



Since 1994

Marathwada Mitra Mandal's
INSTITUTE OF MANAGEMENT EDUCATION RESEARCH AND TRAINING
(IMERT), Pune
S. No. 18, Plot No. 5/3, CT5 No. 205, Behind Vandevi Temple, Karvenagar, Pune-
411052



Index of Activities/Initiatives

Initiative related to Environment and Sustainability

Sr. No.	Activity/Initiatives Document
1	NELDA Plantation, Conservation Activities and Participation Certificates.
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4	Unnat Bharat Abhiyaan Activity and Survey
5	Blood Donation Camp
6	Vote for Sure Program
7	Yoga Sessions
8	SPPU Courses Syllabus



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**NELDA Plantation, Conservation
Activities and Participation
Certificates.**

NELDA TREE CONSERVATION ACTIVITY

Date of the Event: (DD/MM/YYYY)	04.06.2023	Duration:	7.30am to 10.30am
Day of the Event:	Sunday	Venue:	Hanuman Tekdi, Senapati Bapad Road



As a part of Institutional Social Responsibility, 2 faculties; Prof. Aparna Shastri and Prof. Amruta Kshirsagar along with 6 students participated in tree plantation and tree conservation activity in association with Nelda Foundation (Deshpee group) on Sunday 4th June 2023. Faculties and students carried out various activities like planting the new sapling of Peepal, Mango, Tamarind, watering the existing plants. Everyone contributed whole heartedly towards this noble cause of tree conservation.



Nelda participation

Date of the Event/Training: (DD/MM/YYYY)	10/07/2022	Duration:	7.30 am to 10.30 am
Day of the Event/Training:	Sunday	Venue:	Hanuman Tekdi, SB road Pune

Brief report on the content covered during the Event /Training

Project Nelda -

IMERT rendered plantation service at Hanuman tekadi SB road Pune on 10th July 2022 (7.30am to 10.00 am) along with volunteers from Nelda Foundation (Deshpee group).

Participants – prof. Dr Pranav Kayande and his mentoring group (8 students)

Names of students (participants) - Rushikesh Lingawale, Rashmi Patil, Omkar Moje, Anil Mane, Sainath Nalgeshi, Shriya Menkudle, Vedang Kulkarni, Adesh Mundalik

Snap-shots of the session and Certificates to Participants –

CERTIFICATION OF PARTICIPATION Hanuman Tekdi Plants' Maintenance



This Certificate of Participation is awarded to

Adesh Mundalik

a volunteer in Pune - who has successfully participated in the Nelda Tree Plantation and Nurturing Activity held at the Hanuman Tekdi in the period of June - December, 2022.

We thank you for your time and efforts.

Shubham Ghule

Shubham Ghule
Leader of Operations, Nelda Foundation



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Nelda participation



GRGM+289, Hanuman Tekdi, Shivajinagar, Pune, Maharashtra 411016, India

Pune
Maharashtra
India



24°C
75°F

2022-07-10(Sun) 09:24(am)

CERTIFICATE OF APPRECIATION



Nelda Collaboration 2022-23

This Certificate of Appreciation is awarded to

MM's IMERT

an organisation in Pune, which has collaborated with Nelda Foundation for the period June 2022 to May 2023 for the activities aimed towards preservation and betterment of our environment.

Awarded in the month of June 2023, at the Nelda Foundation's office at Sahakar Nagar 2, Pune.

Vedarth Deshpande

VEDARTH DESHPANDE

Director, Nelda Foundation

**Nelda**TM

CERTIFICATE OF APPRECIATION



Nelda Collaboration 2021-22

This Certificate of Appreciation is awarded to

MM's IMERT

an organisation in Pune, which has collaborated with Nelda Foundation for the period June 2021 to May 2022 for the activities aimed towards preservation and betterment of our environment.

Awarded in the month of June 2022, at the Nelda Foundation's office at Sahakar Nagar 2, Pune.

Vedarth Deshpande

VEDARTH DESHPANDE

Director, Nelda Foundation

**Nelda**TM

CERTIFICATE OF APPRECIATION



Nelda Collaboration 2020-21

This Certificate of Appreciation is awarded to

MM's IMERT

an organisation in Pune, which has collaborated with Nelda Foundation for the period June 2020 to May 2021 for the activities aimed towards preservation and betterment of our environment.

Awarded in the month of June 2021, at the Nelda Foundation's office at Sahakar Nagar 2, Pune.

Vedarth Deshpande

VEDARTH DESHPANDE

Director, Nelda Foundation

**Nelda**TM

CERTIFICATE OF APPRECIATION



Nelda Collaboration 2019-20

This Certificate of Appreciation is awarded to

MM's IMERT

an organisation in Pune, which has collaborated with Nelda Foundation for the period June 2019 to May 2020 for the activities aimed towards preservation and betterment of our environment.

Awarded in the month of August 2020, at the Nelda Foundation's office at Sahakar Nagar 2, Pune.

