



Re-Accredited 'B++' 2.86 CGPA by NAAC

VEER NARMAD SOUTH GUJARAT UNIVERSITY

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વીર નર્મદ દક્ષિણ ગુજરાત યુનિવર્સિટી

યુનિવર્સિટી કેમ્પસ, ઉધના-મગદલા રોડ, સુરત - ૩૯૫ ૦૦૭, ગુજરાત, ભારત.

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-: પરિપત્ર :-

યુનિવર્સિટી સંલગ્ન તમામ બી.બી.એ. કોલેજોનાં આચાર્યશ્રીઓને જણાવવાનું કે, NEP-2020 અંતર્ગત T.Y.B.B.A. સેમેસ્ટર-૫ માં શૈક્ષણિક વર્ષ ૨૦૨૬ -૨૭ દરમ્યાન SEC અંતર્ગત અમલમાં આવનાર કોર્સ " Sustainable Business Management " નો અભ્યાસક્રમ મંજૂર કરવા સંદર્ભે બિઝનેસ એન્ડ મેનેજમેન્ટ સ્ટડીઝ વિષયની અભ્યાસ સમિતિની તા.૨૧/૦૨/૨૦૨૬ની સભાના ઠરાવ ક્રમાંક:૦૪ થી કરેલ ભલામણને મેનેજમેન્ટ વિદ્યાશાખાનાં અધ્યક્ષશ્રીએ મેનેજમેન્ટ વિદ્યાશાખાની મંજૂરીની અપેક્ષાએ વિદ્યાશાખા વતી મંજૂર કરી એકેડેમિક કાઉન્સિલને કરેલ ભલામણને એકેડેમિક કાઉન્સિલની તા.૨૪/૧૨/૨૦૨૪ ની સભાનાં ઠરાવ ક્રમાંક:૩૫૩ અન્વયે માન. કુલપતિશ્રીને આપેલ સત્તા અંતર્ગત માનનીય કુલપતિશ્રી ધ્વારા મંજૂર કરેલ છે. જેનો અમલ કરવા આથી જાણ કરવામાં આવે છે.

બિડાણ: ઉપર મુજબ

ક્રમાંક:ઓથો./પરિપત્ર/સિલેબસ/૭૬૯૫/૨૦૨૬
તા.૧૭-૦૪-૨૦૨૬

W. P. S.
કુલસચિવ

પ્રતિ,

- ૧) યુનિવર્સિટી સંલગ્ન તમામ બી.બી.એ. કોલેજોનાં આચાર્યશ્રીઓ.
.....આપશ્રીની કોલેજના સંબંધિત શિક્ષકોને જાણ કરી અમલ કરવા સારું.
- ૨) ડીનશ્રી, મેનેજમેન્ટ વિદ્યાશાખા.
- ૩) પરીક્ષા નિયામકશ્રી, પરીક્ષા વિભાગ, વીર નર્મદ દ. ગુ. યુનિવર્સિટી, સુરત.
.....તરફ જાણ તેમજ અમલ સારું.

Subject Code [2608000705066001]

VEER NARMAD SOUTH GUJARAT UNIVERSITY Bachelor of Business Administration (BBA) FOR BBA SEMESTER – V	
Program Name	BBA
Semester	SEMESTER-V
Course Type	SEC
Credit	2
Course Code	501
Course Level	300
Course Title	Sustainable Business Management
Credit	Theory : 2
Effective from	2026-27
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	The purpose of this course is to develop an understanding of sustainability concepts and their integration into modern business practices. It aims to equip students with knowledge of ESG frameworks, green strategies, and sustainability reporting so they can contribute to responsible and ethical business decision-making.
Course Objective	To understand the concept and evolution of sustainability in business. To develop knowledge of ESG (Environmental, Social, Governance) frameworks and SDGs. To analyze green marketing, green finance, and green HRM practices. To identify challenges like greenwashing and regulatory issues. To understand sustainability reporting frameworks and ESG ratings. To build skills for applying sustainable strategies in real-world business scenarios.
Course Outcome	CO1: Students will be able to explain the concept, evolution, and importance of sustainability, including ESG framework and Sustainable Development Goals (SDGs) in a business context. CO2: Students will be able to analyze green marketing practices, consumer behaviour towards sustainable products, and evaluate strategies such as green positioning and sustainable pricing. CO3: Students will be able to evaluate green finance concepts, financial instruments, ESG investing, and corporate sustainability reporting practices.

	<p>CO4: Students will be able to apply green HRM practices for sustainable workforce management, including recruitment, training, performance appraisal, and employee engagement.</p> <p>CO5: Students will be able to assess sustainability reporting frameworks, ESG ratings, and sustainability indices for measuring organizational performance.</p>
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Contents

Unit 1: Foundations of Sustainable Business

Concept of Sustainability - Evolution of sustainability, Triple Bottom Line (People, Planet, Profit), Sustainability vs CSR

ESG Framework - Environmental, Social, Governance dimensions, ESG metrics and indicators

Sustainable Development Goals (SDGs) - Overview of SDGs, Role of business in achieving SDGs

Sustainability Reporting Frameworks - GRI standards, Integrated reporting

ESG Ratings and Measurement -Sustainability indices

Unit 2: Green Marketing , Green Finance, Green HRM

Green Marketing

Green Marketing – concept and importance, overview of Green products and eco-labelling, Sustainable branding

Consumer Behaviour- Green consumerism, Ethical consumption

Marketing Strategies- Green positioning, Sustainable pricing

Issues and Challenges -Greenwashing, Regulatory issues

Green Finance

Sustainable Finance -Concept and importance, The five pillars of sustainable finance concept

Various Green Financial Instruments, concept of ESG investing

Corporate Sustainability Reporting - Integrated reporting, Environmental accounting

Green HRM

Concept of Green HRM, concept of Sustainable workforce management

Green practices (Talent acquisition, training and development, Performance management, employee engagement etc) ,

Performance and Engagement- Sustainability-based performance appraisal, Employee engagement in environmental initiatives

Mapping of CO and PSO

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	✓	✓	✓	✓	✓	✓
CO2	✓		✓	✓		✓
CO3	✓	✓	✓	✓		✓
CO4		✓		✓	✓	✓
CO5	✓	✓	✓	✓	✓	✓

Suggested Readings :

1. Rajan, M., & Kumar, R. (2021). *Outlast: How ESG can benefit your business* (1st ed.). HarperCollins India.
2. Arora, B., Budhwar, P., & Jyoti, D. (2019). *Business responsibility and sustainability in India* (1st ed.). Springer International Publishing.
3. Das Gupta, A. (2023). *Strategic corporate responsibility and green management* (1st ed.). Emerald Publishing.
4. Khandelwal, R., Kapoor, D., Gupta, N., & Gupta, N. (Eds.). (2026). *Entrepreneurship and sustainable business development* (1st ed.). Apple Academic Press.
5. Maheshwari, M., Gupta, A. K., & Gaur, P. (2024). *Corporate sustainability and business management: An integrative approach* (1st ed.). Routledge.
6. Brinkmann, R., & Bhamoriya, V. (2024). *Introduction to sustainability: An Indian adaptation* (2nd ed.). Wiley India.