



SOURASHTRA COLLEGE, MADURAI – 625004

(An Autonomous Institution Re-accredited with 'B+' grade by NAAC)

DEPARTMENT OF BUSINESS ADMINISTRATION

CERTIFICATE COURSE IN CONSUMERISM

– SYLLABUS

(Under CBCS based on OBE) (For those admitted during 2024 – 2025 and after)

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COURSE CODE	COURSE TITLE	CATEGORY	T	P	CREDITS
24CBNC21	CONSUMER PROTECTION	CERTIFICATE COURSE	20 Hrs.	-	-

YEAR	SEMESTER	INTERNAL	EXTERNAL	TOTAL
I/II/III	Any in Seven	-	100	100

NATURE OF COURSE	Employability <input checked="" type="checkbox"/>	Skill Oriented <input checked="" type="checkbox"/>	Entrepreneurship <input checked="" type="checkbox"/>
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COURSE DESCRIPTION:

This course helps to provide the fundamental knowledge of consumer rights in India

COURSE OBJECTIVES:

- To introduce the privileges of consumers
- To make them know the procedure consumer rights claims

COURSE OUTCOMES (COs):

After the completion of the course, the students will be able to

No.	Course Outcome	Knowledge Level (According to Bloom's Taxonomy)
CO 1	Understand the basic concepts of the consumers and markets in our country	Upto K3
CO 2	Understand the consumer protection Law	Upto K3
CO 3	Understand the grievance redressal mechanism available for consumers	Upto K3
CO 4	Understand the role of industry regulators in consumer protection	Upto K3
CO 5	Developing awareness on Consumer issues	Upto K3

K1- KNOWLEDGE (REMEMBERING), K2-UNDERSTANDING, K3- APPLICATION



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CONSUMER PROTECTION

UNIT – I: CONCEPTUAL FRAMEWORK

Consumer and Markets: Concept of Consumer, Nature of markets: Liberalization and

Globalization of markets with special reference to Indian Consumer Markets- Concept of Price in Retail and Wholesale, Maximum Retail Price (MRP), Fair Price, GST, labeling and packaging along with relevant laws

UNIT – II:

Experiencing and Voicing Dissatisfaction: Consumer buying process, Consumer Satisfaction/dissatisfaction-Grievances-complaint, Consumer Complaining Behaviour: Alternatives available to Dissatisfied Consumers; Complaint Handling Process

UNIT – III: THE CONSUMER PROTECTION LAW IN INDIA

Objectives and Basic Concepts: Consumer rights and UN Guidelines on consumer protection, Consumer goods, defect in goods, spurious goods and services, service, deficiency in service, Unfair trade practices, restrictive trade practice.

UNIT – IV:

Organizational set-up under the Consumer Protection Act: Advisory Bodies: Consumer Protection Councils at the Central, State and District Levels; Adjudicatory Bodies: District Forums, State Commissions, National Commission: Their Composition, Powers, and Jurisdiction (Pecuniary and Territorial), Role of Supreme Court.

UNIT – V: ROLE OF INDUSTRY REGULATORS IN CONSUMER PROTECTION

- i. Banking: RBI and Banking Ombudsman
- ii. Insurance: IRDA and Insurance Ombudsman
- iii. Telecommunication: TRAI



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REFERENCE BOOKS:

1. Khanna, Sri Ram, Savita Hanspal, Sheetal Kapoor, and H. K. Awasthi. (2007) *ConsumerAffairs*, University Press.
2. Choudhary, Ram Naresh Prasad (2005). *Consumer Protection Law Provisions and Procedure*, Deep and Deep Publications Pvt Ltd.
3. G. Ganesan and M. Sumathy. (2012). *Globalisation and Consumerism: Issues and Challenges*, Regal Publications
4. Suresh Misra and Sapna Chadah (2012). *Consumer Protection in India: Issues and Concerns*, IIPA, New Delhi
5. Rajyalaxmi Rao (2012), Consumer is King, *Universal Law Publishing Company*
6. Girimaji, Pushpa (2002). *Consumer Right for Everyone Penguin Books*.
7. E-books :- www.consumereducation.in
8. Empowering Consumers e-book,
9. The Consumer Protection Act, 1986 and its later versions.www.bis.org

