organizations by reducing environmental impact and ensuring resource availability for future generations.

Course Description and Objective:

The major objective of this course is for the students to have a deep understanding of all the Sustainable development Goals to be met by the year 2030. The students need to be able to derive insights on the areas of Green operations, Green Supply Chain, Green Marketing, Green Finance and Green HR which would enable them to meet the Sustainable goals of the Businesses. Thus, this course should be able to inculcate the importance of meeting these goals for the betterment of the Universe and thus motivate the students to gain a sense of personal and group responsibility towards the environment.

1. **Knowledge:** The course imparts the knowledge with respect to:
   i.   Sustainability, Green documentation
   ii. Understanding on the environmental sustainability, role of corporate for achieving SDG

2. **Skills:** At the end of the course delivery, learners can inculcate the skillset with respect to: Interpersonal skills,
   i.   Designing & delivering the green practices

3. **Attitude:** The course can transform the behaviour of the learners with respect to:
   i.   Empowering nature
   ii.   Social responsibility
   iii. Preventing the climate change
   iv.   Organizational Citizenship Behaviour.

Learning Outcome

LO1	Understand the basic principles of Sustainability and Green Management and how they impact the 17 Sustainable Development Goals (SDG).
LO2	Understand Life cycle thinking to prioritize sustainability efforts and have a basic understand the impact of Sustainability across various operations function like Purchasing, Production, Packaging, Supply chain and reverse logistics.
LO3	Explain green marketing and its importance to the environment from the perspective of consumers and businesses.
LO4	To Understand the concept of Green Finance in the Context of Green.
LO5	To elaborate & synthesize on various green practices that can be incorporated for building a green workplace.

Indicative content

Module 1 LO1 Green HRM-Overview

Integration of organizations Purpose, Vision, Mission, and Strategy to meet the Sustainable Development Goals.

Module 2 LO2 Green practices in functional department

- Green practices (Talent acquisition, training and development, Performance management, employee engagement etc).
- Demonstrate with evidence how this company has built in Green Practices in the execution of its Strategy.
- Relating Marketing, Finance , Human Resources or Operations & Supply Chain with various green practices.

Module 3, LO3   Organizational goals & Green outcome

- Organizational eco-system
- Benefits of implementing sustainable practices
- Sustainable initiatives from people, profits & Planet perspective
- Justification with facts.

Module 4, LO4, Role of manager on Green HRM

- Initiatives taken by HR manager for implementing Green HR practices.

- Awareness of SDGs

- Workshop/seminar and conferences on SDGs

- Department wise initiatives (Marketing, Finance, Operations, IT and other)

Required reading:

1. Shishira Srinivasa (2021), Green HRM-A Run-Through of Different Approaches. Notion Press; 1st edition (22 June 2021); Notion Press Media Pvt Ltd | No,50, Chettiyar Agaram Main Road, Vanagaram, Chennai – 600095.

2. Pankaj Kumar(2023), Green HRM: Challenges and Trends: To Understand the principles and practices Paperback – Import, 6 October 2023.

Learning Structure	Classroom	Individual	Experiential
Lesson-plan breakup	20%	60%	20%
In hours	4 hours	8 hours	3 hours

Evaluation

End of Term Assessment (100% weightage)
- Submission of final report based on the course descriptor and course instructor's recommendations.
- Maxi 20% Plagiarism in the report accepted, prepared report should be able to publish as a research paper in a UGC care listed journal.

Course Name: Green Marketing Academic Instrument

Course Descriptor			
Participant	**PGDM5/CMBA2Y2**	**Academic Year**	2023-2024
Course Title	Green Marketing	**Course Code**	MT502
Credit	1.5	**No. of Hours**	15. Hrs.
Faculty	Professor Prakash Pandit		
Program Outcome			

PO Code	Program Outcome	Hours
PO1	Apply knowledge of management theories and practices to solve business problems.	**4.5 Hrs.**
PO2	Foster Analytical and critical thinking abilities for data-based decision making.	**1.5 Hrs.**
PO3	Ability to develop Value based Leadership ability.	**3 Hrs.**
PO4	Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	**3 Hrs.**
PO5	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	**3 Hrs.**
Total Hours Planned		**15 Hrs.**

Course Objective

- The core aim of this module is to provide students with **conceptual knowledge, tools, frameworks and technique to understand the Importance of Green Marketing and how Green Marketing can facilitate Organizational sustainability. Objectives.** Understand the opportunities, challenges & issues in designing & implementing Green marketing strategies.
- Green, environmental and eco-marketing are part of the new marketing approaches which do not just refocus, adjust or enhance existing marketing thinking and practice, but seek to challenge those approaches and provide a substantially different perspective thus giving an edge over others.

