

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR

(Established by Govt. of A.P., ACT No.30 of 2008)

ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF BUSINESS ADMINISTRATION

MBA; MBA (General Management); MBA (Business Management)

COMMON COURSE STRUCTURE



Course Code	Green Business Management	L	T	P	C
21E00302		4	0	0	4
Semester		III			
Course Objectives:					
<ul style="list-style-type: none"> To impart students an understanding of green business, its advantages, issues and opportunities To give awareness on organizational structure, environment and corporate environmental responsibility (CER). To provide knowledge over the strategies for building eco-business . 					
Course Outcomes (CO): Student will be able to					
<ul style="list-style-type: none"> To understand concept of green business management. To know the environmental and sustainability issues for the production and CER. To describe and identify indicators of sustainability and bio-diversity at Indian perspective. To study green techniques and methods. To build eco-commerce models for green business projects and companies. 					
UNIT - I		Lecture Hrs: 8			
Introduction of Green Management: The concept of Green Management; Evolution; nature, scope, importance and types; green management in India; Relevance in twenty first century					
UNIT - II		Lecture Hrs: 12			
Organizational Environment; Indian corporate structure and Environment; How to go green; spreading the concept in organization; Environmental and sustainability issues for the production of high-tech components and materials, Life Cycle Analysis of materials, sustainable production and its role in corporate environmental responsibility (CER).					
UNIT - III		Lecture Hrs:12			
Approaches from Ecological Economics; Indicators of sustainability; Eco- system services and their sustainable use; Bio-diversity; Indian perspective; Alternate theories					
UNIT - IV		Lecture Hrs:12			
Environmental Reporting and ISO 14001; Climate change business and ISO 14064; Green financing; Financial initiative by UNEP; Green energy management; Green product management					
UNIT - V		Lecture Hrs:12			
Green Techniques and Methods; Green tax incentives and rebates (to green projects and companies); Green project management in action; Business redesign; Eco-commerce models					
Textbooks:					
<ol style="list-style-type: none"> Green Management and Green Technologies: Exploring the Causal Relationship by Jazmin Seijas Nogarida , ZEW Publications. The Green Energy Management Book by Leo A. Meyer, LAMA books 					
Reference Books:					
<ul style="list-style-type: none"> Green Marketing and Management: A global Perspective by John F. Whaik, Qbase Technologies. Green Project Management by Richard Maltzman And David Shiden, CRC Press Books. Green and World by Andrew S. Winston, Yale Press B 					
Online Learning Resources:					
https://www.researchgate.net/publication/330089504_Green_Management-Concept_and_Strategies/link/5c2cc525458515a4c70766a1/download https://steadystate.org/wp-content/uploads/Gowdy_Erickson_EE_Approach.pdf https://asq.org/quality-resources/iso-14001#:~:text=ISO%2014001%20is%20the%20international,than%20establishing%20environmental%20performance%20requirements.					