

# VSEC

**Programme Name: B. Com. (Business Economics)**

**Course Name: Green Economy and Consumerism**

**Total Credit:2**

**University Assessment: 50 Marks**

**Pre-Requisite:**The course enables learners to familiarize themselves with the rationale and core concepts guiding an inclusive green economy and consumerism.

## **Course Objectives:**

- To Identify enabling conditions for greening national economies.
- To apply the rationale and core concepts for realizing an inclusive green economy against business-as-usual practices.
- To Blend national strategies and planning to advance an inclusive green economy to address complex economic issues.
- To assess the rise of sustainable green consumerism and implications for promoting environmentally responsible behaviors in the Indian context.

## **Course Outcome:**

CO1: Demonstrate a sound understanding of the rationale of green economies and consumerism.

CO2: Sigh the Key sectors with high greening potential

CO3: Critically assess the existing frameworks and take initiatives to support an inclusive green economy.

CO4: Integrate the knowledge and skills adopted to strengthen the organizational commitments and capacities to drive green economy policy development, implementation and compliance.

Modules	Units	Lecture Hours
1. Green Economy	Concept and Significance of Green Economy; opportunities and challenges of greening key sectors such as renewable energy, green buildings, clean transportation, water management, waste management and land management.	15
	Patterns of consumer behavior that help or hinder the progress towards green economy; Green banking efforts from financial institutions; CSR code of conduct towards green economy.	
	The Green Economy Progress (GEP) Measurement Framework, International frameworks guiding efforts towards inclusive green economies: United Nations Environment Programme.	
2. Consumerism	Concept and Significance of Green Consumerism; Impact of Consumerism on environmental footprint.	15
	Environmental costs of	

	consumerism; The benefits and values of green consumerism.	
	Factors influencing Green Consumer Behaviour; The rise of sustainable green consumerism in India.	

### Reference Books:

1. Sustainable Economic Development: Green Economy and Green Growth; Editors: Walter Leal Filho, Diana-Mihaela Pociovalisteanu, Abul Quasem Al-Amin
2. A Green Economy : India's Sustainable Development, N. R. Krishnan
3. Irvine, Sandy. *Beyond green consumerism*. London: Friends of the Earth, 1989.
4. Mansvelt, Juliana. *Green consumerism: An A-to-Z guide*. Thousand Oaks: Sage Publications, 2010.
5. Rajagopal. "Green Consumerism." In *Sustainable Businesses in Developing Economies*, 67–99. Cham: Springer International Publishing, 2020. [http://dx.doi.org/10.1007/978-3-030-51681-9\\_3](http://dx.doi.org/10.1007/978-3-030-51681-9_3).

### INTERNAL CONTINUOUS ASSESSMENT: 40% (20 MARKS)

Continuous Evaluation Pattern		
1.	Class Test based on objectives on-line/offline	10 Marks
2.	Assignment/ Project / Presentation	10 Marks
3.	Book review/Newspaper review (in any language)/ Case Study writing	10 Marks
	<b>Take best of TWO out of THREE from above</b>	<b>20 Marks</b>

**SEMESTER END EXAMINATION: 30 MARKS**

<b>Format of Question Paper</b>		
<b>Time: 1 Hour</b>		<b>Marks: 30</b>
Note: 1. Attempt any <b>Two</b> questions out of <b>Three</b> . 2. Figures to the right indicate full marks.		
<b>Q1</b>	<b>Answer the following question (Any 2)</b>	<b>15 Marks</b>
<b>A.</b>		
<b>B.</b>		
<b>C.</b>		
<b>Q2</b>	<b>Answer the following question (Any 2)</b>	<b>15 Marks</b>
<b>A.</b>		
<b>B.</b>		
<b>C.</b>		
<b>Q3</b>	<b>Write Short Notes (Any 2 out of 4) (5 Marks Each)</b>	<b>15 Marks</b>
<b>A.</b>		
<b>B.</b>		
<b>C.</b>		
<b>D.</b>		