

**CENTRE FOR FUTURES STUDIES**

**MULTIDISCIPLINARY COURSES - SYLLABUS**  
**(FOR UG COURSES)**

**The Gandhigram Rural Institute - Deemed to be University Gandhigram**  
**Ministry of Education, Government of India**  
**Accredited by NAAC with 'A' Grade (3rd Cycle)**  
**Dindigul District**  
**Tamil Nadu**

**CENTRE FOR FUTURES STUDIES**  
**THE GANDHIGRAM RURAL INSTITUTE- DEEMED TO BE UNIVERSITY**  
**GANDHIGRAM-624 302**

**TEMPLATE FOR OBE ELEMENTS**

Name : Dr.K.Velumani  
Designation & Department/Centre : Professor & Director  
Centre for Futures Studies  
Academic Courses offered : **Multidisciplinary Courses**

**UG - MULTIDISCIPLINARY COURSES**

S.No.	Course Code	Course Title	No. of Credits	Lecture Hours	Evaluation		Total Marks
					CFA	ESE	
1.	24FSUI1001	Green Marketing and Consumerism	3	3	40	60	100
2.	24FSUI1002	Environment and Gender	3	3	40	60	100
3.	24FSUI1003	Sustainable Tourism	3	3	40	60	100

**UNDER GRADUATE COURSES**

**COURSE - I**

<b>Course Code</b>	<b>24FSUI1001</b>			<b>Credit - 3</b>
<b>Title</b>	<b>GREEN MARKETING AND CONSUMERISM</b>			
<b>Programme</b>	<b>Under Graduate level</b>	<b>Semester</b>	<b>ONE&amp;TWO</b>	
<b>Course Objectives</b>	<b>The course is aimed</b> <ul style="list-style-type: none"><li>➤ To impart knowledge about the concept of marketing</li><li>➤ To understand the Green Marketing and its importance to the environment from the perspective of consumers, businesses and other stakeholders.</li><li>➤ To provide sufficient knowledge of the current state of the environment resulting from past and current practices of human consumption.</li><li>➤ To analyze and discuss issues pertaining to the planning, development and implementation of Green Marketing strategies to enhance the positive effects of human consumption on the environment.</li></ul>			

**SYLLABUS**

<b>Unit</b>	<b>Content</b>	<b>No. of Hours</b>
<b>I</b>	<b>MARKETING</b> : Marketing - Definition - Origin of Marketing - Nature & Scope of Marketing - Need for Marketing - Marketing Concepts - Selling Vs Marketing – Marketing Mix - Types of Markets	<b>8</b>
<b>II</b>	<b>GREEN MARKETING</b> : Introduction to Green Marketing - Need for Green Marketing - Green Marketing Stakeholders - Ethics and Social Responsibility for Green Marketing - Influences and Significance of Ethics for Green Marketing	<b>9</b>
<b>III</b>	<b>ENVIRONMENT AND CONSUMPTION</b> Interaction between the Environment and Consumption - Influences of Households on Resource Consumption - Consumer Decision making Process - Impacts of Marketing Actions on Supply and Demand of Consumer Goods - Sustainable Marketing Action	<b>10</b>
<b>IV</b>	<b>GREEN MARKETING INNOVATIONS</b> Product and Process Innovation Frameworks - Product Development - Test market and Validation – Commercialization – Follow up – Product Line - Types	<b>10</b>

<b>V</b>	<p><b>SUPPLY CYCLE STRATEGIES AND FUTURE TRENDS IN GREEN MARKETING</b></p> <p>Implementation of Green Marketing Strategies – Elements of Sustainable Supply Cycles - Benefits - Sustainable Logistics - Green Marketing Innovators - Green Marketing Adoption - Green Marketing Future Trends - Career Opportunities in Green Marketing</p>	<b>8</b>
<b>Reference</b>	<ol style="list-style-type: none"> <li>1. Esty, Daniel and Andrew Winston, (2009), Green to Gold: How Smart Companies Use Environmental Strategy to Innovate, Great value, and Build Competitive Advantage, John Wiley &amp; Sons, New Jersey, NJ.</li> <li>2. Grant, John, (2007), The Green Marketing Manifesto, John Wiley &amp; Sons, New Jersey, NJ.</li> <li>3. Polonsky, M. J. (2001), "Re-evaluating Green Marketing: A Strategic Approach," Business Horizons, 44 (5), 21-30.</li> <li>4. Prakash, Aseem (2002), "Green Marketing, Public Policy, and Managerial Strategies", Business Strategy and Environment, 11 (5), 285-297.</li> <li>5. Peattie, Ken, (2001), "Towards Sustainability: The Third Age of Green Marketing", Marketing Review, 2 (2), 129-146.</li> <li>6. Ottman, Jacquelyn A., (2011), The New Rules of Green Marketing: Strategies, Tools, and Inspiration for Sustainable Branding, Berrett-Koehler Publishers, New York, NY.</li> <li>7. Srivastava, Samir K. (2007), "Green Supply-Chain Management: A State-of-the-Art Literature Review", International Journal of Management Reviews, 9 (1), 53-80.</li> <li>8. Stephen W. McDaniel, David H. Rylander, (1993) "Strategic Green Marketing", Journal of Consumer Marketing, Vol. 10 ( 3), 4 —10.</li> </ol>	
<b>Course outcomes</b>	<p><b>The students will be able to understand</b></p> <p><b>CO 1</b> - The basic concept of Marketing and Marketing Mix</p> <p><b>CO 2</b> - The importance of Green Marketing for Sustainable Development</p> <p><b>CO 3</b> - The various issues in Green Marketing Management</p> <p><b>CO 4</b> - The steps involved in the Green Innovation in various field and its Adoption</p> <p><b>CO 5</b> - The effective Marketing Strategies to enhance the Human Consumption</p>	