Shubham Ghule

SHUBHAM GHULE

Leader of Operations, Nelda Foundation

 Nelda™



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Nature's Future is Our Future -
Environment Awareness Program



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Nature's Future is Our Future -Environment Awareness Program

Date of the Event (DD/MM/YYYY)	05/06/2023	Duration	07:30am to 09:00am
Day of the Event	Monday	Venue	Karve Statue, Kothrud





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Nature's Future is Our Future -Environment Awareness Program





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Nature's Future is Our Future -Environment Awareness Program

Marathwada Mitra Manda's Institute of Management Education Research & Training (IMERT) in association with MM's College of Commerce (MMCC) conducted Awareness Program on the occasion of World Environment Day, 05th June 2023 at Karve Statue, Kothrud, Pune.

The program was inaugurated by Hon'ble Judge Mrs. Sonal Patil and Pune Municipal corporation's Kothurd-Warje ward office's Assistant Commissioner Mr. Rajesh Gurram.

During this event MM's IMERT and MMCC considering Institutional Social Responsibility spread awareness among the citizens about Environment and its benefit to human lives. Students from the institute interacted with citizens, made them aware about the hazardous effects of single use plastic and other material which causes pollution and leads to damage to the environment. Some of the students passed on message of saving water through street play as well.

The event was marked by presence of many of NGOs, different educational institutes and various departments of Pune Municipal Corporation.

4 Faculties along with 13 students actively participated in this program.



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World Environment Day Certificate



भारत सरकार

सत्यमेव जयते

सुचना एवं प्रसारण मंत्रालय
केन्द्रीय संचार ब्यूरो, अहमदनगर

* प्रशस्तिपत्र *

MARATHWADA MITRA MANDAL'S

वि. INSTITUTE..OF..MANAGEMENT..EDUCATION..RESEARCH..AND..TRAINING
KARVENAGAR, PUNE

केन्द्रीय संचार ब्यूरो, भारत सरकार, अहमदनगर द्वारा आयोजित

जाशातिक...पर्यावरण...दिन... विशेष प्रचार कार्यक्रम में सक्रीय योगदान

दिए जाणे पर यह प्रशस्तिपत्र सहर्ष प्रदान किया जाता है।



दिनांक : 05.06.2024

स्थळ : पुणे

क्षेत्रीय प्रचार अधिकारी
अहमदनगर



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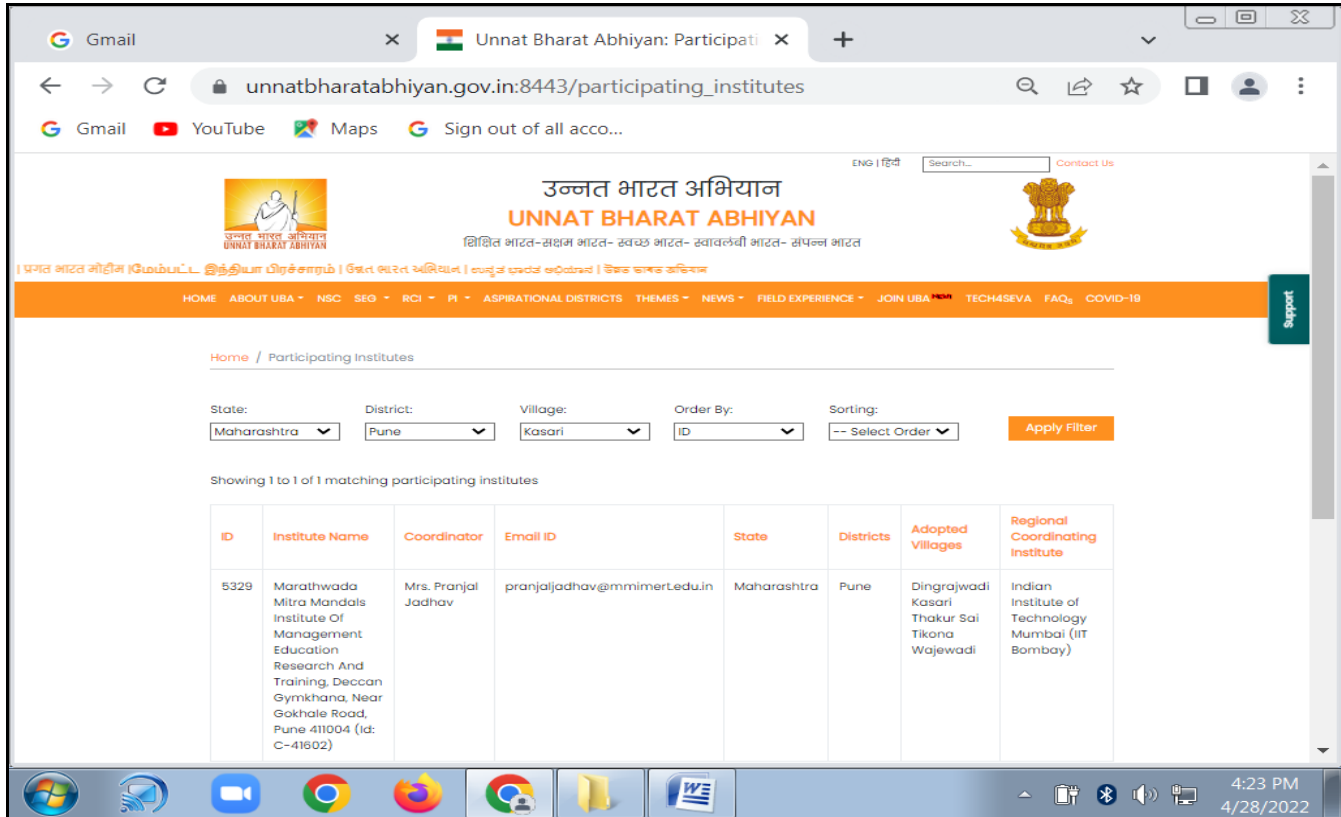
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Unnat Bharat Abhiyaan Activity and Survey

