

**Course: Environmental Management and Green Marketing (JSLH)**

**Instructor: Dr. Mimi Roy**

**Course Description:**

The course is divided into two sections where students will be introduced to the regulatory strategies of environmental management in the first section and then the second section will present them with ideas and challenges to understand appropriate business responses to such environmental issues. The students will identify and apply best management practices to various environmental issues including air and water management, energy and climate change, oil spills, biodiversity, solid waste management. Green marketing principles and practices as will be demonstrated through lectures and extensive discussions of case studies will help students understand how this has evolved as an essential component for an organization's viability in the market place and how it contributes towards an organization's corporate social responsibilities. Thus this course will train tomorrow's managers and leaders to adopt a more sustainable business model. At the end of the course students will be able to relate that the strategies and tactics that contribute to environmental degradation primarily through misuse of resources and overconsumption can also be enlisted to reverse such practices.