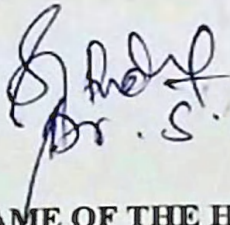


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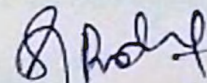
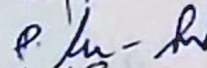
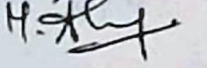
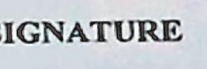
DEPARTMENT OF B.COM – BPS
ACADEMIC YEAR 2018-2021
EVEN SEMESTER
VALUE ADDED COURSE – COORDINATORS

S.NO	NAME OF THE STAFF	TITLE OF THE PAPER
1.	Dr. S. Poornimadevi Dr. M.Akilanayaki	Green marketing
2.	Dr. P. Gurusamy	Retail management 'A' Section
3.	Ms. T.Pavithra	Retail management 'B' Section



Dr. S. Poornimadevi

NAME OF THE HOD

1 
2 
3 
4 

SIGNATURE

Dr. S. Poornimadevi

5

Programme code:	B.COM- BPS	Programme Title : VALUE ADDED COURSES	Bachelor of Commerce- Business Process Services	
Total Hours:	30 Hrs	Title : RETAIL MANAGEMENT FOR SMALL BUSINESS	Batch	2019 batch onwards

Course Objective

To expose the students on the Retail Management Concepts & new strategies.

Course Outcomes

K1	CO1	To understand the environment in which retailing take places.
K2	CO2	To understand the pricing of retail environment.
K3	CO3	To apply a strategic approach to retailing format.
K4	CO4	To analyze major recent developments in retail management.
	CO5	To Identify key roles within retail businesses

Existing Syllabus

Unit-1(6 Hours)

Retailing - Definition-Scope-Characteristics of Retailing - Overview to Retail functions - Global Retailers. Retail Strategies- Concept, steps involved in developing a retail strategy,

Unit-2(6 Hours)

Store Planning-Location Planning and Site selection, store design and retailing image mix, space mix, effective retail space management. Retail Pricing- Concept-Elements of Retail Pricing- Determining the Price-Retail pricing policies/strategies.

Unit-3(6 Hours)

Careers in retailing: Owning business- Opportunities as a retail employer-types of positions in retailing-evaluating retail career opportunities.

6

Books for Study:

Swapna Pradhan-2013-Retail Marketing New Delhi 3rd Edition, Tata McGraw Hill Education private limited.

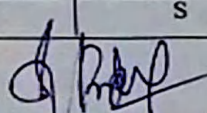
Books for Reference:

1. **Gibson G Vedamani-** Retailing Management, Functional Principles and Practices, Jaico Publishing House, Mumbai, 2005.
2. **Barry Berman and Joel R. Evans-** Retail Management, Pearson Education (Singapore), Pvt.Ltd., New Delhi, 2002.

Mapping

PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	S	M	H	M
CO2	M	M	S	H	H
CO3	M	M	M	H	S
CO4	S	H	H	S	M

-Strong; H-High; M-Medium; L-Low


Dr. S. POORNIMADEVI.
M.Com., M.Phil., MBA., F.D.,
Associate Professor & Head,
Department of Commerce - BPS
N.G.M. College, Pollachi - 642 001.

Total Hours:	B.COM- BPS	Programme Title :	Bachelor of Commerce- Business Process Services	
	30 Hrs	VALUE ADDED COURSES	Title : GREEN MARKETING	Batch 2019 batch onwards

Course Objective

- To make the student understand the concept of Green Marketing and Green Products
- To learn the factors that affect purchase decision of consumers

Course Outcomes

K1	CO1	Broader understating of Green Marketing and its significance
K2	CO2	Increase the consciousness about Green Products
K3	CO3	To apply a strategic approach to green marketing initiatives.
K4	CO4	To analyze major recent developments in Environmental consciousness

Existing Syllabus

Unit-1- Hours:6

Green Marketing and Green Product

Green Product - Green Marketing - Evolution of Green Marketing - Importance of green marketing - Benefits of Green Marketing- Adoption of Green Marketing- Green Marketing Mix - Strategies to Green Marketing.

Unit-2- Hours:6

Green Marketing Concepts

Green Spinning – Green Selling – Green Harvesting – Enviropreneur Marketing - Compliance Marketing – Green Washing – Climate Performance Leadership Index.

Unit-3- Hours:5

Green Marketing Initiatives

Green Firms – HCL's Green Management Policy – IBM's Green Solutions – IndusInd Bank's Solar Powered ATMs .

Unit-4- Hours:7

Purchase Decision

Meaning of Purchase decision – Factors affecting Purchase decision - Steps in the decision making process - Five stages of consumer buying decision process - Models of buyer decision-making.

