



**techno india
university**

WEST BENGAL



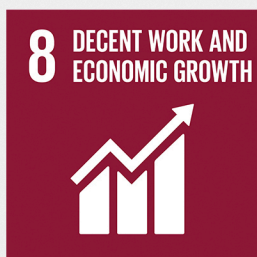
MBA_{in} Sustainability Leadership & Social Impact

First in India

Powered by



CURRICULUM INSPIRED BY UN'S 17 SUSTAINABLE DEVELOPMENT GOALS



COURSE OVERVIEW

YEAR 1

DISCOVER the sustainability scope, issues, challenges, and Yourself in relation to this framework.

MASTER the complexity of society, environment, organisational and individual behaviours.

YEAR 2

CONNECT and get inspired by with experts, social entrepreneurs, industry players to explore case studies, best practices and solutions.

LEAD by example, perfect your power, leadership style, impact and influence and get ready to take action as a positive game-changer.



SEMESTER 1 DISCOVER

DISCOVER the sustainability scope, issues, challenges, and Yourself in relation to this framework.



1st Year

SEMESTER 1 DISCOVER



INTRODUCTION

- Sustainability & Sustainable Development
- History & Philosophy of Sustainability
- Issues & Trends
- The 17 Sustainable Development Goals (SDGs)
- Indian & Global Ecosystem Landscape
- Fundamental Principles of Management
- Business Responsibility

CORPORATE SOCIAL RESPONSIBILITY

- Business Laws
- Models of Responsibility
- CSR Law 2013, India
- Global perspectives of CSR – International standards and frameworks
- Dark side of CSR: Critical review of CSR - advantages and drawbacks

BUSINESS ETHICS

- Corporate Strategy Fundamentals
- Value Creation & Shared Value
- Sustainability as a Strategy for Business Growth
- Business Model Innovation
- Circular Economy as a Strategy: Concepts, Business Models, Case Studies



1st Year

SEMESTER 1 DISCOVER

CORPORATE STRATEGY FOR IMPACT

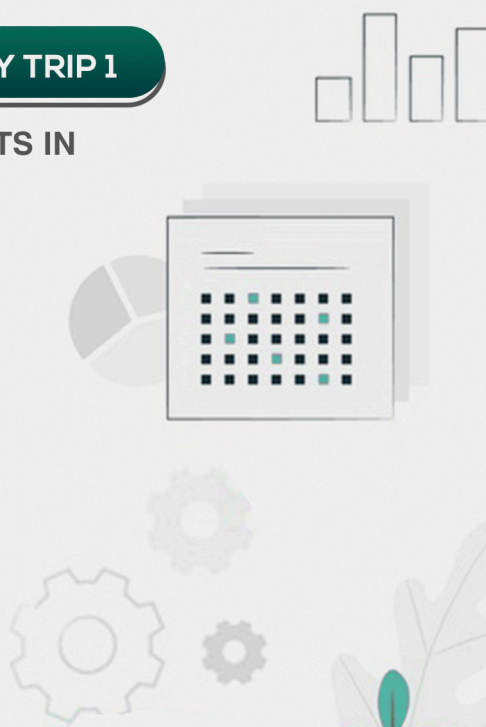
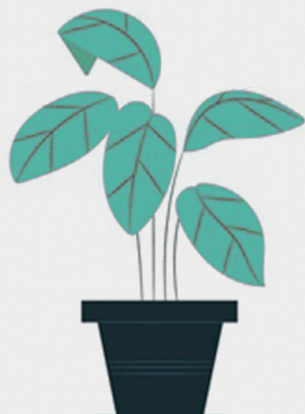
- Corporate Strategy Fundamentals
- Value Creation & Shared Value
- Sustainability as a Strategy for Business Growth
- Business Model Innovation
- Circular Economy as a Strategy: Concepts, Business Models, Case Studies

WORKSHOPS & SEMINARS

- Self-Awareness 'Know Your Past, Present and Future Self'
- Career Strategy

STUDY TRIP 1

LOCAL FIELD VISITS IN
KOLKATA
(4 days)



1st Year

SEMESTER 2 MASTER

MASTER the complexity of society, environment, organisational and individual behaviours.