Course Outcome
After completion of this course, students should be able to

CO Code	Course Outcome	Hours
MM120.1	Demonstrate understanding of Green Marketing concept, framework of environmental sustainability.	3.5 hrs.
MM120.2	Understand the opportunities, challenges & issues in designing & implementing Green Marketing strategies.	2.5 hrs.
MM120.3	Analyze factors that contributes to Green Marketing products, process, and practices of an Organization.	3.5 hrs.
MM120.4	Applying knowledge of Green Marketing to help an organization drive differentiation and develop competitive advantages.	3.0 hrs.
MM120.5	Evaluate the role of Green Marketing in Managing Sustainability & Contributing in creating a Green business environment	2.5 hrs.
Total Hours Planned		**15 hrs.**

CO-PO Correlation (1- Low, 2-Medium, 3-High)					
CO Code	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
MM120.1	3	3	2	-	2
MM120.2	2	2	-	2	-
MM120.3	3	3	2	-	2
MM120.4	3	-	-	2	-
MM120.5	3	3	2	2	2

CO-PO Mapping		
CO Code	**Course outcome**	**Related PO**
MM120.1	Demonstrate understanding of Green Marketing concept. Theories, framework of environmental sustainability.	**PO1, PO2,PO4**
MM120.2	Understand the opportunities, challenges & issues in designing & implementing Green Marketing strategies.	**PO1,PO2,PO5**
MM120.3	Analyze factors that contributes to Green Marketing products, process, and practices of an Organization.	**PO1, PO2**
MM120.4	Understand how cause related Marketing campaigns can help an organization drive differentiation.	**PO1, PO3,PO4**
MM120.5	Evaluate the role of Green Marketing in Managing Sustainability & Contributing in creating a Green business environment	**PO1, PO3, PO5**

Indicative Content & Session Plan				
Session	**Topic**	**Description**	**CO's**	**Hours**
1	Introduction to Green Marketing	Concept, Definition, Importance, evolution of Green Marketing, Groups	MM120.1	1

		that need to understand Green Marketing		
2	Need of Green Marketing	Advantages, Opportunities, Challenges,	MM120.2	1
3	Why Green Marketing	The new green Marketing Paradigm The strategies for Green Marketing success	MM120.2	1
4	Consumer Buying Behavior	Green Consumer & Green Consumerism, Consumer Buying Behavior Five shades of Green consumers Green Consumer motives & buying strategies	MM120.2	1
5	Green Marketing	Green value creation Green Marketing & business competitiveness	MM120.3	1
6	Discovering Value	Market Segmentation, Target Marketing, Market Positioning	MM120.3	1
7	Green Marketing Mix	4 P's of Green Marketing 4 S's of Green Marketing	MM120.3	2
8	Green Marketing Strategies	Product, Price, Place and Promotion Strategies	MM120.3	1
9	Communicating Value via Integrated Marketing Programs	Integrated Marketing Communication Message Strategy, Green Branding, Certification Labeling, Demarketing	MM120.3	1
10	Delivering Value in Retailing	The Central Role of Retailing in Supply Cycles Marketing Sustainable Product Lines Marketing Sustainable Consumption	MM120.4	1
11	Green Marketing for Sustainable Development	Sustainable manufacturing and marketing of products, 5R's of Green Marketing	MM120.4	1
12	Green Logistics	Sustainable Supply Cycle, Sustainable Logistics	MM120.3	1
13	Corporate Social Responsibility	Corporate Social Responsibility for Sustainable Environment	MM120.5	1
14	Green Marketing and Sustainability Reporting	Purposes of Sustainability Reporting Benefits of Sustainability Reporting Reporting Economic, Environmental & Social Value,	MM120.5	1
Case Study for Discussion: **Coca-Cola goes green: The launch of coke life** Authors: Mathias Koch Publisher: Harvard Business School (HBS) Cases No. of Pages: 10			MM120.3 MM120.4 MM120.5	

Required Reading/Viewing

Required Reading:
1.   Green Marketing Management, Robert Dahlstrom. 2.   Green Marketing: Challenges & Opportunities for the New Marketing Age 3.   Green washing report (available for free download at http://sinsofgreenwashing.org/findings/greenwashing-report2010.
Recommended Reading and viewing:
 1.   Green Marketing Myopia (available as a free download at www.greenmarketing.com/files/articles/stafford-myopiajune06.pdf 2.   Mendleson, Nicola; Michael Jay Polonsky (1995). "Using strategic alliances to develop credible green marketing". Journal of Consumer Marketing 3.   McDaniel, Stephen W.; David H. Rylander (1993). "Strategic green marketing". Journal of Consumer Marketing