MM's IMERT has adopted five villages under UBA project. Following are the adopted villages-

1. Dingrajwadi, 2.Thakursai 3.Tikona 4.Wajewadi 5.Kasari.



The screenshot shows the 'Participating Institutes' page on the Unnat Bharat Abhiyan website. The filters are set to State: Maharashtra, District: Pune, and Village: Kasari. The search results show one entry:

ID	Institute Name	Coordinator	Email ID	State	Districts	Adopted Villages	Regional Coordinating Institute
5329	Marathwada Mitra Mandals Institute Of Management Education Research And Training, Deccan Gymkhana, Near Gokhale Road, Pune 411004 (id: C-41602)	Mrs. Pranjal Jadhav	pranjaljadhav@mmimert.edu.in	Maharashtra	Pune	Dingrajwadi Kasari Thakur Sai Tikona Wajewadi	Indian Institute of Technology Mumbai (IIT Bombay)

IMERT has received seed money of Rs. Fifty thousand from Ministry of Education(Govt of India) for conducting the village and household survey in the above mentioned five villages under UBA.

MM's IMERT has completed **the first phase** of the survey for all the five villages in the month of April 2022.

The second phase of the project was to conduct the household survey. This was conducted in two visits. First visit was conducted on 12th July 2022, in which 110 students and 11 faculty members participated to conduct the household survey in three adopted villages viz- Kasari. Dingarajwadi and Wajewadi in Shirur district ,



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Pune,. The second visit was conducted on 29th July 2022 which covered two adopted villages viz. Thakur Sai and Tikona in Maval district , Pune. During both the visits students interacted with the villagers and the local administration, and tried to understand the social life, Functioning of Administration from Grass root level and aspects of Human Development in these areas. The main objective of this programme is to provide students with insights into the rural economy and the challenges faced by the people. After this programme students able to understand the problems and challenges of local authorities and village people. Students conducted a detail survey, in which they took the information required in the household survey forms given by UBA.



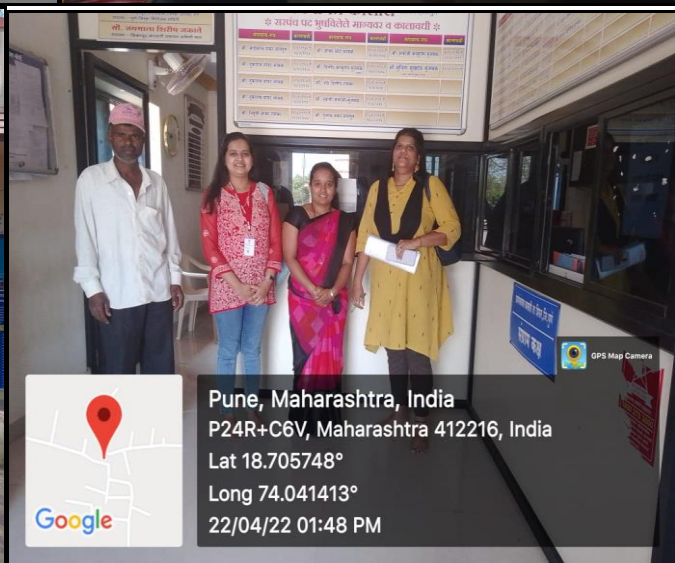
Tikona Peth, Maharashtra, India
opp. grampanchayat office, Tikona, Tikona Peth, Maharashtra
412108, India
Lat 18.643566°
Long 73.505284°
19/04/22 01:20 PM



Pune, Maharashtra, India
P24R+C6V, Maharashtra 412216, India
Lat 18.705748°
Long 74.041413°
22/04/22 12:33 PM



Pune, Maharashtra, India
P24R+C6V, Maharashtra 412216, India
Lat 18.705751°
Long 74.041411°
22/04/22 11:32 AM



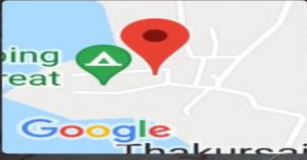
Pune, Maharashtra, India
P24R+C6V, Maharashtra 412216, India
Lat 18.705748°
Long 74.041413°
22/04/22 01:48 PM



