

Guidelines for NEP: UGCF Syllabus w.e.f. 2022-23
For the Paper Titled
"Sustainability Marketing" of B. Com. (Hons.)
DSE-4.3, Semester-IV
JOINTLY ORGANISED BY
Department of Commerce, Delhi School of Economics, University of Delhi
And
Ramjas College, University of Delhi

Date: 06th March 2024

Time: 5 PM

Venue: Google Meet Platform

Minutes of the meeting

An online meeting was held on Wednesday, 06th March 2024 at 5:00 PM on Google MeetPlatform to prepare the Guidelines for NEP: UGCF Syllabus w.e.f. 2022-23 for the papertitled "Sustainability Marketing " of B. Com. (Hons.) DSE-4.3, Semester-IV, jointly organised by theDepartmentof Commerce, Delhi School of Economics, University of Delhi and RamjasCollege, Universityof Delhi. The meeting was convened by Dr Arvind Gupta, Assistant Professor, Commerce Department Ramjas College and Co-Convened by CA Dr Vishal Pandey, Assistant Professor,Commerce Department, Ramjas College. DrSvati Kumari, Assistant Professor represented the Department of Commerce, Delhi School of Economics, University of Delhi. The followingmembers were present in the online meeting:

S.No.	Name	College
01	Dr Arvind Gupta (Convener)	Ramjas College
02	CA Dr Vishal Pandey (Co-Convener)	Ramjas College
03	Dr Svati Kumari	Department of Commerce, Delhi School of Economics
04	Dr. Mayur Taneja	Rajdhani college
05	Dr. Gunjan Khanna	Lakshmibai College
06	Dr Hephzibah Beula John	Jesus and Mary College
07	Dr Sarita Devi	Lady Shri Ram College for Women
08	Dr Priya Khanna	Shyam Lal College
09	Dr Tejaswini	Janki Devi Memorial College
10	Dr Poonam	Bharati College
11	Dr Vipra Kapoor	Delhi College of Arts and Commerce
12	Dr Bimaldeep Kaur	Sri Guru Gobind Singh College of Commerce
13	Dr Deepti Gupta	Deen Dayal Upadhyaya College

14	Dr Hardeep Kaur	
15	Dr Surender Khan	

The following guidelines were set in the online meeting with the consent of faculty members present and the representative of the Department of Commerce, Delhi School of Economics, University of Delhi.

ALLOCATION OF LECTURES AND MARKS

Unit	Syllabus	No. of Lectures	Allocation of Marks	Questions
01.	Introduction	9	18	Q 1 (Internal Choice within Unit 1)
02.	Sustainability marketing opportunities	9	18	Q 2 (Internal Choice within Unit 2)
03.	Consumer behaviour and sustainability marketing	9	18	Q 3 (Internal Choice within Unit 3)
04.	Sustainability and marketing mix decisions	9	18	Q 4 (Internal Choice within Unit 4)
05.	Sustainability legal framework and its implementation in india	9	18	Q 5 (Internal Choice within Unit 5)
Total		45 Lectures	90 Marks	

EXAMINATION RELATED GUIDELINES

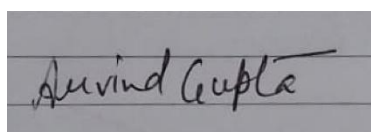
SYLLABUS	SCOPE
UNIT 1: INTRODUCTION (9 HOURS)	
Sustainability- Concept, Issues, SDG Goals. Sustainability Marketing- Concept, Rationale, Evolution, Pillars of Sustainability Marketing, Linkage with SDGs. Sustainability and Ethical Decision Making. Challenges of Practising SM- Sustainability and Profitability. Triple Bottom Line- An Overview.	As per the Syllabus of Unit 1 with Focus on the following: <ul style="list-style-type: none"> • Development of Concepts of SD • Pillars of Sustainability Marketing • SDG Goals • Case Studies especially emphasising Indian Case Studies • Only theoretical concept related to the Triple Bottom Line
UNIT 2: SUSTAINABILITY MARKETING OPPORTUNITIES (9 HOURS)	