Learning and Teaching Methods:
Classroom sessions, Presentations, Case studies, Audio-Video tools, Independent study, Seminars
Resource Requirement:
Faculty, Guest speakers, Library, Online material, Industry experts (SME)

Assessment Methodology:				**CO**
Assessment Type	**Duration/Length of Assessment Type**	**Weightage of Assessment**	**Approximate Date of Submission**	
Quiz	10 Minutes	20%	Per Exam schedule of UBS	
Presentation Individual	60 Minutes each	80%	Per Exam schedule of UBS	

Course Name- Green AI

(Term – VI   Elective   1.5 Credits)

Course Objective:

This course aims to provide a foundational understanding of Green AI, emphasizing both the theoretical knowledge and practical skills needed to develop and manage sustainable AI systems.

Course Objectives:

On successful completion of this course, learners will be able to:

- Understand the environmental impact of AI technologies.
- Learn sustainable practices and strategies in AI development and deployment.
- Explore the role of AI in promoting sustainability.
- Develop skills to create and manage environmentally-friendly AI systems.

Course Structure:

Module 1: Introduction to Green AI (2 hours)

Overview of Green AI - Definitions and importance of Green AI - Environmental impact of AI technologies (energy consumption, carbon footprint)

Sustainability Challenges in AI - Data centers and their energy use - AI model training and its ecological footprint

Module 2: Sustainable AI Development Practices (4 hours)

Energy-Efficient Algorithms - Techniques to reduce computational requirements - Optimizing algorithms for energy efficiency

Green Data Centers - Design and management of energy-efficient data centers - Use of renewable energy sources in data centers

Model Optimization and Pruning - Methods for model compression and pruning - Transfer learning to reduce training time and resources

Module 3: Tools and Techniques for Green AI (3 hours)

Energy Measurement Tools - Tools to measure and monitor energy consumption of AI models - Carbon footprint calculators for AI systems

Green Programming Languages and Frameworks - Energy-efficient programming languages and AI frameworks - Best practices for coding in an energy-efficient manner

Lifecycle Assessment of AI Systems - Assessing environmental impact across the AI lifecycle - Sustainable design and disposal of AI hardware

Module 4: AI for Sustainability (4 hours)

AI in Environmental Monitoring - Use of AI in climate modeling, biodiversity monitoring, and pollution control

Smart Grids and Energy Management - AI applications in optimizing energy use in smart grids - Predictive maintenance and energy efficiency in utilities

Sustainable Supply Chains - AI for optimizing supply chains to reduce waste and emissions - Case studies of AI improving supply chain sustainability

Module 5: Case Studies and Future Trends (2 hours)

Case Studies of Green AI Applications - Detailed analysis of successful green AI projects - Lessons learned and best practices

Future Trends in Green AI - Emerging technologies and innovations in sustainable AI - Predictions for the future of AI and sustainability

Recommended Reading:

"Green AI: Making Artificial Intelligence Sustainable" by Various Authors (Collection of Papers)

"AI and Climate Change: How AI Can Help Address the Climate Crisis" by Various Authors (Collection of Papers)

"Efficient Processing of Deep Neural Networks" by Vivienne Sze et al.

"Energy-Efficient Computing and Green Cloud Computing: Concepts, Methodologies, Tools, and Applications" by Various Authors (Collection of Papers)

Software and Tools: TensorFlow Lite, PyTorch Mobile, Energy consumption measurement tools (Power Meter, Joulemeter), Carbon footprint calculators

Responsible AI - Principles and Practices

(Term – VI   Elective   1.5 Credits)

Course Objective:

This course aims to provide the learners a comprehensive understanding of responsible AI, equipping them with the knowledge and skills to develop and manage AI systems that are ethical, transparent, fair, and secure.

Course Objectives:

On successful completion of this course, learners will be able to:

- Understand the principles of responsible AI and their importance.
- Learn the ethical, legal, and social implications of AI technologies.
- Develop skills to design, implement, and evaluate responsible AI systems.
- Explore real-world applications and case studies of responsible AI.

