

SEMESTER V

Environmental Impact Assessment Sem V

UNIT-I

EIA – Introduction – Concept of EIA- Scope and object of EIA – Organization responsible for EIA – Site selection and area classification- Siting and setting criteria for EIA projects.

UNIT-II

Description of the environmental setting – Inclusion or Exclusion of environmental Items – Some suggested approaches for developing a list of environmental Factors – Informational Sources for Environmental factors.

UNIT-III

Various steps of EIA – Content of EIA – Assessment methodology- Ad-hoc, Overlay, Network, Matrix and checklist . Cost benefit analysis - Case studies, Hydroelectric projects , Mining, Power plant Roads and airports.

UNIT-IV

Environmental Impact Assessment Notification (1994): Procedure for Environmental Clearance, List of the projects requiring Environmental Clearance, Composition of Expert Committee for Impact Assessment, Public hearing Committee, Procedure for public hearing - Project clearance.

UNIT-V

Detailed content of EIS – Use of visual display methods – Statement documentation – general writing suggestion.

Reference books

1. Rau, J.G. and Wooten, D.C (1980) Environmental Impact Analysis Hand Book, Mc Graw Hill, USA.
2. Canter, L. W. (1977) Environmental Impact Assessment. McGraw-Hill, New York.
3. Erickson, P.A. (1977) Environmental Impact Assessment – Principles an Applications McGraw-Hill, New York.
4. Munn, R. E. (1982) Environmental Impact Assessment. McGraw-Hill, New York.

Strategic Management Sem V

Introduction to Strategic Management

Definitions & concepts

(Company / Business / Management levels)

Nature, importance & benefits of Strategic Management Strategic

Management models & guidelines for effective Strategic Management

Overview of Strategic Management Process

Strategy Formulation

☐ Setting objectives (Vision, Mission, goals)

☐ Analysing internal and external environment (SWOT)

☐ Strategy making

☐ Entrepreneurial Model

☐ Adaptive Model

☐ Planning Model

Types of strategies

Analysing and choosing the right strategy

Strategy Implementation

Implementation of strategy to functional areas

☐ Production

☐ Operations

☐ Marketing

☐ Finance

☐ Human Resource Management

☐ Others (R & D, Innovation, Quality enhancement etc)

Strategy Evaluation

☐ Review

☐ Feedback

☐ Control

General Characteristics of an effective Evaluation System

Contingency planning and Auditing

Reference Books

1. **Fred. R. David**, “Strategic Management - Concepts and Cases”, Prentice Hall India
2. **Thomas.L.Wheelen, J.David Hunger,Krish Rangarajan**,”Concepts in Strategic Management and Business Policy”, Pearson Education
3. **Andrews**, “Strategic Management”
4. **Guillick**, “Strategic Management - Concepts and Cases”
5. **Philip Sadler**, “Strategic Management”, Kogan Page
6. **Parnell John A**, “Strategic Management:Theory and Practice”, Biztantra
7. **McCain Roger A**, “Game Theory : A Non-Technical Introduction to the Analysis of Strategy”, Thomson Learning
8. **Black J Stewart, Gregersen Hall B**, “Leading Strategic Change: Breaking through the Brain Barrier”, Pearson Education
9. **Forgang William G**, “Strategy Specific Decision Making: A Guide for Executive Competitive Strategy”, Prentice Hall India
10. **Gupta Vipin,Gollakota, Kamala Srinivasan R**, “Business Policy and Strategic Management: Concepts and Application”, Prentice Hall India
11. **Mellahi Kamel Frynas, Jedrzej G, Finlay Paul**, “Global Strategic Management”, Oxford
12. **Rinkie Wofl J**, “6 Proven Strategies for building High Performance organizations Winning Management”, Jaico Publicaton House
13. **Namakumari, Ramaswamy**, “Strategic Management”, Macmillan India

Entrepreneurship Management Sem V

Unit – 1

- Concept, meaning and definition of entrepreneur and entrepreneurship.
- Importance and significance of growth of entrepreneurial activity.
- Concept of intrapreneur.
- Characteristics and qualities of entrepreneurs
- Classification and types of entrepreneurs.
- Women entrepreneurs
- Theories of entrepreneurship
- Contribution of Mc Clelland and Joseph Schumpeter

