

GUJARAT TECHNOLOGICAL UNIVERSITY

INTEGRATED MASTER OF BUSINESS ADMINISTRATION

Year – First (Semester – II) (W.E.F. Academic Year 2017-18)

Subject Name: ECOLOGICAL MANAGEMENT & BUSINESS (EMB)

Subject Code: 2527106

1. Course Objective:

- a) To understand the need of environmental management, business and sustainability, and energy management. It also provides knowledge to take environmentally responsible business decisions.
- b) To understand the stages of EMS implementation learn best practice techniques, apply environmental-management principles to achieve continual improvement in an organization.
- c) To provide a basic understanding of various tools and techniques such life cycle assessment, Environmental audits, evaluation of environmental performance for environmental decision-making

2. Course Duration: The course duration is of **45 sessions of 60 minutes** each.

3. Course Contents:

Module No.	Modules with its Contents/Chapters	No. of Sessions	Marks (out of 70)
I	Introduction to Ecosystems Meaning & Definition of Ecology, Scope & Importance, Evolution of Sustainable Development, Concepts of Ecosystem Environmental Issues Meaning & Definition of Pollution, Environment and Pollutants, Causes and Effects of different types of Pollutants on Ecosystem, Greenhouse Effect, Global Warming and Climate Change	10	14
II	Sustainability of Business Enterprise Sustainability and its Background, Business Strategies of Sustainable Development, Concept of Green Business,	13	21

	<p>Green Ranking and Carbon Credit, Environmental Reporting Standards & Certifications</p> <p>Natural Recourses Management & Standards for Environmental Management</p> <p>Growing Energy Needs, Energy Efficiency & Intensity, Resources Management of Food, Water, Forest, Mineral & Land, Environmental Risk & Design Management, Industrial Ecology and Tools for Measuring Environmental Impacts, Environmental Auditing & ISO 14000</p>		
III	<p>Environmental Laws & Policies in India</p> <p>Chronology of Environmental Laws in India, Domestic Laws in India, Clearance for Establishing Industry, International Laws</p> <p>Biodiversity & Waste Management</p> <p>Genetic, Species and Ecosystem Diversity, Biodiversity in India, Threats to Biodiversity, Conservation of Biodiversity, Introduction to Waste Management, Different Types of Wastes, Waste Management Process: Collection-Storage-Transport-Disposal</p>	12	21
IV	<p>Environmental Ethics</p> <p>Concept of Anthropocentrism and Ecocentrism, Role of Consumer & Investors in Making Business Sustainable, Equitable use of Resources for Sustainable Lifestyles, Green Governance</p> <p>Spiritual Perspectives on Environment</p> <p>India's Heritage in Environment, Indian Culture & Worship of Nature, Farming in Harmony with Nature</p>	10	14
V	<p>Practical: Case studies on Ecological Marketing and Wealth out of Waste, Practical cases on ecological initiatives taken by various corporate houses, Discussion on Climatic Shifts and their effects on business, Discussion on the initiatives taken by Government of different countries, Visiting companies who has take environmental initiatives</p>		Internal Evaluation of CEC (30 marks)

4. Teaching Methods:

The course will use the following pedagogical tools:

- (a) Cases Discussion
- (b) Audio-visual Materials,
- (c) Discussion on Issues and Techniques

5. Evaluation:

The evaluation of participants will be on continuous basis comprising of the following Elements:

A	Continuous Evaluation Component comprising of Project Report on Initiatives taken by Government and Corporate Houses, Visiting nearby Companies who have taken Ecological Initiative.	(Internal Assessment- 50 Marks)
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

6. Text Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Ajith Sankar R. N	Environmental Management	Oxford University Press	2015
2	T V Ramachandra and Vijay Kulkarni	Environmental Management	TERI Press	2009

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

7. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	N K Uberoi	Environmental Management	Excel Books	2003
2	V. K. Ahluwalia	Environmental Studies: Basic Concepts	TERI Press	Second Edition
3	G.N. Pandey	Environmental Management	Vikas Publication	1997

8. Session Plan: (45 sessions of 60 minutes)

Session Nos.	Topics to be covered
1-4	Meaning & Definition of Ecology, Scope & Importance, Evolution of Sustainable Development, Concepts of Ecosystem
5-10	Meaning & Definition of Pollution, Environment and Pollutants, Causes and Effects of different types of Pollutants on Ecosystem, Greenhouse Effect, Global Warming and Climate Change
11-16	Sustainability and its Background, Business Strategies of Sustainable Development, Concept of Green Business & Green Ranking, Environmental Reporting Standards & Certifications

17-23	Growing Energy Needs, Energy Efficiency & Intensity, Resources Management of Food, Water, Forest, Mineral & Land, Environmental Risk & Design Management, Industrial Ecology and Tools for Measuring Environmental Impacts, Environmental Auditing
24-27	Chronology of Environmental Laws in India, Domestic Laws in India, Clearance for Establishing Industry, International Laws
28-31	Genetic, Species and Ecosystem Diversity, Biodiversity in India, Threats to Biodiversity, Conservation of Biodiversity,
32-35	Introduction to Waste Management, Different Types of Wastes, Waste Management Process: Collection-Storage-Transport-Disposal
36-41	Concept of Anthropocentrism and Ecocentrism, Role of Consumer & Investors in Making Business Sustainable, Equitable use of Resources for Sustainable Lifestyles, Green Governance
42-45	India's Heritage in Environment, Indian Culture & Worship of Nature, Farming in Harmony with Nature