Course Structure:

Module 1: Introduction to Responsible AI (3 hours)

Overview of Responsible AI - Definitions and key concepts - Importance of responsible AI in modern society

Ethical Principles in AI - Fairness, accountability, transparency, and ethics (FATE) - AI ethics frameworks and guidelines (e.g., IEEE, EU guidelines)

Legal and Regulatory Aspects - Overview of AI-related regulations and policies - Data protection laws (e.g., GDPR) and their impact on AI

Module 2: Fairness and Bias in AI (3 hours)

Understanding Bias in AI - Types of bias (data bias, algorithmic bias, human bias) - Sources and consequences of bias in AI systems

Mitigating Bias - Techniques to detect and reduce bias in data and algorithms - Best practices for fair and unbiased AI development

Case Studies: Real-world examples of biased AI and mitigation strategies - Lessons learned from AI bias incidents

Module 3: Transparency and Explainability (3 hours)

Importance of Transparency in AI - The need for transparency and explainability in AI systems - Challenges in achieving transparency

Techniques for Explainable AI - Methods for making AI models interpretable (e.g., LIME, SHAP) - Tools and frameworks for explainable AI

Case Studies - Examples of explainable AI in various industries - Impact of explainability on user trust and adoption

Module 4: Accountability and Governance (3 hours)

Accountability in AI Development - Roles and responsibilities in AI development and deployment - Establishing accountability frameworks within organizations

AI Governance and Risk Management - Implementing governance structures for AI oversight - Risk management strategies for AI projects

Case Studies - Organizational approaches to AI governance - Success stories and challenges in AI governance

Module 5: Privacy and Security in AI (3 hours)

Data Privacy in AI Systems - Principles of data privacy and protection - Privacy-preserving techniques in AI (e.g., differential privacy, federated learning)

Security Challenges in AI - Common security vulnerabilities in AI systems - Strategies for securing AI models and data

Case Studies - Examples of privacy and security breaches in AI - Best practices for ensuring privacy and security

Recommended Reading:

"Ethics of Artificial Intelligence and Robotics" by Vincent C. Müller

"Fairness and Machine Learning: Limitations and Opportunities" by Solon Barocas, Moritz Hardt, and Arvind Narayanan

"Interpretable Machine Learning: A Guide for Making Black Box Models Explainable" by Christoph Molnar

"The Ethical Algorithm: The Science of Socially Aware Algorithm Design" by Michael Kearns and Aaron Roth

Software and Tools: IBM AI Fairness 360, Google's What-If Tool, Microsoft's Fairlearn, LIME (Local Interpretable Model-agnostic Explanations), SHAP (Shapley Additive explanations)

Course Name- Sustainable Operations and Supply Chain Management

Course name: Sustainable Operations and Supply Chain Management

Course allotted time: 15 hours

Total course credit: 1.5

Cohort: MBA

Course description:

Firms today face increasing pressure from activists, investors, and customers, to reduce the environmental impacts of their operations and supply chains as well as uphold basic human rights and labor standards for the people who produce the materials/ components/ products. At the same time, using a sustainability lens to look at its operations and supply chain, a firm can identify new opportunities for improving efficiency and innovations. Further sustainability (environmental/ social) as an artifact has to combine with a discussion of responsibility. That is, how is the responsibility (for ensuring sustainability) apportioned across the extended value chain that includes the end consumers? This course examines how to design and manage environmentally and socially responsible operations and supply chains.

Term IV….

Course Title	Sustainable operations and supply chain management	Academic Year	2024	
Participants	MBA	Course Code	OT 605	Sustainable operations and supply chain management
Batch Number		Credit	1.5	No. of hours	15
Faculty	Prof.Maninee Dhole	Term	V	Elective

Program Outcome			No. of hours
1	PO1	An ability to analyse, synthesise and creatively solve complex business problems by applying management theories, tools, models and implementing agreed solutions effectively and efficiently.	2
2	PO2	Analytical and critical thinking abilities for data-based decision making.	3
3	PO3	The skills of a reflective practitioner, independent learner, with a Global outlook, leading to lifelong learning and entrepreneurial mindset.	2
4	PO4	Critical understanding of management and the challenges of managers in legal, ethical, digital, global, and entrepreneurial contexts.	6
5	PO5	A range of interpersonal skills including listening, persuading, or influencing others to lead or interact in a group context; whilst showing sensitivity to diversity in people and different situations.	2
		Total	15

Course Objective
• To provide students with a practical understanding of the sustainability and sustainable development and alignment of sustainable development goals with that of operations management.
• To understand various innovative sustainability practices followed in operations management
• To know about stakeholders' engagement in sustainable supply chains.

