



# SRINIVAS UNIVERSITY

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## Srinivas Centre for Green Business Research

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The traditional MBA degree requires coursework and other study of business from a primarily financial standpoint through efficient production, effective marketing of products and services with some attention to management of people, to conventional economic theory, and to business ethics. A sustainable business is any organization that participates in environmentally friendly or green activities to ensure that all processes, products, and manufacturing activities adequately address current environmental concerns while maintaining a profit. In other words, it is a business that “meets the needs of the present world without compromising the ability of the future generations to meet their own needs. It is the process of assessing how to design, market, use and dispose products that will take advantage of the current environmental situation and how well a company’s products perform with renewable resources. Unfortunately the present MBA curriculum has not taken care of educating management graduates on the adverse affect of global warming and its consequence on climate change. A sustainable MBA program includes traditional subjects with special emphasis on eliminating those models and processes which directly or indirectly contribute to extended global warming and also study of managing for environmental and social sustainability for long term benefit. Such program can be also called as Green MBA. The centre works on the proposed curriculum, pedagogy, businesses processes, new business opportunities and placement opportunities for the proposed sustainable new model in business management education - Green MBA.

#### **Publication :**

- [1] P. S. Aithal, Strategic Rethinking of Management Education : A Green MBA Model, Proceedings of National conference changing trends in Management, IT, and Social sciences, Manegma 2014, Mangalore, 09/04/2014, ISBN No. 978-81-929306-0-2, (2014)

- [2] Strategic rethinking of Management Education from Best Practices to Next Practices : A Sustainable Green MBA Model, P.S. Aithal, Proceedings of the IACBE 2011, Asia Regional Conference Management Education in Emerging Economics, 16-17 July 2011, Alliance University, Bangalore, India.
- [3] Priti Jeevan, “Green Washing : A Conceptual Framework”. Development Prospects of Indian Economy, Bharathi Publications, Delhi 2014. ISBN No.978-93-81212-62-2. Page No.270-276.
- [4] Priti Jeevan, “An Analysis of Green Products- Exploring a New Innovation Paradigm” in  
National conference “Manegma – 2014” at Srinivas Institute of Management Studies, Pandeshwar, Mangalore. ISBN No: 978 –81 –929306–0-2