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Marathwada Mitra Mandal's INSTITUTE OF MANAGEMENT EDUCATION RESEARCH AND TRAINING (IMERT), Pune

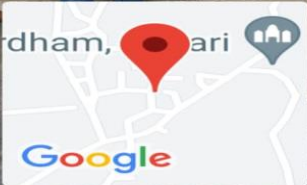
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Thakursai, Maharashtra, India
MF3W+GWJ, Thakursai, Maharashtra 412108, India
Lat 18.653202°
Long 73.496635°
19/04/22 12:21 PM



Dingrajwadi, Maharashtra, India
J3QH+CXC, Dingrajwadi, Maharashtra 412216, India
Lat 18.640685°
Long 74.081599°
12/07/22 04:14 PM



Pune, Maharashtra, India
A/P - Kasari, Tal-Shirur, Dist-Pune, Maharashtra 412208, India
Lat 18.692596°
Long 74.176595°
12/07/22 02:11 PM



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Blood Donation Camp

Report on Blood Donation Camp on, 26th February 2022

The ISR Committee of IMERT organized “Blood Donation Camp” on 11th April 2023 in the main porch of IMERT building. The camp was successfully organized with the help of "**Acharya Anandrushiji Pune Blood Center** for the year 2022-23 . This event was organized at the campus of Marathwada Mitra Mandal's Institute of Management Education Research and Training in collaboration with MMCOE, Karvenagar, Pune.

Incharge Director Dr. Shubhangee Ramaswamy along with Prof Amruta Kshirsagar ,Dr Manglagauri Patil, Prof Jaydatta Bangar and 15 student volunteers graced the occasion. ISR volunteers participated and donated blood for noble cause. **80 blood bags** were donated by donors.

Prof Pranjal Jadhav , ISR Committee member coordinated for the session.





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Vote for Sure Program



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'Nothing Like Voting, I Vote for Sure'

Date of the Event: (DD/MM/YYYY)	09/02/2023	Duration:	30mins
Day of the Event:	Thursday	Venue:	MM's IMERT



On account of the celebration of **13th National Voters' Day**, a program '**Nothing Like Voting, I Vote for Sure**' was organized by IMERT's ISR committee on 9th February 2023 to take an oath (pledge) by students who are the potential voters. Voter's pledge is a step taken by the Chief Electoral Officer, Delhi to encourage collective participation, responsibility from the young voters through appeal. Students were briefed about the importance of executing their voting rights and thereby participating in the democratic political process. 5 faculties and 37 students



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Yoga Sessions



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Yoga For Vasudhaiva Kutumbakam

Date of the Event: (DD/MM/YYYY)	21/06/2023	Duration:	9.30am to 11.00am
Day of the Event:	Wednesday	Venue:	MM's IMERT





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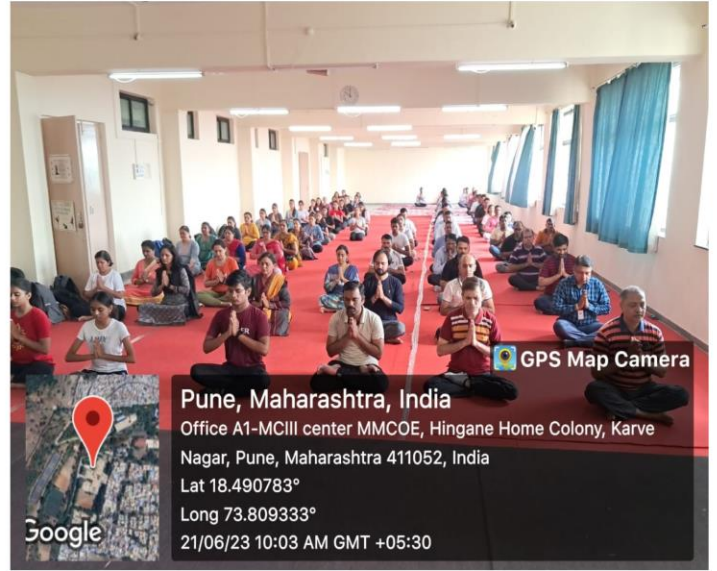
Yoga For Vasudhaiva Kutumbakam



GPS Map Camera



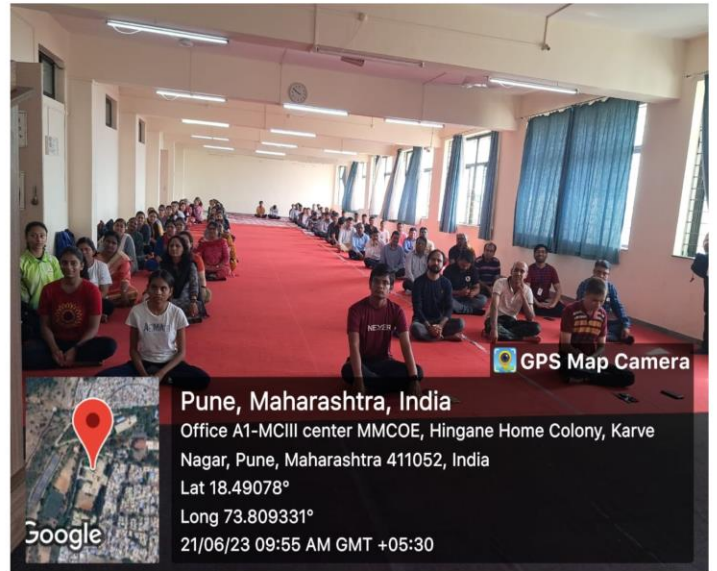
Pune, Maharashtra, India
Office A1-MCIII center MMCOE, Hingane Home Colony, Karve
Nagar, Pune, Maharashtra 411052, India
Lat 18.490768°
Long 73.809316°
21/06/23 10:00 AM GMT +05:30