<p>Sustainability Opportunities- Marketing Environment; Segmentation, Targeting and Positioning; Creating Value through Sustainability- Designing the Marketing Mix, Holistic Approach to Sustainability.</p>	<p>As per the Syllabus of Unit 2 with Focus on the following:</p> <ul style="list-style-type: none"> • Evolution of Sustainability Marketing • From Production Concept to Holistic Marketing to Sustainability Marketing • Shift of focus from Stakeholders to Future Generation i.e. Futuristic Approach
<p>UNIT 3: CONSUMER BEHAVIOUR AND SUSTAINABILITY MARKETING (9 HOURS)</p>	
<p>Unsustainable Lifestyles, Dimensions of Sustainable Consumer Behaviour. Motives of adapting Sustainable Consumer Behaviour, Attitude-Behaviour Inconsistency in Sustainable Buying Decisions, Environmental Consciousness; Sustainable Consumption- Beliefs, Social Norms, Values, Cases of Mindful Consumption and Responsible Consumption.</p>	<p>As per the Syllabus of Unit 3 with Focus on the following:</p> <ul style="list-style-type: none"> • Enthusiasm Class of Consumer • Pragmatist Class of Consumer • LOHAS Class of Consumer • Community Focus Consumers • Anthropocentrism of Consumers • Self Reliant Consumers • Cleaner and Responsible Consumption • Cases of Mindful and Responsible Consumption especially focusing on Indian Cases.
<p>UNIT 4: SUSTAINABILITY AND MARKETING MIX DECISIONS (9 HOURS)</p>	
<p>Developing and Reinforcing Behaviour through 3 R's- Recycle, Reuse and Reduce.</p> <p>Sustainable Products, Sustainable Branding and Packaging. Sustainable Pricing Decisions, Sustainable Marketing Communication, Sustainability and Promotion Mix Decision, Marketing Channels and Sustainable Supply Chain.</p>	<ul style="list-style-type: none"> • Recycle, Reuse and Reduce are to be covered. • Sustainability through Process or Material • Sustainability pricing that reflects environmental and social concerns. • Internalities and Externalities Related to Product. • Principles Underlying Sustainable Marketing Communication • The focus should be more on sustainable principles and practices with respect to Promotion Mix, Marketing Channels and Sustainable Supply Chain. • (Note: Rather than covering different types, the focus should be more on sustainable principles and

	practice)
UNIT 5: SUSTAINABILITY LEGAL FRAMEWORK AND ITS IMPLEMENTATION IN INDIA (9 HOURS)	
An Overview of Legal Framework- Leading Cases and Developments. Role of Sustainable Marketing in Global Network.	<ul style="list-style-type: none"> • Section 135 of the Companies Act 2013 and Schedule VII • United Nations 2030 Agenda and its 17 SDGs • Brief Introduction of: <ul style="list-style-type: none"> ➤ National Green Tribunal 2010 ➤ Energy Conservation Act 2001 ➤ Environment (Protection) Act, 1986 ➤ ISO 26000 and ISO 14000

Notes:


- (1) Relevant Cases should be taught to bring more understanding to the Concept
- (2) Department should arrange workshops on this subject on a regular basis as it is an emerging topic for the benefit of faculty members.
- (3) All teachers teaching this paper are expected to follow these guidelines to maintain uniformity.
- (4) These guidelines must be provided to all the members of the Paper setting Board so that the same can be strictly adhered to while drafting Question Papers.
- (5) Question paper should be of reasonable length and neither too short nor too lengthy with a mix of direct, indirect and analytical questions and case studies.
- (6) Paper setting Board should try to frame the Question Paper and Marking Scheme in such a manner that during evaluation, objectivity can be maintained.



Dr Arvind Gupta
(Convener)
Assistant Professor
Commerce Department
Ramjas College,
University of Delhi



CA Dr Vishal Pandey
(Co-Convener)
Assistant Professor
Commerce Department
Ramjas College,
University of Delhi



Dr Svati Kumari (Representative)
Assistant Professor
Department of Commerce
Delhi School of Economics
University of Delhi