Course Outcomes After competition of this course, learners will be able to			BT Level	No. of hours
1	CO1	Demonstrate an understanding of sustainability basic principles	BT4	2
2	CO2	Understand impact and solutions of Sustainability across the Operations & Supply Chain namely Design , Procurement , Packaging, Manufacturing , Warehousing and Logistics function across an organization and possible methods to mitigate the same.	BT3	6
3	CO3	Demonstrate an understanding of Waste management system with concepts of 4R's – Reduce, Reuse, Recycle, Recover.	BT4	4
4	CO4	Understanding how ESG Performance is measured by companies and impact of the same on SDG's.	BT2	3
			Total hours	15

Learning structure	Classroom	Individual	Experiential	Community
Lesson-plan break up	50%	10%	20%	20%
In hours	10 hours	1 hours	2 hours	2 hours

PO-CO Correlation: (1 - Low, 2 - Medium, 3 - High)

CO Code	PO1	PO2	PO3	PO4	PO5
1	3				
2		3	3	3	
3		2	2	2	3
4		2	2	3	3

PO-CO Mapping:

CO Code	Course outcome	Related POs
1	Demonstrate an understanding of sustainability and its basic principles	PO1
2	Critically evaluate the concepts of sustainable production, manufacturing, Dos and Don'ts.	PO2, PO3, PO4
3	Making decisions for sustainable procurement, staff and equipment selection and deployment.	PO2, PO3, PO4,PO5
4	Formulate strategies for sustainable logistic operations including reverse logistics, warehousing. Engagement of stakeholders across the supply chain.	PO2, PO3, PO4, PO5

Indicative course content
• Sustainability and its basic principles   • SDG Goals   • Life Cycle Assessment   • Sustainability and product design   • Sustainable procurement and packaging   • Sustainable production (Cleaner production)   • Sustainable warehousing   • Sustainable logistics, reverse logistics   • Waste Management   • ESG Reports

Required Reading
Sustainability logistics and supply chain management by David P Grant, Alexander Trautrims, Chee Yee Wong. First Edition and Second Edition. Sustainable Operations and Supply Chain Management by Valeria Belvedere, Alberto Grando.

Recommended Reading	Digital Library
Rosen, M. A., &Kishawy, H. A. (2012). Sustainable manufacturing and design: Concepts, practices and needs. *Sustainability*, *4*(2), 154-174. Hasan, M. (2013). Sustainable supply chain management practices and operational performance. The University of New South Wales, Sydney, Austalia American Journal of Industrial and Business Management, 2013, 3, 42-48	EBSCO (UBS digital library access) **Met**Search**Q** (Cardiff Met digital library) Key Search Terms Sustainable procurement and purchasing. Sustainable production, Sustainable warehousing

Note to learners: Absence in four (4) sessions will automatically lead to "Failure" in the course. Moreover, failure in internals will lead to automatic permanent failure in the course as there are no re-sit for internals. No make-up or rescheduling of Class Assessment is possible unless warranted by extenuating circumstances. Students are expected to come prepared for each class by having studied the readings and working to solve the problems suggested for that class

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Course Descriptor

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Participant	MBA	Academic Year	2024-25
Course Title	Green Thinking	Course Code	GT601
Credit	1.5 (One and a half)	No. of Hours	15
Faculty	Prof.Maninee Dhole	Updated as on	

Program Outcomes:		Hours
PO1	Apply knowledge of management theories and practices to solve business problems.	**5**
PO2	Foster Analytical and critical thinking abilities for data-based decision making.	**3**
PO3	Ability to develop Value based Leadership ability.	**2**
PO4	Ability to understand, analyse economic, legal and ethical aspects of operations of a business.	**2**
PO5	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	**3**

Course Objectives

The primary goal is to raise awareness and inspire students to develop a feeling of personal and social responsibility for their own environment, while also teaching them how to reason, think critically, and act in a balanced manner to safeguard it.

Major objectives:

Encourage learning about the environment:
- Environmental awareness and appreciation are intended to be instilled in students via a variety of means. For example, students will learn about the many terms of reference that make up the environment, such as the local and global environment, past and future environment.

Develop skills in investigating the environment:
- Identify the many ways in which resources may be managed to fulfill different demands and requirements, as well as the fact that these methods have variable environmental consequences.
- Provide instruction that encourages students to consider many points of view on environmental challenges, as well as potential solutions.

Acquire a concern and appreciation for the environment:
- The impact on the environment of both the individual behaviors of students and the actions of others.
- Enco urage students to develop environmentally-friendly attitudes.
- Become environmentally conscious and take personal responsibility for your actions.

The course also hopes to promote innovative thinking among students, encouraging them to develop new ideas, processes and equipment for the betterment of our environment.