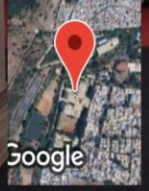
GPS Map Camera



Pune, Maharashtra, India
Office A1-MCIII center MMCOE, Hingane Home Colony, Karve
Nagar, Pune, Maharashtra 411052, India
Lat 18.490783°
Long 73.809333°
21/06/23 10:03 AM GMT +05:30



GPS Map Camera



Pune, Maharashtra, India
Office A1-MCIII center MMCOE, Hingane Home Colony, Karve
Nagar, Pune, Maharashtra 411052, India
Lat 18.49078°
Long 73.809331°
21/06/23 09:55 AM GMT +05:30



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Yoga For Vasudhaiva Kutumbakam

Marathwada Mitramandal's Institute of Management Education Research and Training (IMERT) in association with Marathwada Mitramandal's College Of Engineering (MMCOE) organized a **Yoga session One World , One Yoga on 21st June 2023** on the occasion of **9th "International Day of Yoga"** for our students and staff members by a renowned Yoga Instructor Dr. Manali Deo. This session was organized to promote "One Yoga for One World" initiative by the Government of India. The theme for 9th International Day of Yoga 2023 is 'Yoga for Vasudhaiva Kutumbakam,' which depicts effectively encapsulating our collective aspiration for 'One Earth, One Family, and One Future.

In the beginning of the session, Dr. Shubhangee Ramaswamy, I/C Director, IMERT and Dr. V.N. Gohokar, principal, MMCOE addressed the participants on the essence of celebration of yoga day. During her session, Dr. Manali Deo guided the participants on how regular practice of yoga builds strength, awareness and harmony in both the mind and body. She also demonstrated the Yoga Protocol having different "Asanas and Pranayam" exercises. Session was co-ordinated by Prof. Aparna Shastri and Prof. Tushar Gujar. 37 staff members and 49 students participated in the program.



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SAHAJ YOGA WORKSHOP

Date of the Event: (DD/MM/YYYY)	27/05/2023	Duration:	9.00am to 10.00am
Day of the Event:	Saturday	Venue:	MM's IMERT





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SAHAJ YOGA WORKSHOP

As per the notification received from Savitribai Phule Pune University, no. – 163/2023 dated – 06.04.2023. IMERT's ISR Committee conducted a workshop on "Sahaj Yoga" on 27th May 2023 at 9.00am. Sahaja Yoga meditation, which is about the ancient Knowledge of Our Roots is founded by H.H. Shri Mataji Nirmala Devi on March 21, 1923. 4 faculties and 45 students attended the session. Mr. Dhanesh Paradkar, Business Development Manager, Vodafone UK, imparted the training in the workshop with his assistants. First, the students were given the knowledge about the scientific basis of the Yoga practice and its benefits. After this a guided session through the Shahaj Yoga was conducted in which the students performed the meditation. On completion of the meditation students shared their experience. All students without exception felt a calm and composed mind. The experience was something new, which was beneficial for them. Mr. Paradkar also answered students' questions regarding the practice and procedure to inculcate the meditation in their daily routine. Many students expressed their intent to continue meditation practice in their daily life.



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SPPU Courses Syllabus Which Addresses Environment and Sustainability Issues

Semester II		209 - Start Up and New Venture Management
2 Credits	LTP: 2:0:0	Generic Elective – University Level

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO209.1	REMEMBERING	DESCRIBE the strategic decisions involved in establishing a startup.
CO209.2	UNDERSTANDING	EXPLAIN the decision making matrix of entrepreneur in establishing a startup.
CO209.3	APPLYING	IDENTIFY the issues in developing a team to establish and grow a startup
CO209.4	ANALYSING	FORMULATE a go to market strategy for a startup.
CO209.5	EVALUATING	DESIGN a workable funding model for a proposed startup.
CO209.6	CREATING	DEVELOP a convincing business plan description to communicate value of the new venture to customers, investors and other stakeholders.

