

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
MBA III Semester

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(17E00302) GREEN BUSINESS MANAGEMENT

Objective :The objective of the course is to impart students in understanding of green business, its advantages, issues and opportunities and to provide knowledge over the strategies for building eco-business .

1. Introduction to Green Management:The Concept of Green Management; Evolution; nature, scope, importance and types; Developing a theory; Green Management in India; Relevance in twenty first century

2.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).

3.Approaches from Ecological Economics; Indicators of sustainability; Eco- system services and their sustainable use; Bio-diversity; Indian perspective; Alternate theories

4.Environmental Reporting and ISO 14001; Climate change business and ISO 14064; Green financing; Financial initiative by UNEP; Green energy management; Green product management

5.Green Techniques and Methods; Green tax incentives and rebates (to green projects and companies); Green project management in action; Business redesign; Eco-commerce models

Text Books:

- Green Management and Green Technologies: Exploring the Causal Relationship by Jazmin SeijasNogarida , ZEW Publications.
- The Green Energy Management Book by Leo A. Meyer, LAMA books

References:

- 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