

**Bachelor of Vocation - Retail Management & IT course (Semester-8)**  
**Undergraduate Curriculum Framework 2022(UGCF)**

**DISCIPLINE SPECIFIC CORE COURSE – DSC-20 Sustainability in Retail sector**

**CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE**

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course(if any)
		Lecture	Tutorial	Practical/Practice		
DSC-20 Sustainability in Retail sector	4	3	1	0	N/A	N/A

**Learning Objectives**

This course aims to familiarize the students with the concept and process of sustainability in retail sector.

**Learning outcomes**

After completion of the course, learners will be able to:

1. Describe the need of sustainable development in view of environmental, legal and ethical aspects.
2. Explore the opportunities for sustainable marketing strategies.
3. Identify the consumer behavior for sustainability.
4. Demonstrate how sustainable marketing can be applied in retail strategies.
5. Discover sustainable supply chain system retail.
6. Understand the dynamics of AI in sustainability.

**Syllabus**

**Unit- 1(11 hours)**

**Introduction to Sustainable Development:** Meaning, Importance, Components of sustainability, Impact of retail on environment, Sustainable Marketing, Green marketing, Rural marketing, Social marketing, Sustainable supply chain management.

**Unit -2 (12 hours)**

**Strategic responses to sustainability:** Approaches to Strategic Analysis of the retailing environment, Approaches to the analysis of resources, Competence and Strategic capability, Application of technique such as Value Chain Analysis & Bench Marking, business ethics and corporate social responsibility.

**Unit -3 (12 hours)**

**Smart and Sustainable Quality Improvement:** Evaluating Quality Standards in Sustainability, Building Smart & Intelligent retail stores with aspect to sustainability, Sustainable retail equipment.

## **Unit- 4 (10 hours)**

**Challenges and Innovations in Sustainability:** Role of Leadership in building sustainability, Challenges faced by Retail industry, Systems and processes required, Change journey from traditional approach to sustainability.

### **Essential/recommended readings**

1. Rethinking Marketing: Sustainable Marketing Enterprise in Asia, (2012) Second Edition by Philip Kotler, Pearson
2. Sustainable Marketing: A holistic Approach, (2021), Mark Peterson.
3. The Sustainable Business Case Book, 2019.

### **Suggested Readings-**

1. Reddy, Nanda Kishore and Ajmera, Santosh, (2018) Ethics, Integrity and Aptitude, McGrawHill Education.
2. Sharma, J.P. (2012) Corporate Governance, Business Ethics, and CSR, Ane Books Pvt Ltd, New Delhi.
3. Ghosh P. K. (2010) Business Ethics, Vrinda Publications.
4. John R. Boatright (2008) Ethics and the Conduct of Business, Pearson Education.

**Note:** Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.