ARTICLES:

1. Misra Suresh, (Aug 2017) “Is the Indian Consumer Protected? OneIndia OnePeople.
2. Raman Mittal, SonkarSumit and Parineet Kaur (2016) Regulating Unfair TradePractices: An Analysis of the Past and Present Indian Legislative Models, Journal ofConsumer Policy.
3. Chakravarthy, S. (2014). MRTP Act metamorphoses into Competition Act. CUTSInstitute for Regulation and Competition position paper. Available online at www.cuts-international.org/doc01.doc.
4. Kapoor Sheetal (2013) “Banking and the Consumer” Akademos (ISSN 2231-0584)
5. Bhatt K. N., Misra Suresh and ChadahSapna (2010). Consumer, Consumerism andConsumer Protection, Abhijeet Publications.
6. Kapoor Sheetal (2010) “Advertising-An Essential Part of Consumer’s Life-Its Legal And Ethical Aspects”, Consumer Protection and Trade Practices Journal, October 2010
7. Verma, D.P.S. (2002). Regulating Misleading Advertisements, Legal Provisions and Institutional Framework. Vikalpa. Vol. 26. No. 2. Pp. 51-57.

PERIODICALS:

1. Consumer Protection Judgments (CPJ) (Relevant cases reported in various issues)
2. Recent issues of magazines: International Journal on consumer law and practice,National Law School of India University, Bengaluru
3. ‘Consumer Voice’, Published by VOICE Society, New Delhi.

DIGITAL TOOLS:

www.ncdrc.nic.in, www.consumeraffair.s.nic.inwww.iso.org., www.bis.org.in
www.consumereducation.inwww.consumervoice.in, www.fssai.gov.inwww.cercindia.org

Mapping of CO with PSO

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3					
CO2		3	1		1	
CO3	3					
CO4	2		1	3		1
CO5	2	2	3		2	1

3. Advanced Application 2. Intermediate Development 1. Introductory Level

COURSE DESIGNER: Dr. B. ANBAZHAGAN

Passed in the BoS Meeting held on 09/03/2024

Signature of the Chairman



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CONSUMER GRIEVANCE REDRESSAL

UNIT – I:

Grievance Redressal Mechanism under the Indian Consumer Protection Law -Who can file a complaint? Grounds of filing a complaint; Limitation period; Procedure for filing and hearing of a complaint; Disposal of cases, Relief/Remedy available; Temporary Injunction, Enforcement of order, Appeal, frivolous and vexatious complaints; Offences and penalties.

UNIT – II:

Contemporary Issues in Consumer Affairs

Consumer Movement in India: Evolution of Consumer Movement in India, Formation of consumer organizations and their role in consumer protection, Misleading Advertisements and Sustainable consumption, National Consumer Helpline, Comparative Product testing, Sustainable consumption and energy ratings.

UNIT – III:

Leading Cases decided under Consumer Protection law by Supreme Court/National Commission: Medical Negligence; Banking; Insurance; Housing & Real Estate; Electricity and Telecom Services; Education; Defective Products; Unfair Trade Practices.

UNIT – IV:

Role of Industry Regulators in Consumer Protection

- I. Food Products: FSSAI
- II. Electricity Supply: Electricity Regulatory Commission
- III. Real Estate Regulatory Authority

UNIT – V:

Quality and Standardization: Voluntary and Mandatory standards; Role of BIS, Indian Standards Mark (ISI), Ag-mark, Hallmarking, Licensing and Surveillance; Role of International Standards: ISO an Overview



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