SDG 17: PARTNERSHIPS FOR THE GOALS

SDG 17 focuses on partnerships for sustainable development. Integrating this SDG promotes collaboration and global engagement. Students understand multi-stakeholder approaches. This strengthens sustainable outcomes.



List of Courses mapped to SDG 17:

S.No	Course Title	Name of the Program	Justification for SDG Mapping
1	STRATEGIC MANAGEMENT	Bachelor of Business Administration	Covers alliances, collaboration and stakeholder strategy that organisations use to achieve shared goals.
2	ADVERTISING AND PUBLIC RELATIONS	B.Sc.(Animation & Gaming)	Builds communication and stakeholder-engagement skills needed to build partnerships and advocate causes.
3	INTERNATIONAL RELATIONS	Bachelor of Arts	Examines global cooperation, multilateral institutions and international partnerships.
4	INSIGHTS TO SUSTAINABLE DEVELOPMENT GOALS	All B.Tech Programs	Module 5 covers Partnerships for the Goals, including financing the SDGs and a lab on designing a multi-stakeholder partnership for an SDG target.

Course Outcomes and Syllabus

Strategic Management

SDG 17

Course code: 22BB32C1 | L-T-P-S: 2-0-2-0 | Credits: 3 | Programme: Bachelor of Business Administration

CO	Course Outcome	PO / PSO	BTL
CO1	Articulate a vision that gives meaning to all the firm's stakeholders of the firm's objectives	PO 1	2
CO2	Formulate a strategic plan that operationalizes the goals and objectives of the firm;	PO 3	3
CO3	Identify the resource endowments specific to the firm and those that are homogeneous to industry participants;	PO 2	3
CO4	Evaluate and revise programs and procedures in order to achieve organizational goals;	PO 3	5

Syllabus

Basic concepts of Strategic Management: Definition and Nature; Basic model and process of management; Benefits and limitations of Strategic Management; Business Vision, Mission and Objectives; Contents and characteristics of Corporate mission statements. Environment and Resource Analysis: Environmental Analysis, Industry and Competitive Analysis, Porter's Five forces Model, Internal Analysis, SWOT Analysis, Value Chain Analysis. Strategy Formulation: Developing Alternative strategies, Types of strategies, Corporate Strategy, Business strategy, Functional strategy, and Global strategy. Michael Porter's Generic Business strategies, Ansoff's Product-Market Matrix. Strategic Choice: Strategic Analysis and Choice; Portfolio analysis and its limitations. BCG matrix and GE nine-cell matrix. Strategic implementation and control: Issues in implementation; Formulation of short-term objectives; Resource allocation; Organizational structure; Strategic Leadership; Strategy supportive culture; Managing strategic change; Strategic evaluation and control.

Advertising and Public Relations

SDG 17

Course code: 22VC3102 | L-T-P-S: 3-0-0-0 | Credits: 3 | Programme: B.Sc.(Animation & Gaming)

CO	Course Outcome	PO / PSO	BTL
CO 2	Understand various types and functions of Advertising agencies	PO2	2
CO 3	Apply knowledge in advertising to create ad campaigns and PR campaigns	PO3	3
CO 4	Analyse the need, format and step-by-step methods of public relations campaigning.	PO4	4

Syllabus

Concept, Nature, Definitions, History/Evolution, Role, Objectives, Functions, and Significance of Advertising, Types of Advertising and Classification of Advertising, Advertising Theories and Models- AIDA Model, DAGMAR Model, Hierarchy of Effects, Maslow's Hierarchy of NeedsAd Agency: Functions, Types, Structure, Departments, Remuneration, Pitching, Client-Agency Relationship, Advertising Objectives, Segmentation, Positioning and Targeting · Media selection, Planning, Scheduling · Marketing Strategy and Research and Branding · Advertising Budget · Campaign Planning, Creation and Production. Ethical & Regulatory Aspects of Advertising-Apex Bodies in Advertising-AAAI, ASCI and their codes.PR – Concepts, Definitions, Role, Scope, Functions, Theories and Models in PR - JM Grunig's Model of Symmetrical PR, Asymmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory, the Excellence Theory, In house PR- Structure, Scope, Role & Function, PR Consultancy- Structure, Role, Scope & FunctionPR Campaigns- Briefs, Pitch, Working on the Account, Client-Agency Relationship, The PR process: Research, Strategy, Measurement, Evaluation and Impact, The Role and Importance of Media in PR, Tools of Media Relations - Press Conferences, Press Meet/Tours, Press Releases, Backgrounders, Rejoinders, Feature Writing, Ethical issues in PR-Apex bodies in PR- IPRA code - PRSI,PSPF and their codes.

