

CONSUMERISM

Sem	Subject Code	Category	Lecture		Theory		Practical	Credits
			Hrs P/W	Hrs P/Sem	Hrs P/W	Hrs P/Sem		
IV	21SCO4A	Skill Based Subject – II	2 hrs per week	30	2 hrs per week	30		2

COURSE OBJECTIVES:

- To familiarize the students with their fundamental rights as a consumer, and the legal framework of protecting consumer rights.
- To provide an understanding the procedure of redressal of consumer complaints and the role of different authorized agencies in providing standards.

COURSE OUTCOMES:

On the successful completion of the course, the students will be able,

Co Number	Co Statement	Knowledge Level (K1-K5)
CO1	To Introduce the basic concepts of consumer rights and duties	K2
CO2	To Enable the students to understand the legal provisions of Consumer protection Act.	K3
CO3	To Explain the concepts of complaints and grievance redressal mechanism	K2
CO4	To Understand the concept Food Safety and quality standards like AGMARK AND ISI	K2
CO5	To Create awareness among students on Consumer Protection Act through Activities and Case laws.	K3

Knowledge Level : K1- Remember ; K2 – Understand; K3 Apply ; K4 – Analyze

MAPPING WITH PROGRAMME OUTCOMES:

COS	PO1	PO2	PO3	PO4	PO5	PO6
CO1	S	S	M	M	M	S
CO2	M	M	M	S	M	S
CO3	M	S	M	M	M	S
CO4	M	M	S	S	M	S
CO5	S	S	S	S	S	M

S – Strong; M – Medium; L - Low

UNIT-I BASIC CONCEPTS**6 Hours**

Introduction - Consumer Movement - Consumer rights and duties - Consumerism - 5 R's of Consumerism - Certification Marks.

UNIT-II CONSUMER PROTECTION ACT, 1986**6 Hours**

Introduction - Objectives - Need - Features - Organisation structure - Consumer Protection Council - District level - State Level - Central Level - Adjudicatory bodies - District Forum- State Commissions - National Commission.

UNIT-III GRIEVANCE REDRESSAL MECHANISM**6 Hours**

Introduction - Complaints - Who can file a complaint - Grounds for filing a Complaint - Procedure for filing a complaint - Relief / Remedies - Offences and Penalties.

UNIT-IV QUALITY STANDARDS**6 Hours**

Introduction - Food safety and standards - Authority of India 2006 - Road Safety Act - Other Acts of Safety - Voluntary and Mandatory Standards - Indian Standard Mark (ISI) - Role of BIS AGMARK - Hall Marking.

UNIT-V ACTIVITY BASED LEARNING**6 Hours**

Creating an awareness on Consumer Protection Act - writing and filing a complaint to a consumer forum - Visiting a Consumer court - Exhibiting models and charts on Food safety -Analysing case laws and practical sessions on the procedures to be followed in acquiring the Ration card, online shopping.

TEXT BOOKS:

S. No	Authors	Title of The Book	Publication	Year
1	S.Kandasamy	Consumerism in India Hardcover	Book Enclave	2017
2	Premavathy Seetharaman Mohini Sethi	Consumerism Strategies and Tactics	CBS Publication	2011

REFERENCES:

S. No	Authors	Title of The Book	Publication	Year
1	Dr. P.K. Dutta	Consumerism And Consumer Protection In India	Himalaya Publishing House	2015
2	Durai Raj Maheswaran	Undstanding Indian Consumers	Oxford Publication	2017
3	Ramanuj Najundar	Consumer Behaviour	Phi Learning Pvt Ltd	2009
4	S. Kandhasany	Consumerism In India	Book Enclave	2017
5	Ekta Verma	Consumerism In India	Galgotia	2012
6	S.S. Chahar	Consumer Protection Movement In India	Kanishka Publishing House	2016
7	Dr. Iqbal Ahmad Hakim	Consumerism And Consumer Protection In India	Himalaya	2015
8	Dr. Veena Tewari Nandi	Consumer Behaviour In Service Marketing	Enkay Ublishing House	2012
9	Navi Mohammed	Consumer Rights And Protraction In India	New Century Publications	2017
10	Garima Tiwari	Understanding Laws Consumer Rights	Lexis Nexis	2014

TEACHING METHODOLOGY:

- Class room teaching
- Discussions
- PPT Presentations
- Seminar
- Charts/ Models/ Demo
- Blended Learning

SYLLABUS DESIGNERS:

- Dr.A.Sudarvizhi, Assistant Professor
- Mrs.J.Anbzhagi, Assistant Professor