Course Outcomes:			Hours

1	**CO1**	• Introduction of Green Supply Chain
		    A. Definition
		    B. Impact
		• Case study (Real life green supply chain)
			3.75

2	**CO2**	• Motivating Factors for Green thinking • The Challenges of going Green	**3.75**
3	**CO3**	• Sustainability and new product design • Green Energy	**3.75**
4	**CO4**	• Recent research on Green Thinking	**3.75**
		TOTAL	**15 Hours**
PO-CO Matrix: (1 - Low, 2 - Medium, 3 – High)			

Course Name- Green Thinking

CO / PO	PO-1	PO-2	PO-3	PO-4	PO-5
CO-1	1	1	1	1	1
CO-2	1	1	1	1	1
CO-3	1	1	1	1	1
CO-4	1	1	1	1	1
CO-5	1	1	1	1	1

Course Descriptor

Participant	PGDM9/BDI3/PGDMG9/IM6	Academic Year	2023 -2024
Course Title	Green Thinking	Course Code	GT601
Credit	1.5 (One and a half)	No. of Hours	1.5
Faculty	Prof Prakash Pandit & Dr. Neeraj Dangi	Updated as on	March 2024

Program Outcomes:		Hours
PO1	Apply knowledge of management theories and practices to solve business problems.	5
PO2	Foster Analytical and critical thinking abilities for data-based decision making.	3
PO3	Ability to develop Value based Leadership ability.	2
PO4	Ability to understand, analyse economic, legal and ethical aspects of operations of a business.	2
PO5	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	3

Course Objectives

The primary goal is to raise awareness and inspire students to develop a feeling of personal and social responsibility for their own environment, while also teaching them how to reason, think critically, and act in a balanced manner to safeguard it.

Major objectives:

Encourage learning about the environment:
- Environmental awareness and appreciation are intended to be instilled in students via a variety of means. For example, students will learn about the many terms of reference that make up the environment, such as the local and global environment, past and future environment.

Develop skills in investigating the environment:
- Identify the many ways in which resources may be managed to fulfill different demands and requirements, as well as the fact that these methods have variable environmental consequences.
- Provide instruction that encourages students to consider many points of view on environmental challenges, as well as potential solutions.

Acquire a concern and appreciation for the environment:
- The impact on the environment of both the individual behaviors of students and the actions of others.
- Encourage students to develop environmentally-friendly attitudes.
- Become environmentally conscious and take personal responsibility for your actions.

The course also hopes to promote innovative thinking among students, encouraging them to develop new ideas, processes and equipment for the betterment of our environment.

Course Outcomes:			Hours
1	**CO1**	- Introduction of Green Marketing C. Definition D. Impact	3.75

		• Case study- Real life Green Marketing of an existing company	
2	**CO2**	• Motivating Factors for Green thinking • The Challenges of going Green	**3.75**
3	**CO3**	• Sustainability and Green Marketing practices • Green Marketing Strategies – 4P's/STPD	**3.75**
4	**CO4**	• Recent research on Green Thinking	**3.75**
		TOTAL	**15 Hours**

PO-CO Matrix: (1 - Low, 2 - Medium, 3 – High)

CO / PO	**PO-1**	**PO-2**	**PO-3**	**PO-4**	**PO-5**
CO-1	1	1	1	1	1
CO-2	1	1	1	1	1
CO-3	1	1	1	1	1
CO-4	1	1	1	1	1
CO-5	1	1	1	1	1

Green Thinking Lesson plan
Term VI PGDM (General)

Course Title	Green Thinking	Academic Year	2022-2023		
Participants	PGDM-General	Course Code	FM108		
Batch Number	8	Credit	1.5	No. of hours	15
Faculty	Prof. Krutika Sawant	Term	6	Specialization Finance	

Program Outcome			No. of hours
1	PO1	Apply knowledge of management theories and practices to solve business problems.	04
2	PO2	Foster Analytical and critical thinking abilities for data-based decision making.	04
3	PO3	Ability to develop Value based Leadership ability.	02
4	PO4	Ability to understand, analyse and communicate global, economic, legal, and ethical aspects of business.	03
5	PO5	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	02
		Total	15

Course Objectives
• To encourage learning about the environment • To develop skills in investigating the environment • Acquire a concern and appreciation for the environment

Course Outcomes After competition of this course, learners will be able to			BT Level	No. of hours
1	CO1	To understand the concept of Green Finance in the Context of Green Thinking	BT5	05
2	CO2	To analyse and interpret financial decisions in context of Green Finance	BT5	05
3	CO3	To assess and evaluate the risk in Green Finance (Global context)	BT5	05
			Total hours	15

Learning structure	Classroom	Individual	Experiential	Community
Lesson-plan break up	20%	30%	30%	20%
In hours	6 hours	9 hours	9 hours	6 hours

PO-CO Correlation: (1 - Low, 2 - Medium, 3 - High)