Unit – 2

- Factors influencing entrepreneurial development and motivation.
- Role of culture in entrepreneurial development.
- Entrepreneurial development programme (EDP), **Managing the problems faced by entrepreneurs**
- Development of women entrepreneurs-with reference to SHGs
- Options available to entrepreneurs,-ancillarisation franchising and outsourcing. **Cases on takeover, mergers and acquisitions in India and at global level.**
- Social Entrepreneurship-Definition,importance and social responsibilities- NGOs

Unit – 3

Entrepreneurial Project Development

- Idea generation – sources and methods
- Identification and classification of ideas.
- Environmental Scanning and SWOT analysis
- Preparation of project plan –Points to be considered
- Components of an ideal business plan – market plan, financial plan, operational plan, and HR plan.
- Project formulation –project report significance and contents
- Project appraisal –Aspects and methods :
- Economic oriented appraisal
- Financial appraisal
- Market oriented appraisal
- Technological feasibility
- Managerial competency

Reference Books

- 1) **Dr. Vasant Desai**, *“Small scale industries and entrepreneurship”*, Himalayan Publishing House
- 2) **Dr. Vasant Desai**, *“Management of small scale industries”*, Himalayan Publishing House
- 3) **J.C. Saboo, Megha Biyani**, *“Management of small scale industries”*, Himalayan Publishing House
- 4) **Dr. Vasant Desai**, *“Dynamics of entrepreneurial development and Management”*, Himalayan Publishing House
- 5) **Moharanas and Dash C.R.**, *“Entrepreneurship development”*, RBSA Publishing, Jaipure
- 6) **Collins and Lazier W**, *“Beyond entrepreneurship”*, Prentice Hall, New Jersey, 1992
- 7) **Hisrich Peters Shephard**, *“Entrepreneurship”*, Tata McGraw Hill
- 8) **S. K. Mohanty**, *“Fundamentals of entrepreneurship”*, Prentice Hall of India
- 9) **David Oates**, *“A Guide to Entrepreneurship”*, Jaico Publishing House, Mumbai, Edn 2009

Environmental Legislation Sem V

1. Constitutional Provisions for Environmental Protection: Specific Provisions for Environmental Protection in the Constitution of India, Provisions in the Directive Principles of State Policy.

2. Environmental Acts, Rules and Notifications:

The following environmental Acts/Rules will be discussed in details; the rest of the acts, rules and

notifications will be referred to:

- a) Water (Prevention & Control of Pollution) Act and the corresponding Rule
- b) Water (Prevention & Control of Pollution) Cess Act and the corresponding Rule
- c) Air (Prevention & Control of Pollution) Act and the corresponding Rule
- d) Environment (Protection) Act and Rule
- e) Hazardous Waste (Management & Handling) Rules
- f) Manufacture, Storage and Import of Hazardous Chemicals Rules
- g) Public Liability Insurance Act and Rule

Refer to MoEF Website (<http://envfor.nic.in>) for the latest revisions, amendments etc.

3. Important Judgments and Cases: Discussion on landmark cases: Sriram Chemicals Oleum Leak Case, Bhopal Gas Leak case, Ganga Action Plan case etc. Green Benches.

Reference books

- 1. R. K. Trivedy – Handbook of Environmental Laws, Guidelines, Compliance & Standards, Vol. 1 & 2 Environ – Media karad, India
- 2. Mhaskar A. K. Environmental Laws

PROJECT MANAGEMENT Sem V

MODULE I

Project Definition – Project Life Cycle – Project objectives – purpose of Project Management – Project Management Maturity – Project Selection and Choice – Types of Project – Selection Models – Analysis under Uncertainty and Risk – Project Portfolio Process.

MODULE II

Functional Manager vs. Project Manager – Project Responsibilities – Demands on the Project Manager – Project Manager Selection – Culture and the Project impact of Institutional Environments – Need for Multicultural Communications.

MODULE III

Project Organization – Pure Project Organization – Matrix – Mixed Organizational Systems – choosing a Firm – Risk Management – Project Management Office – The Project Team – Human Factors and the Project Team – Sources of Conflict.

MODULE IV

Project Planning and Coordination – Systems Integration – Action Plan – Work Breakdown Structure – Partnering - Chartering – Categories of Conflict – Principles of Negotiation – Top Down and Bottom Up Budgeting – Activity vs. Program Budgeting.

MODULE V

Network Techniques PERT and CPM – Precedence Programming – Resource Loading – Leveling – Goldratt's Critical Chain – Monitoring System Design – Reporting Process – Project Management Information Systems (PMIS).

