

HAILEY COLLEGE OF COMMERCE
UNIVERSITY OF THE PUNJAB, LAHORE

Course Title: Business Ecology

Course Code: BSC-216

Program: BS Commerce

Credit Hours: 03

Semester: 04

Course Description:

Business Ecology is a multidisciplinary field that explores the interactions between business practices and the natural environment. This course aims to provide students with a comprehensive understanding of the ecological challenges faced by businesses and strategies for achieving sustainability and environmental responsibility. Through lectures, case studies, discussions, and practical exercises, students will develop the knowledge and skills necessary to integrate ecological principles into business decision-making processes.

Course Objectives

- To provide knowledge of the environment in which businesses operate, the economic operational and financial framework
- To give students an understanding of the various constituents of the local and global business environments.
- To have a critical study of liberalization, privatization and globalization.
- To study the procedural aspects of various forms of Business Organizations in Pakistan

Learning Outcomes:

After successful completion of the course, the student will be able to

- Identify and evaluate the complexities of business in natural environment and their impact on the business.
- Analyze the relationships between Government and business and understand the political, economic, legal and social policies of the country.
- Analyze current economic conditions in developing emerging markets, and evaluate present and future opportunities business i in natural settings
- Gain knowledge about the operation of different institutions in international business in natural environment.

Week 1: Introduction to Business Ecology

- Understanding the concepts of business ecology
- Examining the relationship between business and the natural environment

Week 2: Ecological Footprints and Life Cycle Assessment

- Assessing the environmental impact of business activities
- Calculating ecological footprints and life cycle assessments

Week 3: Sustainable Business Strategies

- Exploring sustainable business models and strategies
- Implementing circular economies and closed-loop systems

Week 4: Corporate Social Responsibility and Environmental Stewardship

- Examining the role of corporations in addressing environmental challenges
- Implementing CSR initiatives and environmental stewardship practices

Week 5: Green Marketing and Consumer Behavior

- Understanding green consumer behavior and preferences
- Developing eco-friendly marketing strategies

Week 6: Sustainable Supply Chain Management

- Analyzing the environmental impact of supply chains
- Implementing sustainable procurement and logistics strategies

Week 7: Energy Efficiency and Renewable Energy

- Exploring energy-efficient practices in businesses
- Integrating renewable energy sources into business operations

Week 8: Waste Management and Resource Efficiency

- Minimizing waste generation and promoting resource efficiency
- Implementing recycling and waste management strategies

Week 9: Biodiversity Conservation and Ecosystem Services

- Assessing the value of biodiversity and ecosystem services
- Exploring business opportunities in biodiversity conservation

Week 10: Water Management and Conservation

- Examining water scarcity and water footprint
- Implementing water conservation strategies in business operations

Week 11: Climate Change and Business Adaptation

- Understanding the impact of climate change on businesses
- Developing climate change adaptation and mitigation strategies

Week 12: Environmental Policies and Regulations

- Examining international and national environmental policies
- Adhering to environmental regulations and compliance

Week 13: Environmental Auditing and Reporting

- Conducting environmental audits and assessments
- Developing environmental reporting frameworks

Week 14: Corporate Environmental Governance

- Integrating ecological principles into corporate governance
- Assessing the role of stakeholders in environmental decision-making

Week 15: Sustainable Innovation and Entrepreneurship

- Fostering sustainable innovation and entrepreneurship in businesses
- Implementing green product development and eco-design strategies

Week 16: Future Trends in Business Ecology

- Exploring emerging trends and technologies in business ecology
- Identifying future challenges and opportunities

Recommended Textbooks:

1. "Ecology and Sustainable Business: Towards a Green Economy" by Stuart Walker
2. "Green to Gold: How Smart Companies Use Environmental Strategy to Innovate, Create Value, and Build Competitive Advantage" by Daniel C. Esty and Andrew S. Winston
3. "The Ecology of Commerce: A Declaration of Sustainability" by Paul Hawken
4. "Natural Capitalism: Creating the Next Industrial Revolution" by Paul Hawken, Amory B. Lovins, and L. Hunter Lovins
5. "Cradle to Cradle: Remaking the Way We Make Things" by William McDonough and Michael Braungart