CO Code	PO1	PO2	PO3	PO4	PO5

CO1	3	3	-	2	1
CO2	3	3	1	2	1
CO3	3	3	2	3	1

PO-CO Mapping:

CO Code	Course outcome	Related POs
FM108.1	To understand the concept of Green Finance in the Context of Green Thinking	1,2,4,5
FM108.2	To analyse and interpret financial decisions in context of Green Finance	1,2,3,4,5
FM108.3	To assess and evaluate the risk in Green Finance (Global context)	1,2,3,4,5

Indicative course content
- Investment environment   - Financial markets and the economy   - Sustainable finance   - Risk Assessment   - Sustainable banking   - Impact of Inflation   - Quantitative v/s Qualitative   - Financial decisions

Required Reading
Finance and Sustainability – Proceedings from the finance and sustainability conference, Worclaw 2017

Recommended Reading	**Digital Library**
Designing a Sustainable Financial System: Development goals and Socio-ecological responsibility by Thomas Walker • Green and Sustainable Finance: Principles and Practice by Thomas Simpson	EBSCO (UBS digital library access) Google Scholar

PGDM (General) Program Vision: To develop entrepreneurial talent, using global pedagogy and integrated industry connect which is sensitive to corporate governance, CSR, and environmental concerns.

Green Thinking Lesson plan
Term VI PGDM (General)

Course Title	Green Thinking	Academic Year	2022-2023		
Participants	PGDM-General	**Course Code**	FM108		
Batch Number	8	**Credit**	1.5	**No. of hours**	15
Faculty	Prof. Krutika Sawant	**Term**	6	**Specialization Finance**	

Program Outcome			**No. of hours**
1	PO1	Apply knowledge of management theories and practices to solve business problems.	04
2	PO2	Foster Analytical and critical thinking abilities for data-based decision making.	04
3	PO3	Ability to develop Value based Leadership ability.	02
4	PO4	Ability to understand, analyse and communicate global, economic, legal, and ethical aspects of business.	03

5	PO5	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	02
		Total	15

Course Objectives

- To encourage learning about the environment
- To develop skills in investigating the environment
- Acquire a concern and appreciation for the environment

Course Outcomes After competition of this course, learners will be able to			BT Level	No. of hours
1	CO1	To understand the concept of Green Finance in the Context of Green Thinking	BT5	05
2	CO2	To analyse and interpret financial decisions in context of Green Finance	BT5	05
3	CO3	To assess and evaluate the risk in Green Finance (Global context)	BT5	05
			Total hours	15

Learning structure	Classroom	Individual	Experiential	Community
Lesson-plan break up	20%	30%	30%	20%
In hours	6 hours	9 hours	9 hours	6 hours

PO-CO Correlation: (1 - Low, 2 - Medium, 3 - High)

CO Code	PO1	PO2	PO3	PO4	PO5
CO1	3	3	-	2	1
CO2	3	3	1	2	1
CO3	3	3	2	3	1

PO-CO Mapping:

CO Code	Course outcome	Related POs
FM108.1	To understand the concept of Green Finance in the Context of Green Thinking	1,2,4,5
FM108.2	To analyse and interpret financial decisions in context of Green Finance	1,2,3,4,5
FM108.3	To assess and evaluate the risk in Green Finance (Global context)	1,2,3,4,5

Indicative course content

- Investment environment
- Financial markets and the economy
- Sustainable finance
- Risk Assessment
- Sustainable banking
- Impact of Inflation
- Quantitative v/s Qualitative
- Financial decisions

Required Reading

Finance and Sustainability – Proceedings from the finance and sustainability conference, Worclaw 2017

Recommended Reading	Digital Library
• Designing a Sustainable Financial System: Development goals and Socio-ecological responsibility by Thomas Walker • Green and Sustainable Finance: Principles and Practice by Thomas Simpson	EBSCO (UBS digital library access) Google Scholar

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PGDM (General) - To create impactful knowledge and develop innovative, ethical, responsible, and global leaders, who will transform organizations and society at large.

