

SARDAR PATEL UNIVERSITY
Programme & Subject: Master of E-Business (M.Eb)
Semester: III
Syllabus with Effect from: June-2010

Paper Code: PM03SMEB01	Total Credit: 2
Title Of Paper: Corporate Sustainability	

Unit	Description in Detail	Weightage (%)
I	Overview of Corporate Sustainability: Introduction – Present Scenario – Defining Sustainability – Operationalising Sustainability – Good Governance and Sustainability – Reasons for Corporate Sustainability	25%
II	Corporate Sustainability as Strategy Meaning – Basis of Strategy & Execution – Tenets – Formation of Strategy – Mapping Opportunities (Society, Technology, Resources)	25%
III	Climate Competitiveness Meaning – Relevance for Corporate World – Climate Change and Corporate risk – Enhancing Climate Competitiveness – Meeting Challenges of Sustainability – Sustainability as Competitive Advantage	25%
IV	Case Studies Nike Hewlett-Packard Timberland’s Challenge Gujarat Government Sustainability Initiatives	25%

Basic Text & Reference Books:-

- Convenient Action – Gujarat’s Response to Challenges of Climate Change” by Narendra Modi, Macmilan Publishers India Ltd., 2011.
- “The Durable Corporation – Strategies for Sustainable Development” by Aras & Growther, Gower Publishing Ltd., 2009.
- “Strategy for Sustainability – A Business Manifesto” by Adam Werbach, Harvard Business Press, 2009.