1st Year



SEMESTER 2 MASTER

ENERGY: SOURCES & CONSEQUENCES

- International Interdependences
- Climate Change Economics
- Geopolitics of Resources
- Non-Renewable & Renewable Energy Sectors
- Externalities and Carbon Offsetting – Concepts and Methods
- Corporate Resource, Energy & Waste Management
- Sustainable & Smart Cities

INDIVIDUAL & ORGANISATIONAL BEHAVIOURS

- Individual & Collective Behaviours & Responsibilities
- Organisational Theory
- Behavioural Economics
- Organisational Psychology
- Behavioural Neuroscience
- Decision-making

SUPPLY CHAINS & RESPONSIBLE STAKEHOLDERS MANAGEMENT

- Shareholders vs. Stakeholders Mindset
- Customer Relationship Management
- Suppliers Management
- Multistakeholder Project Management
- Insetting Practices
- Sustainable Operations & Supply Chains
- Local & international Supply Chain Management Fundamentals



1st Year

SEMESTER 2 MASTER

RESPONSIBLE FINANCIAL MANAGEMENT

- Corporate Finance Fundamentals
- Responsible Finance
- Impact Investing
- National & International issues & trends

WORKSHOPS & SEMINARS

- Quantitative & Qualitative Research Methods
- Grant & DPR Writing

CORPORATE INTERNSHIP OR CONSULTING PROJECT

(2 months)

1st Year

SEMESTER 3 CONNECT

CONNECT and get inspired by with experts, social entrepreneurs, industry players to explore case studies, best practices and solutions.



2nd Year

SEMESTER 3 CONNECT

INSPIRATION – GREAT FIGURES OF SOCIAL & ENVIRONMENTAL SUSTAINABILITY

- Changemakers of Social and Environmental Impact
- Inclusive Business Models – 10 Case Studies
- Personal branding as a Changemaker
- Existing Outstanding Organisations in the Sustainability Sector Worldwide

INCLUSIVE HUMAN RESOURCE MANAGEMENT

- Employee Productivity & Wellbeing
- Employee Engagement Programs
- Impactful HR Best Practices
- Inclusiveness of Corporate Premises
- Mental Health in Organisations
- Harassment at Workplace

BUSINESS DEVELOPMENT FOR IMPACT

- Fundamentals of Business Development
- Internationalisation and Complexification of Business & Impact
- Collaboration & Partnership Management
- Tech4Good & Data4Good
- Scalability of Impact through Technology
- Tech4Good Case studies



2nd Year

SEMESTER 3 CONNECT

INCLUSIVE MARKETING, COMMUNICATIONS & PR

- Marketing & Communications Fundamentals: Strategy, Plan, Campaigns, Media & Channels
- Marketing & Sales Data Analytics
- Inclusive & Sustainability Communications & Advertising
- Dark side of Sustainability Communications: Greenwashing

WORKSHOPS & SEMINARS

- Discover your Leadership Style: The Leadership Compass
- Impactful Team Project I

STUDY TRIP 2

NATIONAL
(6 days)



2nd Year

SEMESTER 4 LEAD

LEAD by example, perfect your power, leadership style, impact and influence and get ready to take action as a positive game-changer.



2nd Year

SEMESTER 4 LEAD

PERSONALITY DEVELOPMENT

- Learnt Optimism
- Self-Confidence
- Public Speaking & Presentation Skills
- Effective Communication
- The Changemakers' Syndrome: Mental health for Changemakers

CHANGE MANAGEMENT

- Individual & Organisational Resistance to Change
- Fundamental Principles of Change Management
- The Valley of Change
- Change Models
- The Allies Strategy
- Nudging Theory

SOCIAL ENTREPRENEURSHIP

- Global & Indian Social Entrepreneurship Ecosystem & Landscape
- Design Thinking & Social Innovation Fundamentals
- Impact-Profitability Combination
- Social Entrepreneurship vs Impact Entrepreneurship
- Vision, Mission, Values of Impact Enterprises
- Fundraising for Impact Enterprises
- Women Entrepreneurship
- Found your not-for-profit: NGO Management



2nd Year

SEMESTER 4 LEAD

IMPACT ASSESSMENT

- Impact Assessment: Rationale, Principles, Objectives
- Impact Assessment tools: Theory of Change, Impact Map
- Environment Impact Assessment
- Social Impact Assessment
- How to keep control over your impact

WORKSHOPS & SEMINARS

- The Art of Negotiation
- Impactful Team Project II

PLACEMENT FAIR WITH CORPORATE PARTNERS

(2 days)

2nd Year



GRADUATION





Enroll Today!

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