

Session 2024-2025			
Part-A Introduction			
Subject	Bachelor of Commerce		
Semester	IV		
Name of the Course	Indian Knowledge System in Commerce		
Course Code	24-UN-COM-VAC402		
Course Type: (CC/MCC/MDC/CCM/DSEC/VOC/DSE/PC/AEC/VAC)	VAC-3		
Pre-requisite for the course (if any)	NIL		
Course Learning Outcomes (CLO)	After completing this course, the learner will be able to: 1. Understand the concepts of green business and sustainability. 2. Explain green consumers, green products, and pricing strategies 3. Understand environmental regulations and green marketing practices 4. Future trends in sustainable business		
Credits	Theory	Tutorial	Total
	02	-	02
Internal Assessment Marks	15	-	15
End Term Exam Marks	35	-	35
Total Marks	50	-	50
Exam Time	2 Hrs.	-	2 Hrs.
Part-B Contents of the Course			
Instructions for Paper Setters			
• The examiner will set 05 questions in all covering the course learning outcomes (CLOs). Question No. 1 will be compulsory and comprises of seven parts of 1 mark each. Question Nos. 2 to 5 will carry 14 marks each, having two questions from each unit. • Students are required to attempt 03 questions in all, selecting one question from each unit and the compulsory question.			
Unit	Topics		Contact Hours
I	Introduction to Indian Knowledge System in Commerce; Meaning and Concept of Indian Knowledge System (IKS), Historical Overview of Commerce in Ancient India, Indian Business Ethics and Moral Values, Relevance of Traditional Indian Wisdom in Modern Commerce, Role of IKS in Sustainable Business Practices		15

II	IKS and Modern Business Practices: Application of IKS in Modern Commerce, Yoga and Stress Management for Business Professionals, Case Studies related to Indian Business Practices, Challenges in Implementing IKS in Modern Commerce, Future Prospects of IKS in Commerce Education	15
Suggested Evaluation Methods		
Internal Assessment:		End Term Exam
Class Participation (04 Marks)		
Seminar/Presentation/Assignment/Quiz/Class Test etc. (04 Marks)		Theory Exam
Mid Term Exam --(07 Marks)		
Part-C Learning Resources		
Recommended Books/E-Resources/LMS:		
• B. Mahadevan – Introduction to Indian Knowledge System • Amit Jha – Traditional Knowledge System in India • Kapil Kapoor – Knowledge Traditions and Practices of India		

Session 2024-2025			
Part-A Introduction			
Subject	Bachelor of Commerce		
Semester	IV		
Name of the Course	Green Business and Sustainable Practices		
Course Code	24-UN-COM-VAC401		
Course Type: (CC/MCC/MDC/CCM/DSEC/VOC/DSE/PC/AEC/VAC)	VAC-3		
Pre-requisite for the course (if any)	NIL		
Course Learning Outcomes (CLO)	After completing this course, the learner will be able to: 1. Understand the concepts of green business and sustainability. 2. Explain green consumers, green products, and pricing strategies 3. Understand environmental regulations and green marketing practices 4. Future trends in sustainable business		
Credits	Theory	Tutorial	Total
	02	-	02
Internal Assessment Marks	15	-	15
End Term Exam Marks	35	-	35
Total Marks	50	-	50
Exam Time	2 Hrs.	-	2 Hrs.
Part-B Contents of the Course			
Instructions for Paper Setters			
• The examiner will set 05 questions in all covering the course learning outcomes (CLOs). Question No. 1 will be compulsory and comprises of seven parts of 1 mark each. Question Nos. 2 to 5 will carry 14 marks each, having two questions from each unit. • Students are required to attempt 03 questions in all, selecting one question from each unit and the compulsory question.			
Unit	Topics	Contact Hours	
I	Basics of Green Business: Meaning and concept of Green Business, Green Management and Sustainability, Environmental Marketing, Green Consumers and Green Concepts, Designing Green Products and their Characteristics	15	

II	Basics of Green Business: Meaning and concept of Green Business, Green Management and Sustainability, Environmental Marketing, Green Consumers and Green Concepts, Designing Green Products and their Characteristics	15
Suggested Evaluation Methods		
Internal Assessment:		End Term Exam
Class Participation (04 Marks)		Theory Exam
Seminar/Presentation/Assignment/Quiz/Class Test etc. (04 Marks)		
Mid Term Exam –(07 Marks)		
Part-C Learning Resources		
Recommended Books/E-Resources/LMS:		
1. Kotler, P., Keller, K. L., Chernev, A., & Sheth, J. N. (2024). <i>Marketing management</i> (17th ed.). Pearson. 2. Peattie, K., & Belz, F.-M. (2010). <i>Sustainability marketing: A global perspective</i> (2nd ed.). John Wiley & Sons. 3. Ottman, J. A. (2017). <i>The new rules of green marketing: Strategies, tools, and inspiration for sustainable branding</i>. Routledge. 4. Polonsky, M. J., & Rosenberger, P. J. (Eds.). (2001). <i>Reevaluating green marketing: A strategic approach</i>. Business & Professional Publishing. 5. Schaltegger, S., Burritt, R., & Petersen, H. (Eds.). (2003). <i>An introduction to corporate environmental management: Striving for sustainability</i>. Routledge. 6. Hart, S. L. (1997). <i>Beyond greening: Strategies for a sustainable world</i>. Harvard Business Review Press. 7. Esty, D. C., & Winston, A. S. (2009). <i>Green to gold: How smart companies use environmental strategy to innovate, create value, and build competitive advantage</i> (Updated and expanded ed.). Wiley. 8. Elkington, J. (1997). <i>Cannibals with forks: The triple bottom line of 21st century business</i>. Capstone Publishing. 9. Grant, J. (2007). <i>The green marketing manifesto</i>. John Wiley & Sons. 10. Dahlstrom, R. (2011). <i>Green marketing management</i>. South-Western Cengage Learning.		
Recommended Indian Books		
1. Sharma, N. K., & Singh, S. (2022). <i>Green marketing and sustainable development</i>. Himalaya Publishing House. 2. Bansal, P., & DesJardine, M. (Eds.). (Recent edition). <i>Business sustainability and environmental management</i>. McGraw Hill Education (India). 3. Gupta, S. L., & Sharma, A. (Latest ed.). <i>Environmental marketing</i>. Wisdom Publications.		