

Name of the Programme: Commerce (Honors)

Course Code: COM-133

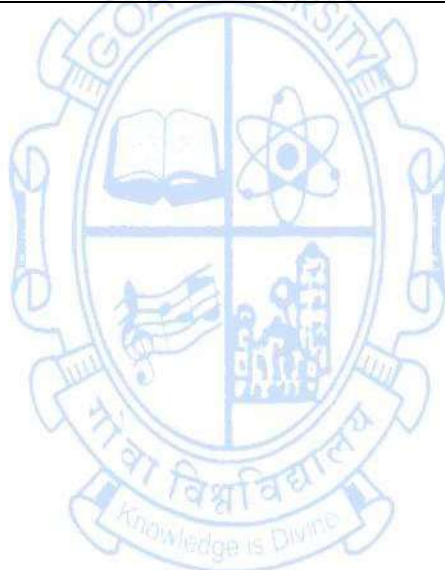
Title of the Course: Marketing for Beginners

Number of Credits: 03

Effective from AY: 2023-24

Pre-requisites for the Course:	Nil	
Course Objectives:	Objectives of the Course are: 1. To develop an understanding of various concepts of marketing. 2. To acquaint learners with the knowledge of marketing mix and the skill to develop effective marketing strategy. 3. To acquaint learners with recent trends in marketing and to enable them to understand legal issues in marketing.	
Content:	<p>Unit 1: Introduction to Marketing Marketing: Meaning, Nature, Scope of marketing, Need and Importance of Marketing. Selling v/s Marketing. Marketing Philosophies; Marketing Mix (7P's of marketing). Marketing Environment: Concept and importance of marketing environment, Micro and Macro environmental factors. Consumer behaviour: Need for studying consumer behaviour; Stages in Consumer buying decision process; Factors influencing consumer buying decisions.</p> <p>Unit 2: Marketing Mix Decisions Product: Meaning and classification of product. Product life cycle and marketing mix. Branding: concept, functions and qualities of good brand name. Packaging and Labelling-concept and functions; Place; Pricing: Concept, Factors affecting price of a product, Pricing strategies; Promotion: Advertising, Personal selling, sales promotion, Public relation, direct marketing; Distribution channel: Meaning, types and strategies.</p> <p>Unit 3: Recent Trends in Marketing Digital marketing: Meaning, types, Benefits. Traditional marketing v/s Digital marketing. Marketing for services: Meaning, scope and importance. Green marketing, social marketing, Rural marketing, Relationship marketing, Influencer marketing. Legal Issues in marketing- The Consumer Protection Act, 1986; Ethical issues in marketing, Consumerism and need for consumer protection.</p>	<p>15 hours</p> <p>15 hours</p> <p>15 hours</p>
Pedagogy:	Lectures, Group discussions, Seminars, Case studies, Field work	

Reference/ Readings:	<ol style="list-style-type: none"> 1. Kotler, Philip. (2003). Marketing Management. Prentice Hall 2. Kotler, P., Armstrong, G. and Agnihotri, P. (2018). Principles of Marketing (17th edition) Pearson Education. Indian edition. 3. Kotler, P., Keller, K.L. Koshy, A. & Jha. M. (2009). Marketing Management: A South Asian Perspective. (Thirteenth Ed). Pearson Education, New Delhi. 4. Maheshwari, R.P., Jindal, Lokesh, (2011). Marketing Management Theory and Practice. 5. Gandhi, J.C. (1987). Marketing a Managerial Introduction. Tata McGraw Hill. 6. Etzel, M. J., Walker, B. J., Stanton, W. J., & Pandit, A. (2010). Marketing (14th ed.). Mc Graw Hill. 7. Patni, M. (2018). Digital Marketing (1st ed.). Literature house.
Course Outcomes:	<p>After completion of this course, the learners will be able to:</p> <ol style="list-style-type: none"> 1. Explain the concepts of marketing. 2. Develop the skills to analyze marketing mix. 3. Familiarize about the current trends in marketing 4. Discuss ethical and legal issues in marketing.



Name of the Programme: **Economics**
 Course Code: ECO-131
 Title of the Course: Sustainable Development
 Number of Credits: 3
 Effective from AY: ~~2022-23~~ 2023-24

Pre-requisites for the Course:	Nil	
Course Objectives:	To understand global challenges, mechanism to promote equity and social justice, enhance education and awareness, and achieve long-term well being for present and future generations sustainably.	
Content:	<ol style="list-style-type: none"> 1. Introduction to Sustainable Development Definition and concept of sustainable development, objectives of Sustainable development, three pillars of sustainable development, sustainable development: process or end results? dimensions of sustainable development-social, economic and environmental, The Millennium Development Goals, Tools for Sustainable growth. 2. Sustainable Development and Climate Change Causes and impact of climate change, Link between Sustainable Development and Climate Change, Implementation of Sustainable Development and Climate Change Policies, Sustainability Assessment Methods - Indicators and Indices, Conceptual Framework and System Dynamics, Multi-Criteria Analysis, Vulnerability Analysis, Climate change and migration, impact of climate change on cities, strategies adopted for climate change. 3. Sustainable development and India Emergence of Green Technologies towards Sustainable Growth, Transforming millennium development goals to sustainable development goals with reference to India, Environment and Sustainable development with reference to India- state of India's environment, Strategies for sustainable development, Sustainable agriculture and climate change, Industrial development and environmental pollution., Sustainable management of water and sanitation, Environment management and sustainable development. 	<p>No of hours</p> <p>15</p> <p>15</p> <p>15</p>
Pedagogy:	Lectures/ case analysis/assignments/class room interaction/lab practical	
References/ Readings:	<p>Core Reading</p> <p>C1. Jonathan M. Harris and Brian Roach (2018) Environmental and Natural Resource Economics A Contemporary Approach, Fourth Edition, Taylor and Francis, New York</p> <p>C2. Partha Dasgupta (2021), The Economics of Biodiversity: The Dasgupta Review. Abridged Version. (London: HM Treasury) https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/957292/Dasgupta_Review_-_Abridged_Version.pdf</p>	

	<p>C3. Lynne Lewis, Thomas H. Tietenberg (2020) Environmental Economics and Policy, Routledge, London</p> <p>Additional References</p> <p>A1. Charles D. Kolstad (2012) Intermediate Environmental Economics, Oxford University Press, New Delhi</p> <p>A2. Stephen Smith (2011) Environmental Economics: A Very Short Introduction, Oxford University Press, Oxford</p>
<p>Course Outcomes:</p>	<p>Student will be able to:</p> <ol style="list-style-type: none"> 1. understand global sustainability challenges, 2. Appreciate mechanisms to promote equity and social justice, 3. Explain role of enhance education and awareness in achieving long-term well being for present and future generations sustainably.