

**Course related to Environment and Sustainability**

Semester: V  
Code: 15UAEAL509

Hours Per Week: -  
Credits: 2

**GREEN BUSINESS**

**Objective:** To understand the new green business opportunities.

**Unit I**

Green business: Meaning - Profit and Purpose - Eco-efficiency for Business and the Environment - environmental audit of the Business.

**Unit II**

Sustainability: Approaches and Indicators of Sustainability - Sustainable Ecosystem Management for Green Business - Negative Impact of Businesses on Ecology and Environment - Health and Safety Issues.

**Unit III**

CSR and Compliance for Business: CSR & Environmental Reporting - Government Regulation and Public Policy for Sustainability - Governments Incentives to Industries to use Greener Technologies and Products

**Unit IV**

Green Financing and Investment: Green Management - Green Products Management – Tools and Methods that Organizations can use to Design and Implement Environmentally Sustainable Products & Services.

**Unit V**

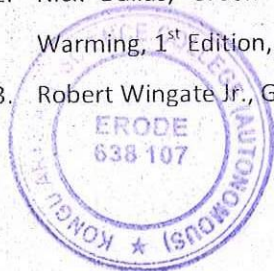
Green business strategies: Green Marketing Mix - Importance, Objectives – Challenges and Opportunities - Green Building Strategies – Leadership in Energy and Environment Design (LEED) - Lifecycle Analysis (LCA) - Green Hat Thinking strategy – Ecomagination – Green consumerism and movement.

**TEXT BOOK:**

- Suresh K, Green Business: An Introduction, ICFAI Publication, 2000.

**REFERENCE BOOKS:**

1. Ottman Jacquelyn A., The New Rules of Green Marketing: Strategies, Tools, and Inspiration for Sustainable Branding, Berrett-Koehler Publishers, Inc., 2011.
2. Nick Dallas, Green Business Basics: 24 Lessons for Meeting the Challenges of Global Warming, 1<sup>st</sup> Edition, Tata Mc Graw Hill Education, 2009.
3. Robert Wingate Jr., Green Business Opportunities for 2012.



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Sem.	Course Code	CORE PAPER V: PRINCIPLES OF MARKETING	Total Marks: 100		Hours Per Week	Credits
			CIA: 25	ESE: 75	4	4
III	17UAECT301					

Objective: To give basic knowledge on v the concepts of marketing.

Course Outcome (CO): On successful completion of the course, the students will

- CO1: Remember the basic principles of marketing.
- CO2: Understanding the modern marketing ethics.
- CO3: Apply the product policies for product planning and development.
- CO4: Analyze the concepts of sales promotion, personal selling and advertising.
- CO5: Evaluate the role of Government in consumer protection.

**Unit I**

Introduction – Evolution of Marketing – Importance of Marketing – Marketing Mix – Functions of Marketing – Buying – Assembling – Selling – Transportation - Storage - Warehousing.

**Unit II**

Features of Modern Marketing – Global Marketing - E-Commerce in Marketing – On-line Marketing – Telemarketing – Social Marketing - Direct Marketing - Services Marketing - Green Marketing - Marketing Ethics.

**Unit III**

Product Planning and Development – Product Policies – Product Life Cycle – Branding and Packaging – Pricing – Objectives – Factors affecting Pricing Decisions – Kinds of Pricing – Market segmentation - Buyer Behaviour.

**Unit IV**

Elements of Promotion Mix: Sales Promotion – Consumer Sales Promotion – Dealer Sales Promotion – Personal Selling – Steps in Selling – Advertising – Benefits of Advertising.

**Unit V**

Channels of Distribution – Major Channel Types – Factors influencing Channel Decisions. Marketing and Government – Bureau of Indian Standards – Agmark – Consumerism – Consumer Protection – Rights of consumers.



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**Text Book:**

- C.B.Gupta and Rajan Nair, Marketing Management, Sultan Chand & Sons, New Delhi, 2014 Edition.

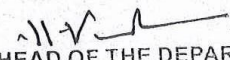
**Books for Reference:**

1. Philip Kotler, Gary Armstrong, Prafulla Agnihotari, Ehsan Ul Hque, Principles of Marketing – A South Asian Perspective, Pearson Prentice Hall, Delhi, 13<sup>th</sup> Edition.
2. Rajan Sexena, Marketing Management, Tata McGraw-Hill Education, Noida.
3. V.S. Ramasamy and Namakumari, Marketing Management, S.Chand & Sons, New Delhi.
4. Keith Bloik, Marketing, Oxford University Press, New Delhi, 2008 Indian Edition.
5. Paul Baines, Chris Fill, Kelly Page, Marketing, Oxford University Press, New Delhi, 2010.

QUESTION PAPER PATTERN		
SECTION - A	SECTION - B	SECTION - C
10 x 1 = 10 Marks (Multiple Choice, Four options) Two questions from each unit	5 x 7 = 35 Marks (Either or choice) Two questions from each unit	3 x 10 = 30 Marks (Answer any three Questions) One Question from each unit



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