## COURSE - II

<b>Course Code</b>	<b>24FSUI1002</b>		<b>Credit - 3</b>
<b>Title</b>	<b>ENVIRONMENT AND GENDER</b>		
<b>Programme</b>	<b>Under Graduate level</b>	<b>Semester</b>	<b>ONE &amp; TWO</b>
<b>Course Objectives</b>	<p><b>The course is aimed to</b></p> <ul style="list-style-type: none"> <li>➤ Impart knowledge about the relationship between gender and environment</li> <li>➤ Understand contemporary environmental issues and women resistance to environmental destruction</li> <li>➤ Provide opportunity to relate course content to their daily lives, further studies and careers</li> </ul>		

### **SYLLABUS**

<b>Unit</b>	<b>Content</b>	<b>No. of Hours</b>
<b>I</b>	<p><b>ENVIRONMENT AND GENDER</b>                      Environment – Definition – Components - Gender – Definition and Concept - Women’s Dependency on Natural Resources – Gender and Management of Natural Resources - Depletion of Natural Resources</p>	<b>7</b>
<b>II</b>	<p><b>RURAL - URBAN ENVIRONMENT</b>                      Women and Rural Environment - Medicinal plants - Water Resources - Livestock Management - Gender and Agriculture - Food Security - Awareness on Drainage and Sanitation - Urbanization and population – Traffic – Noise - Solid and Liquid Waste - Solid Waste Management</p>	<b>12</b>
<b>III</b>	<p><b>ENVIRONMENTAL IMPACTS ON WOMEN</b>                      Environmental Problems –Impacts on Women’s Health –Physical and Mental Health Issues - Heart Disease in Women – Reproductive Hazards- Remedial Measures to Improve the Health Status of Women</p>	<b>8</b>
<b>IV</b>	<p><b>GENDER AND CONSERVATION OF NATURAL RESOURCES</b>                      Women in Biodiversity Management - Conservation: Botanical gardens - Gene banks - Home gardens - Gender and Agro biodiversity – Role of Women in Waste Management - Role of Women in Seed Preservation - Community Biodiversity Conservation and Projects</p>	<b>10</b>
<b>V</b>	<p><b>WOMEN AND ENVIRONMENTAL MOVEMENT</b>                      Joint Forest Management - CHIPKO Movement – Green Belt Movement - Narmada Bacho Andolen – Silent Valley Movement - Tehri Dam Conflict- Reclaiming Women’s Environmental Rights</p>	<b>8</b>

<b>Reference</b>	<ol style="list-style-type: none"> <li>1. M.S.Swaminathan. (1998). “Gender Dimensions in Biodiversity Management”. Konarkpublisherspvt ltd, New Delhi.</li> <li>2. P.K.Rao. (2000) “Sustainable Development – Economics and Policy”. Blackwell, New Delhi.</li> <li>3. Promillakapur (ed). (2000). “Empowering Indian Women”. Publication Division, Government of India, New Delhi.</li> <li>4. RadhaKumar.(1993). “The History of Doing”. Kali for Women, New Delhi.</li> <li>5. Ronnie Vernooy, (Ed). (2006). “Social and gender Analysis Natural Resource Management: Learning studies and lessons from Aisa”. Sage, New Delhi.</li> <li>6. Swarup, Hemlata and Rajput, Pam. (2000). Gender Dimensions of Environmental and Development Debate: The Indian Experience”. In SturatS.Nagel, (ed). “India’s Development and Public Policy”. Ashgate, Burlington.</li> <li>7. Vandana Shiva and Moser, Ingunn (eds). (1995). “Bio Politics: A Feminist and Ecological Reader on Biotechnology”. Zed Books LTD, London</li> <li>8. Vandana Shiva. “Gender and Technology Journal “ Sage.</li> <li>9. Vandana Shiva. (2005). Globalization’s New Wars: Seed. Water and LifeForms”. Women Unlimited, New Delhi.</li> <li>10. Venkateshwara, Sandhay. (1995). “Environment, Development and the Gender Gap”. Sage Publications, New Delhi.</li> </ol>
<b>Course outcomes</b>	<p><b>The students will be able to</b></p> <p><b>CO1</b> - Understand the Causes of Environmental Destruction and its Effects on Health</p> <p><b>CO2</b> - Know about the Women’s Involvement in Environmental Movements</p> <p><b>CO3</b> - Propose and evaluate possible solutions to Environmental Problems according to Gender</p> <p><b>CO4</b> - Identify the Men and Women Contribution in Conservation of Natural Resources</p> <p><b>CO5</b> - Respond creatively and reflectively to the Challenges posed by these issues on Gender Perspective</p>