- 1. Being an Entrepreneur:** The entrepreneur, Profile analysis, behaviour and motivations, Lean Start –up, The entrepreneurial ecosystem, Entrepreneurs and strategic decisions , **Sustainability of Entrepreneurship:** Dilemmas of an entrepreneur for success; Handling doubts on survival of business, Struggles-Causes of failure–Product/ market, financing, managerial-Resilience. Legal Fundamentals - When, how and where to incorporate. **(5)**
- 2. Customer Discovery:** Entrepreneurial Opportunity Search and Identification; Market Intelligence, Market analysis, Market research, Customer validation, developing your business model, Crafting your value proposition, Product Development , Managing the product development process, Long Tail markets, Product launch goals, Go-to-Market Strategy, The role of selling in a startup, Sales forecasting for startups, Mapping buyer response modes. Social media Promotion tools. **(7)**
- 3. The Financial Road Map:** Planning/Budgeting, Developing a financial roadmap, financial statements: the four components, How to budget for startup success, Bootstrapping and alternative sources of funding, Informal capital–Friends & Family, Role of Government in ED, various schemes - PMEGP, CGTMSE, MPDA, SFURTI. Role of MSDE; Schemes by MSDE: PMKVY, SANKALP, STAR. Crowd funding, Venture capital, Private Equity, Financing Mix and the Financing continuum shareholding- Cliff -Vesting schedule-Relative importance of Operational Involvement, The Pitch, Preparing for your investor presentation, Elements of the perfect investment pitch. **(6)**
- 4. Entrepreneurial Leadership:** Building and managing the founder team, Attracting and retaining the right people, The Team - Board/Governance, The role of a successful board, Different board models for different ventures, How to assemble a board of advisors, separating leadership from management, Legal Matters- Organizational form–partnership, sole proprietorship, Tax, Legal expenses, hiring the service providers. Employee management and leadership in the workforce, Recruiting, selection and hiring, Hiring the first employee. **(5)**
- 5. Business Plan:** Need & Objectives, Target audience, Contents - Cover page and table of contents, Executive summary, Description of the current situation: Basic company information, products/services, management team, business organization, future goals, vision, and mission, Description of opportunity and market: Who are the buyers, who are the competitors, what are the competitive advantages of the company? Description of the business model, the marketing and sales strategy, Basic facts on the financials: Cash flow projection (life line), income statement (bottom line/profit and loss), balance sheet (business health/assets, liabilities, etc.), funding requirements, Risk analysis and possible exit strategies. Conclusion and appendixes: Résumés, literature, technical descriptions. Executive summary. Elevator pitch, Building a strong presentation, innovative methods of presenting a business plan –mind map, animated videos, etc. **(7)**

Suggested Text Books:

1. New Venture Management: The Entrepreneur's Roadmap (Entrepreneurship Series), Donald F. Kuratko and Jeffrey S. Hornsby, Pearson
2. The Manual for Indian Start-ups: Tools to Start and Scale-up Your New Venture, Vijaya Kumar Ivaturi, Meena Ganesh, Penguin Random House India.
3. Managing New Ventures, Anjan Raichoudhuri, Prentice-Hall of India Pvt.Ltd
4. Develop Your Idea!: Get Off to a Flying Start With Your Startup. Guided Exercises, Templates & Resources for Exploring New Business Ventures, K. N. Kukoyi
5. Managing Small Business by Longenecker, Moore, Petty and Palich, Cengage Learning, India Edition.
6. Entrepreneurship: New Venture Creation by David H. Holt
7. The Dynamics of Entrepreneurial Development & Management by Desai, Vasant , Himalaya Publishing House, Delhi
8. Entrepreneurship and Small Business Management by Siropolis
9. Lead like an Entrepreneur by Neal Thornberry

Suggested Reference Books:

1. Fundamentals of Entrepreneurship, Nandan H, PHI

Semester III		313 OSCM- Sustainable Supply Chains
2 Credits	LTP: 2:0:0	Subject Elective (SE) Course – Operations & Supply Chain Management

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO313OSCM.1	REMEMBERING	ENUMERATE the key concepts of Sustainable Supply Chains and Sustainable Supply Chain Management.
CO313OSCM.2	UNDERSTANDING	DESCRIBE and DISCUSS the role and importance of sustainability and sustainable development in different types of supply chains.
CO313OSCM.3	APPLYING	IDENTIFY and USE relevant established and emerging principles, frameworks and theories in sustainable logistics and supply chain management.
CO313OSCM.4	ANALYSING	INTEGRATE fundamental strategies, tools and techniques to analyze and design environmentally sustainable supply chain systems.
CO313OSCM.5	EVALUATING	DETERMINE the unsustainable impact of logistics activities, both individual, and in the wider context of the supply chain.
CO313OSCM.6	CREATING	COMPILE the managerial challenges, and FORMULATE a structured solution to these, with clear implications for relevant stakeholders.