Unit-5- Hours:6**Environmental consciousness**

Introduction of Environment - Importance of environmentalism - Environmental movement - Benefits of green environment to the society .

Text Books :

- 1.Green Marketing and Environmental Responsibility in Modern Corporations, Esakki and Thangasamy, IGI Global, 2017
2. Green Marketing Management, Robert Dahlstrom, Cengage Learning, 2010.

Reference Books:

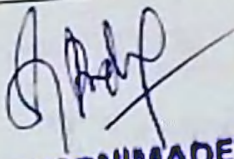
- 1.Green Marketing: Challenges and Opportunities for the New Marketing Age, Jacquelyn A. Ottman, NTC Business Books, 1993
- 2.The New Rules of Green Marketing, Jacquelyn A. Ottman, Berrett-Koehler Publishers, 2011.

Mapping

PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	M	H	M
CO2	H	H	M	H	H
CO3	M	M	M	H	S
CO4	M	H	H	S	M

S-Strong; H-High; M-Medium; L-Low

Course Designed by	Verified by HOD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Ms.D.Saranya	Name: Dr. S.Poornimadevi	Name: Dr.M.Durairaju	Name: Dr.P.Muthukumaran
Signature:	Signature:	Signature:	Signature:


Dr. S. POORNIMADEVI,
 M.Com., M.Phil., MBA., Ph.D.,
 Associate Professor & Head,
 Department of Commerce - BPS
 N.G.M. College, Pollachi - 642 001.



NALLAMUTHU GOUNDER MAHALINGAM
COLLEGE (AUTONOMOUS)
VALUE ADDED COURSE - EVEN SEMESTER 2020-21
SUBJECT: RETAIL MANAGEMENT
NAME LIST OF ENROLLED STUDENTS



SECTION: A
NUMBER OF STUDENTS: 30

S.NO.	ROLL NUMBER	NAME	DEPARTMENT	CLASS
1.	18BI28	ANANTHASELVI.M	B.COM B&I	III
2.	18BI33	JAYADEVI	B.COM B&I	III
3.	18BI38	MEENAKSHI GAYATHRI	B.COM B&I	III
4.	18BI39	NAGAJOTHIL.M	B.COM B&I	III
5.	18BI50	SIVA DHARSHINI	B.COM B&I	III
6.	18BI56	VIJAYA RAGAVI.V	B.COM B&I	III
7.	18IB29	INDHU MATHI.R	B.COM IB	III
8.	18IB30	INDU PRIYA.M	B.COM IB	III
9.	18IB32	ISWARYALAKSHMI	B.COM IB	III
0.	18IB35	NAGAPRIYA.B	B.COM IB	III
1.	18IB50	SYEDALIFATHIMA	B.COM IB	III
2.	18BP01	ARUN BALAJI.S	B.COM BPS	III
3.	18BP04	BALAMANIKANDAN.S	B.COM BPS	III
4.	18BP07	DEEPAK KUMAR.V.M	B.COM BPS	III
	18BP08	DHANABAL.T	B.COM BPS	III
5.	18BP13	MANEESH.B	B.COM BPS	III
6.	18BP14	MONISHRAJ.K	B.COM BPS	III
7.	18BP26	THOUFEEQ.S	B.COM BPS	III
8.	18BP27	VASANTHAKUMAR.K	B.COM BPS	III
9.	18BP29	ABIRAMLG	B.COM BPS	III
1.	18BP30	AYSWARYA.M	B.COM BPS	III
2.	18BP32	DEEPIKA.C	B.COM BPS	III
3.	18BP34	GAYATHRI.S	B.COM BPS	III
4.	18BP37	JANANI.G	B.COM BPS	III
5.	18BP42	LALITHA.M	B.COM BPS	III
6.	18BP44	NIVEDHA.P	B.COM BPS	III
7.	18BP45	PAVITHRA.B	B.COM BPS	III
8.	18BP46	P.M.PAVITHRA	B.COM BPS	III
9.	18BP48	RENUKA.R	B.COM BPS	III
0.	18BP50	ROSHINI.A	B.COM BPS	III

[Signature]
Staff in charge

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HOD

(12)

SECTION-B (RETAIL MANAGEMENT)