International Relations

SDG 17

Course code: 22GN3101 | L-T-P-S: 3-0-0-0 | Credits: 3 | Programme: Bachelor of Arts

CO	Course Outcome	PO / PSO	BTL
CO1	To Understand the basic concepts of International Relations	PO1	2
CO2	Student will able to understand about Foreign Policy, "Look East" policy and Relations with Africa and Latin America	PO2	2
CO3	Students will get the knowledge about India and the UN System.	PO1	2
CO4	Acquire Knowledge about Key concepts in International Relations.	PO 2	2

Syllabus

International Relations Meaning, scope and nature of International Relations , Evolution of International Relations Theories: Realist,Liberal, Marxist and Critical Theories of IR, Emergence of nation states and nationalism, Power Politics: Balance of Power, Geopolitics, Bipolarity, Unipolarity, Multipolarity and Polycentrism. Pre-World War I International System,Post-World War II Period (Cold War) International Organisations and Global Governance Role of International Organisations in International Peace and Security, Development, cooperation and Democratization, United Nations: Role, Relevance, and Reforms, SAARC,BRICS,G8,G20,etc ,Global Governance: Issues and Challenges . Determinants of India's Foreign Policy Mission and Objective of India's Foreign Policy. Evolution of Indias Foreign policy, Institutional Frame work of India's Foreign policy- India's diplomacy. Non Alignment, Panchasheel, Look East Policy, 'Act East. Impact of LPG, Liberalisation ,Globalisation and Privatisation, Issues in Indian foreign policy. India and Pakistan, Issues with neighbouring countries, India USA. India USSR , India China., India Brazil, India South Africa, India Israel,India Japan .

Insights to Sustainable Development Goals

SDG 17

Course code: 25UC0032E | L-T-P-S: 2-0-0-0 | Credits: 0 | Programme: All B.Tech Programs

CO	Course Outcome	PO / PSO	BTL
CO1	Understand sustainable development — concept, pillars, and the road to the SDGs.	PO6, PO7, PSO1	2
CO2	Understand the 17 SDGs, their targets, and their interlinkages.	PO6, PO7, PSO1	2
CO3	Analyze the people-and-prosperity SDGs in the Indian and global context.	PO6, PO7, PSO2	4
CO4	Analyze the planet SDGs — climate, energy, water, and ecosystems.	PO6, PO7, PSO2	4
CO5	Apply SDG measurement, governance, and localisation.	PO7, PO11, PSO2	3
CO6	Analyze how technology, AI, and innovation can accelerate the SDGs.	PO5, PO7, PSO2	4

Syllabus

Module 1: Foundations of Sustainable Development. Topics: What sustainable development means; The Brundtland definition; The three pillars - economic, social, environmental; Planetary boundaries; From MDGs to SDGs; The 2030 Agenda and 'leave no one behind'; Sustainability vs growth debates; India's sustainability context. Labs: Map a real project against the three pillars of sustainability; Footprint lab: estimate and reduce a sustainability footprint. Case Study: a development-vs-environment trade-off (e.g., a dam/infrastructure project): analyse how the three pillars of sustainability were balanced or violated.

Module 2: The 17 SDGs Overview. Topics: Overview of all 17 goals; Targets and indicators; The SDG 'wedding cake' model; Interlinkages and trade-offs among goals; Synergies across goals; 'Leave no one behind'; The global indicator framework; Tracking progress. Labs: Build an SDG interlinkage map for a chosen development problem; Indicator lab: interpret SDG progress data for a country/state. Case Study: SDG interlinkages in practice (e.g., clean energy enabling health and education): analyse how progress on one goal advances others.

Module 3: People & Prosperity SDGs. Topics: No poverty and zero hunger; Good health and well-being; Quality education; Gender equality; Decent work and economic growth; Reduced inequalities; Industry, innovation, and infrastructure; India's progress on people/prosperity goals. Labs: Analyse a region's people/prosperity indicators and gaps; Design an intervention targeting a people/prosperity SDG. Case Study: an Indian social initiative (e.g., a health/education/livelihood program): analyse its SDG contribution and outcomes.

Module 4: Planet SDGs. Topics: Clean water and sanitation; Affordable and clean energy; Climate action; Life below water; Life on land; Sustainable cities and communities; Responsible consumption and production; Circular economy. Labs: Audit a setting for responsible consumption and propose circular fixes; Design a planet-SDG (energy/water/waste) solution for a community. Case Study: a clean-energy or water initiative in India (e.g., solar mission / river rejuvenation): analyse its planet-SDG impact and scalability.

Module 5: Partnership, Governance & Measurement. Topics: Peace, justice, and strong institutions (SDG16); Partnerships for the goals (SDG17); Financing the SDGs; Indicators and the SDG India Index; Localising the SDGs; Voluntary National Reviews; Role of governments, business, and civil society; Accountability and reporting. Labs: Build an SDG scorecard for an organisation/community; Design a multi-stakeholder partnership for an SDG target. Case Study: the SDG India Index / a state's SDG localisation: analyse how SDGs are measured and localised, and what drives improvement.

Module 6: Technology, AI & Innovation for the SDGs. Topics: Technology as an SDG accelerator; AI for good - use cases across goals; Social entrepreneurship and impact ventures; Frugal and inclusive innovation; Digital public infrastructure for development; Measuring impact (theory of change); The engineer's and youth's role; Designing an SDG-aligned solution. Labs: Design a technology/AI-enabled solution mapped to an SDG with a theory of change; Pitch a social-impact venture targeting one or more SDGs. Case Study: AI/technology for an SDG (e.g., AI in healthcare access or precision agriculture): analyse how technology accelerates a specific goal, with its risks.