SBP401- Sustainable Business Practices
Course Descriptor
Term IV

Course Title	Sustainable Business Practices	Academic Year	2024-2025		
Participants	PGDM (General)	Course Code	SBP401	Sustainable Business Practices	
Batch Number	PGDMG10	Credit	3	No. of hours	30
Faculty	Dr. Abhishek Sahu	Term	IV	Core	

			No. of hours
1	**PO1:** Business Acumen and Strategic Decision Making	Objective 1: Students will demonstrate proficiency in core business knowledge/concepts. Objective 2: Students will creatively integrate business disciplines to solve problems and formulate strategic alternatives. Objective 3: Students will demonstrate an ability to conduct research into business and management areas including the analysis and critical evaluation of primary and secondary data.	6
2	**PO2:** Effective Communication	Objective 1: Students will develop clear, concise, and well-organized written communication. Objective 2: Students will develop and deliver effective presentations.	6
3	**PO3:** Global and Inter-cultural Awareness	Objective 1: Students will integrate inter-cultural and global factors in problem solving and decision-making.	2
4	**PO4:** Adoption of new-age Technology	Objective 1: Students will develop an understanding of application of AI and New-age technology in business management, globally. Objective 2: Students will demonstrate proficiency in using AI and New-age technology for data presentation and business analysis.	12
5	**PO5:** Responsible Leadership	Objective 1: Students will apply ethical theories and models to decision making. Objective 2: Student will showcase leadership and teamwork ability.	4
		Total	30

Course Objective
• To introduce and develop a basic understanding of economic, environment, and social aspects of sustainability. • To consider ethical principles in its broadest sense and relate this to the business management and organisation. • Develop and assess strategic initiatives that integrate the SDGs into business operations, demonstrating the ability to create sustainable and impactful business models. • Ability to provide innovative solutions and manage challenges in global business contexts by applying problem solving and strategic decision-making skills.

Course Outcomes After competition of this course, learners will be able to			BT Level	No. of hours
1	CO1	Explain environmental, social, and economic dimensions of sustainability and how they intersect within business operations.	BT2	6
3	CO2	Analyze and implement effective CSR strategies that align with business objectives and societal needs.	BT4	6
4	CO3	Discuss application of sustainability concepts and frameworks to solve complex business challenges related to various business domains through case studies, simulation, and classroom discussions.	BT6	12
4	CO4	Develop practical application of sustainability strategies aligned with the SDGs, ensuring that learners can develop and assess business models.	BT6	6
Total hours				30

Learning structure	Classroom	Individual	Experiential	Community
Lesson-plan break up	40%	10%	40%	10%
In hours	12 hours	3 hours	12 hours	3 hours

PO-CO Correlation: (1 - Low, 2 - Medium, 3 - High)

CO Code	PO1	PO2	PO3	PO4	PO5
GT203.1	X		X		
GT203.2	X	X		X	
GT203.3		X	X		
GT203.4					X

PO-CO Mapping:

CO Code	Course outcome	Related POs
GT 203.1	Prepare students and make them understand and articulate the core principles of sustainability and their significance in business.	PO1, PO3
GT 203.2	It involves assessing the implications of sustainability on business metrics and integrating sustainability into strategic decision-making.	PO1, PO2, PO4
GT 203.3	It provides practical experience in applying sustainability concepts and solving complex business challenges.	PO2, PO3
GT 203.4	It focuses on enhancing communication skills and effectively engaging stakeholders on sustainability topics.	PO5

Indicative course content
• Definition, historical context and scope of sustainability • Importance of sustainability for businesses and society • Triple bottom line of Sustainability and factors affecting sustainability • Sustainable development goals (SDGs) and objectives • Ethical Business Practices for business executives • ESG, Labor practices and Human Rights • CSR and Corporate Social Accountability • Community development and social responsibility • Energy efficiency and - Circular economy principles • Climatic change, Net Zero, BRSR reporting • Case study • Simulation (Cesim software)

Required Reading
• Silent_Spring-Rachel_Carson-1962
• Blowfield, M. and Murray, A. (2014). Corporate Responsibility. 3rd Edition. Oxford University Press.
• Robertson, M. (2021). Sustainability principles and practice. Routledge.
• Crane, A. and Matten, D. (2016). Business Ethics: Managing Corporate Citizenship and Sustainability in the Age of Globalisation. 4th Edition. Oxford University Press
• Hitchcock, D. and Willard, M. (2015). The Business Guide to Sustainability: Practical Strategies and Tools for Organisations. 3rd Edition. Routledge

Recommended Reading	Digital Library
• Crane, A., Matten, A., Spence, L. (eds.) (2013). Corporate Social Responsibility: Readings and Cases in a Global Context. • "Sustainable Business: A One Planet Approach" by Peter A. Fisk	EBSCO (UBS digital library access) Key Search Terms Global climate change and UN policies Indian laws on CSR Circular Economy Business Model

Note to learners: Absence in four (4) sessions will automatically lead to "Failure" in the course. Moreover, failure in internals will lead to automatic permanent failure in the course as there are no re-sit for internals.
No make-up or rescheduling of Class Assessment is possible unless warranted by extenuating circumstances.
Students are expected to come prepared for each class by having studied the readings and working to solve the problems suggested for that class