**COURSE – III**  
**SUSTAINABLE TOURISM**

<b>Course Code</b>	<b>24FSUI1003</b>			<b>Credit - 3</b>
<b>Title</b>	<b>SUSTAINABLE TOURISM</b>			
<b>Programme</b>	<b>Under Graduate level</b>	<b>Semester</b>	<b>ONE &amp; TWO</b>	
<b>Course Objectives</b>	<b>Objectives</b> <ul style="list-style-type: none"> <li>➤ To create basic understanding of Tourism Industry</li> <li>➤ To impart knowledge of current trends in Ecotourism</li> <li>➤ To conserve the Natural Resources and maintain the Integrity of Indigenous Culture</li> <li>➤ To understand various methods of tour planning and site development.</li> </ul>			

<b>UNIT</b>	<b>CONTENT</b>	<b>No. of Hours</b>
<b>I</b>	<b>TOURISM</b> Concepts of Tourism – Classification : Religious tourism – Cultural tourism –Heritage tourism – Monumental tourism – Adventure Tourism – Mars tourism –Consumptive and Non Consumptive Tourism- Community based Ecotourism	<b>10</b>
<b>II</b>	<b>ECO TOURISM</b> Eco Tourism – Concepts – Scope and Importance - Principles – Objectives – Significance of Ecotourism Planning - Benefits - Types	<b>8</b>
<b>III</b>	<b>TRENDS IN ECOTOURISM</b> Factors affecting Ecotourism - Trends in Ecotourism - Relevance of responsible Tourism - Policies and Formulations - Possibilities and Challenges - Ecotourism Development in Hill Station – Organizations - Tourism Development and Carrying capacity	<b>10</b>
<b>IV</b>	<b>IMPACTS OF TOURISM ON ENVIRONMENT</b> Impact of Ecotourism on Biodiversity and Ecological Balance - Economic impacts (Fiscal impacts, Concepts & Methods) – Types and degree of impacts from Ecotourism activities – Socio Cultural Impacts- Ecotourism related Organization	<b>10</b>
<b>V</b>	<b>SUSTAINABLE TOURISM</b> Ecotourism Development in India - Ecotourism Research - Sustainable Tourism – Benefits of Sustainable Tourism - Peoples’ Initiatives on Ecotourism	<b>7</b>

<b>Reference</b>	<ol style="list-style-type: none"> <li>1. Agarwal, A. N (1980) Indian Agriculture, Vikas publishing House, New Delhi</li> <li>2. Andrew Holden (2008) Environment and Tourism, Routledge, London</li> <li>3. Bala Krishnamurthy (2009) Environmental Management, PHI Learning, New Delhi</li> <li>4. Bhatia, A. K (1978) Tourism in India</li> <li>5. Dipankar Dey (2007) Sustainable Development – Perspectives and Initiatives, The ICFAI</li> <li>6. J Swarbrooke (2010) Sustainable Tourism Management, Rawat Publications, New Delhi</li> <li>7. Shashi Prabha Sharma (2006), Tourism and Environment, Kanishka, New Delhi</li> <li>8. Sinha, P. C (2003) Encyclopedia of Ecotourism, Vol – I, II &amp; III, Anmol publications Pvt. Ltd, New Delhi.</li> <li>9. Weaver, D. B (2001) The Encyclopedia of Ecotourism, CABI, Publishing, U.K.</li> </ol> <p><b>Websites</b></p> <ul style="list-style-type: none"> <li>• <a href="https://tourism.gov.in/">https://tourism.gov.in/</a></li> <li>• <a href="https://asi.nic.in/">https://asi.nic.in/</a></li> <li>• <a href="https://www.tn.gov.in/dtp/dtpphoto1/default.htm">https://www.tn.gov.in/dtp/dtpphoto1/default.htm</a></li> <li>• <a href="http://www.unwto.org/">http://www.unwto.org/</a></li> </ul>
<b>Course Outcomes</b>	<p><b>The students will be able</b></p> <p><b>CO1</b> - To acquire ability to understand the Importance of Local Ecology and Culture</p> <p><b>CO2</b> - To know about the environmental and economic aspects of Tourism</p> <p><b>CO3</b> - To understand the History and Economic Development of Ecotourism</p> <p><b>CO4</b> - To evaluate and study the Ecotourism Resources in India</p> <p><b>CO5</b> - To identify the Ecotourism Markets and Develop knowledge for Potential Ecotourism Projects</p>