MODULE VI

Project Control – Purposes, Types – Three Types of Control Processes – Post Control – critical Ratio and Control Charts – Balance in Control System – Project Auditing – Purpose of Evaluation – use of Audit Report Product Audit Life Cycle – Measurement varieties of Project Termination.

TEXTBOOK

Jack.R Meredith and Samuel J.Mantel Jr, "Project Management, A Managerial Approach",

Business Ethics Sem V

Introduction to Business Ethics

- Normative ethics, Prescriptive ethics and Applied ethics
- Ethics, Morality and Legality
- Concept of Right and Duty : Business – Western and Indian
- Perspectives, Definition and Scope Relevance in social changes
- Ethical organism and corporate code of conduct

Business Ethics – Conceptual Background

- Conceptual Approaches to Business Ethics
- Egoism vs. Altruism
- Entrepreneur and Manager – Role and Responsibilities
- Responsibilities towards stakeholders: an overview
- Profit – making; An Objective with an ethical dimension

Indian Perspective of Ethics

- Purusharthas: Dharma, Artha, Kama, Moksha
- Concept of Dharma

Ethics: A Global Perspective:

- Ethics in Global Marketing & Advertising
- Ethical perspective in Employment including in the international labour Organization Standards.
- Ethics and IT : E-commerce, Privacy Codes.
- Environmental Ethics: Indian and Western perspectives
- Ethics and Cross- culture influences
- Ethical issues and functional aspects of business

Reference Books

- 1) **William Lillie**, “An Introduction to Ethics”, Universal Paperbacks
- 2) **S.K. Chakrabroty**, “Wisdom leadership : Dialogues and Reflections”, Wheeler Publishing
- 3) **Kenneth Blanchard & Norman Vincent Peale**, “The Power of Ethical Management”, William Morrow & Co, Inc,
- 4) **R.M. Lala**, “In search of Ethical Leadership”, Vision Books Pvt. Ltd
- 5) *Living within – The Yoga Approach to Psychological Health and Growth* (Sri Eurobond Ashram, Pond cherry.)
- 6) **Dr. R.R.Khan**, “Management and HRD”, Fine Publishing House
- 7) **Stuart Rainer** Key Management ideas : Thinking that changed the Management world – Macmillan India Ltd.
- 8) **Susan J. Bethanis**, “Leadership Chronicles of a Corporate Sage : Five Keys to Becoming a more Effective leader”, Ed corpus Colossus Learning Pvt. Ltd.
- 9) **R.R. Prasad, S.R.P. Shukla, Ashok Kumar**, “Indian Management Emerging Responses”, Tata McGraw- Hill Publishing Company Limited

10) *Buried Treasure – Discovering and Implementing the Value of Corporate Social Responsibility* – Caleb Wall – Greenleaf Publishing – 2008.

11) **Jayashree Sadri, Sorab Sadri and Dhun Dastoor**, “*The Theory and Practitce of Managerial Ethics*”, 2nd Edn, 2006, Jaico Publishing House, Mumbai.

12) **Joseph Des Jardins**, “*An Introduction to Business Ethics*”, Tata Mc Graw Hill, 2nd Edition, 2009.

SEMESTER VI

Corporate Social Responsibility (CSR) Sem VI

I. Building Blocks of CSR / Sustainability

1. Overview of CSR/Sustainability
2. The Triple Bottom-line Approach
3. Philanthropy – Conventional and Strategic
4. Environmental issues
5. Social issues
6. Labour and related issues
7. Ethical and Governance issues
8. Human Rights – UN Charter

II. Standards and Codes

1. ISO – 14001
2. OHSAS – 18001
3. SA – 8000
4. OECD Guidelines for Multinational Companies
5. Global Compact
6. AA – 1000
7. BS / ISO Guideline on CSR Management (ISO-26000)

III. Engaging the stakeholder

1. Global Reporting Initiative Guideline G-3
2. NGO and CSR
3. Programmes for the neighborhood
4. Markets at the BOP
5. Communication
6. Dilemmas
7. Dow Jones Sustainability Index / FTSE4GOOD Index