- 1. Introduction:** Sustainable Supply Chain Concept, Supply Chain Sustainability Management, Need, Business imperatives. Leveraging Connections of the Consumer, Brand, and Environmental Sustainability, Overview of Green Supply Chain, Concept of Green Logistics, Green Logistics – Rhetoric & reality, Key drivers for greening of Logistics & Supply Chains, Benefits of Green Supply Chains. (5+1)
- 2. Closed Loop Supply chains:** Natural resource Management, Global warming, environment legislation, Managing reverse logistics, recycling through lease and service agreements, Supply Chain Integration in View of Secondary Raw Materials, Sustainable supply chain products - from cradle to cradle. (5+1)
- 3. Environmental Costs of Logistics:** Arguments for and against internalizing environmental costs of logistics, Monetary calculation of environmental costs, Concept of Carbon Credits, Guidelines for carbon foot printing, Carbon foot printing process, success factors in carbon foot printing, Carbon Auditing of Supply Chains, Sustainable transportation, Greening transportation in the supply chain, Reverse channel design: Profitability VS Environmental benefits. New strategies to improve sustainability through supplier assessment. (6+1)
- 4. Monitoring Performance:** Measuring and Monitoring of Sustainable Supply Chain, Evaluating the impact of SC activities on Sustainability: Economic, Environmental and Social, Visible Supply Chain - Process, Product and Performance, Product oriented monitoring, Benefits and use of performance measurement, Problems with measuring performance, Stages of Supply Chain Performance Measurement. (5+1)
- 5. Sustainable purchasing and procurement:** The role of procurement in the supply chain, Drivers and barriers for sustainable procurement, Procurement frameworks, Ecolabels, Lifecycle assessment, Comparing purchasing options. Managing future supply chain, International Supply Chain Management and Collaboration Practices. (4+1)

Suggested Textbooks:

1. Strategy for Sustainability: A Business Manifesto by A. Werbach
2. Earth, Inc.: Using Nature's Rules to Build Sustainable Profits, G. Unruh
3. The Ecology of Commerce: A Declaration of Sustainability by P. Hawken, Harper Paperbacks
4. Greening of Industry Networks Studies, Behnam Fahimnia Michael G.H. BellDavid A. Hensher Joseph Sarkis Editors
Green Logistics and Transportation A Sustainable Supply Chain Perspective
5. Environmental Issues in Logistics and Manufacturing Series editor Eco Production. Paulina Golinska, Poznan, Poland.

Suggested Reference Books:

1. Sustainable Logistics and Supply Chain Management: David B Grant, Alexander Trautrim and Chee Yew Wong
2. Logistics Operations, Supply Chain Management and Sustainability: Paulina Golinska
3. Sustainable Fashion Supply Chain Management: From Sourcing to Retailing, edited by Tsan-Ming Choi, T. C. Edwin Cheng

4. **Personal Data Security:** Sensitive Personal Data or Information (SPDI) in Cyber Law, SPDI Definition and Reasonable Security Practices in India, Reasonable Security Practices – International perspective, Cloud Computing & Law. (5+1)
5. **Cyber Law:** International Perspective, EDI : Concept and legal Issues, UNCITRAL Model Law, Electronic Signature Law's of Major Countries, Cryptography Laws, Cyber Law's of Major Countries, EU Convention on Cyber Crime. (5+1)

Suggested Text Books:

1. Cyber Law & Cyber Crimes by Advocate Prashant Mali, Snow White Publications, Mumbai
2. Cyber Law in India by Farooq Ahmad, Pioneer Books
3. Information Technology Law and Practice by Vakul Sharma, Universal Law Publishing Co. Pvt. Ltd
4. The Indian Cyber Law by Suresh T. Vishwanathan, Bharat Law House New Delhi
5. Guide to Cyber and E- Commerce Laws by P.M. Bukshi and R.K. Suri, Bharat Law House, New Delhi
6. Guide to Cyber Laws by Rodney D. Ryder, Wadhwa and Company, Nagpur

Suggested Reference Books:

1. The Information technology Act, 2000, Bare Act- Professional Book Publishers, New Delhi
2. Computer Forensics: Principles and Practices by Linda Volonino, Reynaldo Anzaldua and Jana Godwin; Pearson Prentice-Hall
3. First Responder's Guide to Computer Forensics by Richard Nolan et al; Carnegi Mellon

Semester IV		408 – Corporate Social Responsibility & Sustainability
2 Credits	LTP: 2:0:0	Generic Elective – University Level

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO408.1	Remembering	DESCRIBE What is CSR, Scope & Complexity, Companies Act 2013, when was CSR Initiated, Evolution, How CSR matters, Aims, objectives, Importance, Benefits of CSR, CSR in India ,CSR In global Context, Implementation .
CO408.2	Understanding	EXPLAIN the implications of CSR from the perspectives of employees, managers, leaders, organization and the Community.
CO408.3	Applying	MAKE USE OF the Theories and Principles and Frameworks of CSR in specific organizational settings.
CO408.4	Analyzing	DECONSTRUCT The Role of Companies towards the society and its impact on the community.
CO408.5	Evaluating	FORMULATE The companies how they are practicing CSR activities, Auditing the committees & Board of Committees, CSR Annual Reports.
CO408.6	Creating	ELABORATE UPON the challenges of the Companies in shaping organizational culture and Development of the society.

