

Course title: Strategies for Sustainable Business			
Course code: PPM 139	No. of credits: 3	L-T-P: 42-03-00	Learning hours: 45
Pre-requisite course code and title (if any):			
Department: Policy & Management Studies			
Course coordinator (s): Dr Shruti S Rana		Course instructor (s): Dr Shruti S Rana	
Contact details:		Course offered in: Semester 2	
Course type: Core			
<p>Course description</p> <p>Strategic Management is defined as a set of managerial decisions and actions that determines the long-term performance of a corporation. It includes strategy formulation, implementation and evaluation and control. The study of strategic management therefore emphasizes the monitoring and evaluation of environmental opportunities and constraints in light of corporation's strengths and weaknesses.</p> <p>Sustainability is also now considered as a strategic issue by most of the firms across the globe and the three pillars of sustainability i.e. ecological, social as well as economic sustainability are finding place in the strategic landscape. Stakeholders are also demanding that firms should become environmentally responsible at all levels-be it corporate, business and functional level. The pressure from environmental groups have forced the firms to think and incorporate sustainability into all their functions i.e. product, market, operations, supply chain, finance etc. The managers need to evaluate their strategies from environmental perspective and adopt sustainability strategies in order to meet regulatory as well as stakeholder expectations. Hence, the business management students need knowledge, skills and tools to tackle environmental challenges in strategic terms by paying equal attention to financial, environmental and social issues that may affect their business. Hence, it makes sense to see the strategy as sustainable business strategy which includes environmental agenda in the list of strategists/ managers.</p>			
<p>Course objectives</p> <p>This course is a basic strategic management course covering all aspects of strategy i.e. environmental analysis, internal analysis, strategic advantage analysis, strategy formulation, implementation and control. The course has been designed keeping in view the increasing need for environmental sustainability into products , markets and functional strategies of companies as demanded by stakeholders and regulatory authorities and hence at each step, due emphasis has been given on the sustainable aspect of strategy formulation and implementation.</p>			