IV. Cases and Papers

1. What is a Business for? Charles Handy, Harvard Business Review, December 2002
2. The Competitive Advantage of Corporate Philanthropy, Michael E Porter and Mark R Kramer, Harvard Business Review, pp 6-16, December 2002
3. Green and Competitive: Ending the Stalemate, Michael E Porter and Class van der Linde, Harvard Business Review, pp 120-133, September-October 1995
4. What Matters Most: Corporate Values and Social Responsibility, Jeffrey Hollender, California management Review, pp 111-119, Volume 46(4), 2004
5. Corruption in International Business, Harvard Business Case 9-701-128, December 2001
6. Corporate Social Responsibility: Whether or How? N. Craig Smith, California Management Review, pp 52-76, Volume 45(4), Summer 2003

7. The Discipline of building character, Joseph L. Badaracco Jr., Harvard Business Review, pp 115-124, March – April 1998
8. Accounting Fraud at Worldcom, Robert S Kaplan and David Kiron, Harvard Business School Case study 9-104-071, May 2005, Management Lessons from Enron, B. Bowonder, TMTC, 2006
9. The Parable of the Sadhu, Bowen H. McCoy, Harvard Business Review, May-June 1997
10. Corporate Social Responsibility: the WBCSD, Geneva, 2004

General Reading:

1. Changing Course, Stephan Schmidheiny & BCSD, MIT Press, 1992
2. Harvard Business Review on Business & the Environment, Harvard Business School Press, 2000
3. The fortune at the Bottom of the Pyramid, C.K. Prahalad, Wharton School Publishing, 2005
4. The Skeptical Environmentalist: Measuring the real estate of the World, Bjorn Lomborg, Cambridge University Press, 2001
5. Cradle to Cradle: Remarking the Way We Make things, William KcDonough and Michael Braungart, North Point Press, 2002
6. Natural Capitalism: Creating the next Industrial Revolution, Paul Hawken, Amory Lovins & L. Hunter Lovins, 1999
7. The Sustainability Wave: Building Boardroom Buy-in (Conscientious Commerce), Bob Willard, 2007.

Solid & Hazardous waste management Sem VI

UNIT I SOLID WASTE:

Definition of solid wastes – types of solid wastes – Sources - Industrial, mining, agricultural and domestic – Characteristics. Solid waste Problems - impact on environmental health – Concepts of waste reduction, recycling and reuse.

UNIT II COLLECTION, SEGREGATION AND TRANSPORT OF MUNICIPAL SOLID WASTES:

Handling and segregation of wastes at source. Collection and storage of municipal solid wastes; analysis of Collection systems. Transfer stations – labeling and handling of hazardous wastes.

UNIT III MUNICIPAL SOLID WASTE MANAGEMENT :

Solid waste processing technologies. Mechanical and thermal volume reduction. Biological and chemical techniques for energy and other resource recovery: composting, vermicomposting, termigradation, fermentation. Incineration of solid wastes. Disposal in landfills: site selection, design, and operation of sanitary landfills; Leachate and landfill gas management; landfill closure and post-closure environmental monitoring; landfill remediation. Regulatory aspects of municipal solid waste management.

UNIT IV HAZARDOUS WASTES:

Hazardous waste definition. Physical and biological routes of transport of hazardous substances – sources and characterization categories and control. Sampling and analysis of hazardous wastes – analytical approach for hazardous waste characterization – proximate analysis – survey analysis – directed analysis – analytical methods.

UNIT V HAZARDOUS WASTES MANAGEMENT:

Sources and characteristics: handling, collection, storage and transport, TSDF concept. Hazardous waste treatment technologies - Physical, chemical and thermal treatment of hazardous waste: solidification, chemical fixation, encapsulation, pyrolysis and incineration. Hazardous waste land fills - Site selections, design and operation. HW reduction, recycling and reuse, Regulatory aspects of HWM.

UNIT VI BIOMEDICAL WASTE MANAGEMENT:

Biomedical waste: Definition, sources, classification, collection, segregation Treatment and disposal.

UNIT VII RADIOACTIVE WASTE MANAGEMENT:

Radioactive waste: Definition, Sources, Low level and high level radioactive wastes and their management, Radiation standard by ICRP and AERB

UNIT VIII E-WASTE MANAGEMENT:

Waste characteristics, generation, collection, transport and disposal.

Book Recommended

1. Hazardous waste management Charles A. Wentz. Second edition 1995. McGraw Hill International.
2. Integrated solid waste management George Tchobanoglous, Hilary Theisen & Samuel A. Vigil.
3. Criteria for hazardous waste landfills – CPCB guidelines 2000.
4. Hazardous waste management by Prof. Anjaneyulu.
5. Environmental Sciences by Daniel B. Botkin and Edward A. Keller, Wiley student, 6th edition- 2009.
6. Standard handbook of Hazardous waste treatment and disposal by Harry M. Freeman, McGraw Hill 1997.
7. Management of Solid waste in developing countries by Frank Flintoff , WHO regional publications 1976.