1. The Companies Act 2013 Sec 135 & Schedule VII , Committee , Board of Committee, Role of the committees. CSR Annual Report, **CSR Sustainability Report**, meaning and importance of Corporate Social Responsibility, Evolution of CSR, Benefits of CSR. Primaries of CSR, CSR and law of e economics, CSR and social legitimacy, CSR Expectations in rich and poor societies, The evolving role of stakeholders, Moral and economic arguments for CSR. (5+1)
2. The Role of stakeholders in CSR, Stakeholders advocacy, The role of business in society, Consumers awareness and willingness to pay for socially responsible corporate, Behavior, Globalization and CSR. Different stakeholder's different perspective for CSR, Success and failure with CSR initiatives, corporate response to citizen demands via CSR, The five stages of organizational growth with CSR. (5+1)
3. The strategic importance of CSR implementation, CSR a balance between organizational means and end, The strategic lens, vision, mission ,strategy and tactics. **Environmental and other global forces propelling CSR**, Impact of globalization and communication technologies, The strategic CSR model, The business level CSR threshold, Implementing CSR, CSR as a competitive advantage (5+1)
4. Practical Work, Case studies in organizational, Economic and Social CSR issues, Linking CSR Companies community, Organizational issues, action vs. intentions corporate commitment, voluntary Vs. mandatory stakeholders activism, Economic business issues- diversifying sustainability. (5+1)
5. Branding Strategy of CSR in Service Sectors – Financial, Hospital, Wellness, Health Care, NGOs and Public Services, CSR and Marketing, CSR as Organizational Brand Building, Identify the Indian & Global Companies Practicing CSR. Company's contribution in CSR and the community benefits(5+1)

Suggested Text Books:

1. Corporate Social Responsibility, Madhumita Chatterjee
2. CSR in India (Steering Business and Social Change) 1st Edition by Kshama V Kaushik, Lexis Nexis

3. Corporate Social Responsibility Concept cases & Trends by Prabhakaran Paleri, Cengage Learning
4. CSR & Sustainability by Michael Hopkins
5. Corporate Social Responsibility by David Crowther and Guler Aras
6. Corporate Social Responsibility in India by Sanjay K Agarwal
7. Triple Bottom Line Reporting and Corporate Sustainability by S Singh, PHI – Eastern Economy Edition
8. Ethics, Business & Society Edited by Ananda Das Gupta, Response Books
9. Business Ethics by Crane and Matten, Oxford University Press, 2nd Edition
10. Business Ethics – An Indian Perspective, by Ronald Francis and Mukti Mishra, TMGH

Suggested Reference Books:

1. Six Essential Steps in Implementing CSR (2016) By V Reddappa Reddy and C Dheeraja.
2. The Corporate Social Responsibility in India (Cases & Development after Legal Mandate) by Dr.Rene Schumpeter
3. Corporate Social Responsibility in India, Cases and Developments after the legal Mandate, NayanaMitra and Rene Schmidpeter
4. CSR Strategies-for a competitive edge in emerging markets by Sri Urip
5. The Sustainable Enterprise –Profiting from best practice by Simmons and Simmons, Kogan Page,2nd Edition
6. Business Ethics – Text and Cases by CSV Murthy, Himalaya Publications, 2nd Revised Edition
7. Case Studies on Ethics and Corporate Governance Vol I and II, ICFAI Books
8. Target 3 Billion- Innovative Solutions Towards Sustainable Development , A.P.J. Abdul Kalam, Srijan Pal Singh

Websites

www.india.gov.in
<https://www.un.org>

Journals

1. Business & Society
2. Journal of Business Ethics
3. Ethics & Accountability in a Context of Governance & New Public Management

E-Resources

<https://www.youtube.com/watch?v=dy8kit9gnbM>
<https://www.youtube.com/watch?v=47Wtk0sGOng>
<https://www.youtube.com/watch?v=eIPdTts3La4>
<https://www.youtube.com/watch?v=PDyzNBcD2nM>
https://www.youtube.com/watch?v=yv_e1fy3Gsk
<https://www.youtube.com/watch?v=FqyaYljTjEw>

**Subject Core (SC) Courses - Semester III
 Specialization: Marketing Management**

Semester III	SC – MKT - 03	304 MKT: Services Marketing
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Marketing Management

Course Outcomes: On successful completion of the course, the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO304 MKT.1	REMEMBERING	RECALL the key concepts in services marketing
CO304 MKT.2	UNDERSTANDING	Describe the role of Extended Marketing Mix in Services in managing consumer behavior and in improving service quality.
CO304 MKT.3	APPLYING	Identify concepts related to service experience in the context of real world offering.
CO304 MKT.4	ANALYSING	Examine the elements of services marketing and service quality in contemporary context.
CO304 MKT.5	EVALUATING	EVALUATE Segmentation, Targeting & Positioning of Services and assess its importance and challenges in the dynamic marketing environment
CO304 MKT.6	CREATING	DEVELOP marketing mix, service blueprint and servicescapes for various services offering

1. Services Marketing- An Insight into Emerging Sector of Economy:

Introduction, Nature & Definition of Services, Difference between goods & Services: Service-Continuum, Key