Section - B - Retail Management

NO. OF STUDENTS: 31

S.N O.	ROLL NUMBER	NAME	DEPARTMENT	CLASS
1.	18BP52	SAKTHI SWETHA SAMMYUTHA.M	B.COM BPS	III
2.	18BP54	SANTHIYA.B	B.COM BPS	III
3.	18BP55	SARANYA	B.COM BPS	III
4.	18BP56	SELVAPRIYA	B.COM BPS	III
5.	18BP60	SUNDAREESWARI	B.COM BPS	III
6.	19BP06	ARUNKUMAR.M	B.COM BPS	III
7.	19BP20	MOHAMMED RIYAS.U	BCOM BPS	II
8.	19BP22	N.NOWFAL	BCOM BPS	II
9.	19BP32	N.SOMPRASANTH	BCOM BPS	II
10.	19BP40	ELLAKKIYA	BCOM BPS	II
11.	19BP49	M.RAJESWARI	BCOM BPS	II
12.	19BP51	SARANYA	BCOM BPS	II
13.	19BP57	VANEESWARI	BCOM BPS	II
14.	19BP37	ANUBAMA.M	BCOM BPS	II
15.	19BP39	DIVYA.R	BCOM BPS	II
16.	19BP50	ROOBINI.S	BCOM BPS	II
17.	20BP03	S.CHANDRU	BCOM BPS	I
18.	20BP08	HARIHARAN.A	BCOM BPS	I
19.	20BP10	JAYAKUMAR.R	BCOM BPS	I
20.	20BP17	SARAVANAN.S	BCOM BPS	I
21.	20BP23	AMULBABY	BCOM BPS	I
22.	20BP25	D.DEEPIKA	BCOM BPS	I
23.	20BP29	S.KAVIYA	BCOM BPS	I
24.	20BP31	S.LAKSHMIPRABHA	BCOM BPS	I
25.	20BP32	M.MALATHI	BCOM BPS	I
26.	20BP33	MANIMEKALAI	BCOM BPS	I
27.	20BP34	MEENADEVI.C	BCOM BPS	I
28.	20BP36	S.NASRIN BANU	BCOM BPS	I
29.	20BP41	P.S.RESHMA	BCOM BPS	I
30.	20BP43	SANGEETHA	BCOM BPS	I
31.	20BP44	K.SNEKA	BCOM BPS	I

P. hu - hu -
Staff in Charge

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DEPARTMENT OF B.COM - BPS
ACADEMIC YEAR 2020-2021
EVEN SEMESTER
VALUE ADDED COURSE - STUDENT NAME LIST
SUBJECT: GREEN MARKETING

O	ROLL NO	NAME OF THE STUDENT	CLASS
	18-BP-39	N.Kausalya	
	18-BP-33	E.Dharani	III - B.Com - BPS
	18-BP-36	J.Janani	III - B.Com - BPS
	18-BP-26	V.Tamilselvan	III - B.Com - BPS
	18-BP-02	B.Ashwanthi	III - B.Com - BPS
	18-BP-23	N.Saravana kumar	III - B.Com - BPS
	18-BP-22	M.Santhosh prabhu	III - B.Com - BPS
	18-BP-03	S.Aswin	III - B.Com - BPS
	18-BP-28	N.Vijay	III - B.Com - BPS
	18-BP-09	M.Dinesh Kumar	III - B.Com - BPS
	18-BP-24	D.Selva kumar	III - B.Com - BPS
	18-BP-19	M.Sabareeswaran	III - B.Com - BPS
	18-BP-43	M.Nasrin taj	III - B.Com - BPS
	18-BP-51	M.Sabeena	III - B.Com - BPS
	18-BP-49	J.Resheena	III - B.Com - BPS
	18-BP-41	S.Kowsalya	III - B.Com - BPS
	18-BP-47	C.Ram prabha	III - B.Com - BPS
	18-BP-21	M.Santhosh	III - B.Com - BPS
	18-BP-11	R.Karthick	III - B.Com - BPS
	18-BP-16	N.Muthu kumar	III - B.Com - BPS
	18-BP-18	V.Prakash	III - B.Com - BPS
	18-BP-17	M.Pannarselvam	III - B.Com - BPS
	18-BP-10	R.Gokul prasath	III - B.Com - BPS
	18-BP-40	A.Keerthana	III - B.Com - BPS
	18 -BP-58	G.Sowndarya	III - B.Com - BPS
	18-BM-45	P.Jayabharathi	III - B.Com - BPS
	18-BM-49	N.Madheena	III-BBA
	18-BM-55	T.Praveena	III-BBA
	18-BM-40	N.Gowrimangakarasi	III-BBA
	18-BM-52	V.Nandhini	III-BBA
	18-BM-42	S.Indhira Pratha	III-BBA
	18-BM-39	P.Gokula Sundari	III-BBA
	18-BM-56	P.Rajiya Begam.P	III-BBA
	18-BM-43	C.Indhumathi	III-BBA
	18-BM-38	A.Gokila	III-BBA
	19- BP- 41	B.Gokila	II - B.COM - BPS
	19- BP- 43	K.Kavitha	II - B.COM - BPS
	19- BP- 46	A.Madhubala	II - B.COM - BPS

M. Jey
Staff in charge

J. Raj
HOD