Environment and eco tourism Sem VI

UNIT-I

Agriculture – Contribution to Economic development – food problem – land reforms in India, Bhoodan movement – Green revolution – Panchayat Raj – Community development Projects – Co – Operative movement.

UNIT-II

Rural social structure – caste system, joint family- religion caste, cultural social & psychological barriers to economic development – over coming – resistance to change.

UNIT-III

Concepts of Tourism – Classification – Religious tourism – Cultural tourism – Heritage tourism – Monumental tourism – Adventure tourism – Mars tourism – Sustainable tourism – Consumptive & non consumptive tourism.

UNIT-IV

Principles of Ecotourism – Types of Ecotourism – Concepts of Ecotourism – Objectives of Ecotourism – benefits of Ecotourism – trends affecting ecotourism.

UNIT-V

Impact of Ecotourism – Economic impacts (fiscal impacts, concepts & Methods) – Types and degree of impacts from Ecotourism activities – Socio cultural impacts – Eco tourism related organization – Ecotourism Research disasters & Ecotourism.

References

1. Agarwal, A. N (1980) Indian Agriculture, Vikas publishing House, New Delhi,
2. Weaver, D. B (2001) The Encyclopedia of Ecotourism, CABI, Publishing, U.K.
3. Sinha, P. C (2003) Encyclopedia of Ecotourism, Vol – I, II & III, Anmol publications Pvt. Ltd, New Delhi.
4. Bhatia, A. K (1978) Tourism in India

Disaster Management Sem VI

UNIT 1

Disaster – Introduction –Types of natural calamities, major and minor calamities – impact of calamities.

UNIT II

Natural disaster – cyclone – Tsunami – flood – Landslides – earth quake.

UNIT III

Manmade disaster – Wars – Biological war (introduction of pathogens) – misuse of atomic bombs –major accidents from industries e.g. Bhopal. Lov canal disaster – London Smog.

UNIT IV

Medical Management of disaster – Disaster Impacts and response – Identification of dead – Search rescue –first and relief phase – Vaccination, basic sanitation and personal hygiene.

UNIT V

Environmental Disaster – Assessment, Planning – mitigation program – preparedness – resettlement rehabilitation – role of NGOS, Gos (relief camp), Psychotherapy – simplified yoga and meditation, stress management.

References

1. Tsunami. A text book from Department of Science and Technology, New Delhi, p90.
2. Proceedings “Brainstorming seminar on Disaster Management and Mitigation programmes. Sri Venkateswara University, Tirupati, P 150.
3. Pollution control Legislations. Environmental Laws – Vol. II. Tamilnadu Pollution Control Board.
4. Shailendra K. Singh, Subash C. Kundan and Shobu Singh (1998). Disaster Management. Mittal Publications. New Delhi.
5. Natural disasters (1980) – A guide for relief workers – JAC Adhyatma Sadhema, Kendra Mehrani, New Delhi.

Environmental Problems, Hazards and Mitigation Sem VI

Unit 1: Natural and Man made Environmental Problems:

Environmental problems associated with urbanization, industrialization, modernization of agriculture

Unit 2: Global and Regional Environmental Issues:

Green House effect – causes and associated hazards, Ozone layer depletion – causes and associated hazards, Acid rain, Deforestation and loss of bio-diversity; Major environmental problems in India

Unit 3: Problems of Urban Environment:

Municipal waste, domestic waste, industrial waste; Biomedical wastes; Road traffic and noise pollution problem, Air pollution problem, Problem of housing, drinking water and sanitation, slum areas

Unit 4: Problems of Rural Environment:

Drinking water, Domestic fuel, Food and Fodder, Sanitation, Health and Hygiene, Land degradation

Unit 5: Environmental problems related to forest and wetlands:

Human intervention, Degradation, encroachment, loss of habitats and biodiversity

Corporate Governance Sem VI

- Corporate Governance: Meaning scope & Reporting
- The Agency Theory : Principal – Agent Relationship
- Role of CEO, Board and Senior Executives
- Right of Investors and Shareholders
- Financial Regulations and their scope in CG
- Corporate governance from Cadbury committee to Narayan Murthy committee

Project Submission II