

Consumer Protection and Business Ethics

Consumer Protection

Semester I Subject Code: C11506 Lectures (Lects.): 60

Objectives:

- To make the students aware of their rights and responsibilities as consumers and the various redressal mechanisms to protect consumers

1: Consumer and Consumer Movement

12
Lects.

- Consumer:
 - Meaning
 - Three Dimensional concept of a Consumer:
 - King of the market
 - Kingpin of Democracy
 - Capital
- Consumer Movement:
 - Concept
 - History of Consumer Movement
 - Reasons for slow growth of Consumer Movement in India
 - Role of different agencies in promoting Consumerism
 - Future of Consumerism in India
- Functions and limitations of voluntary consumer organizations [In general]

2: Problems of Consumers

10
Lects.

- Nature and reasons
- Problems of rural and urban Consumers
- Problem related to Goods [A minimum of two contemporary cases on adulteration / deceptive packing/ labelling/MRP/ Research etc]
- Deficiency in Services
- Need / Factors necessitating Consumer Protection
- Ethics related to Consumer Protection



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3: Consumer Education

12
Lects.

- Consumer Education
 - Meaning
 - Definition
 - Objectives
 - Requirements for effective Consumer Education in India
 - Benefits of Consumer Education
- Role of Media in :
 - Consumer Awareness
 - Providing Justice
- Highlights on Consumer Magazines and their role
- Responsibilities of Consumers

4: Consumer Protection

14
Lects.

- Role of CGSI, CERC and Grahak Panchayat in promoting Consumerism
- Consumer Protection Act, 1986:
 - Background and Objectives
 - Definitions
 - Rights of Consumers
 - Consumer Protection Councils
 - Three-tier Consumer Disputes Redressal Machinery
 - Procedure for filing and hearing of complaints
 - Relief available
- Other Consumer Redressal Mechanisms
 - Financial Services
 - Banking
 - Insurance
 - Telecom Services
 - TRAI Ombudsman

Study of some cases pertaining to concept of -

- Consumer
- Defect
- Deficiency in Service
- Jurisdiction of Consumer Fora
- Penalties levied on Consumers for false and frivolous cases

12
Lects.

Guest Lectures

Project Work

Visits



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Reference Books:

- 1) Gulshan S. S. (1996). "Consumer Protection and Satisfaction – Legal and Managerial Dimensions", New Delhi, New Age International Ltd. Publishers.
- 2) Dr. Himachalam D. (1998). "Consumer Protection and the Law", New Delhi, APH Publishing Corporation.
- 3) Kumar Niraj (1999). "Consumer Protection In India", 2nd Ed, Mumbai, Himalaya Publishing House.
- 4) Bangia R. K. (1998). "A Handbook of Consumer Laws and Procedures", 2nd Ed, Delhi, Pioneer Publications.
- 5) Khanna Rakesh (1999). "Consumer Protection Laws", Allahabad, Central Publications.
- 6) Sharma Deepa (2002). "Consumer Grievance Redressal under the Consumer Protection Act", 1st Ed, Delhi, New Century Publications.
- 7) Dr. Ahmad Farooq (1999). "Consumer Protection in India : Problems & Prospects", New Delhi, APH Publishing Corporation.



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Consumer Protection and Business Ethics

Business Ethics

Semester II | Subject Code: C21506

Lectures (Lects.): 60

Objectives:

- To sensitize young minds about the essence and importance of ethics in business
- To educate students about the right usage of information available

1: Business Ethics

12
Lects.

- Ethics:
 - Introduction to Ethics, Values and Spirituality
 - Contribution of Philosophers to the study of Ethics
- Business Ethics:
 - Meaning
 - Nature
 - Importance
 - Scope
- Ethical Dilemmas in Organizations:
 - Meaning
 - Characteristics
 - Approaches to dealing with Business Ethics:
 - Ethical dimensions in decision making
 - Ethics Officers/Committees
 - Stakeholder's responsibilities
 - Identification of conflicted areas of interest
 - Policy
 - Code of Conduct
- Organisational Ethics:
 - Individual Ethics
 - Professional ethics
 - Corporate Ethics
- Social Ethics: pressing issues of today



2: Business Ethics in Functional Areas [Part-I]

12
Lects.

- Ethics in Production:
 - Sustainable Development: Ecological Balance
- Ethics in Finance and Accounting:
 - Ethical issues in Corporate Takeovers

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- Insider Trading
- Ethics in HRM: [Recruitment, Compensation and Performance Appraisal]
- Important Issues relating to:
 - Child Labour
 - Sexual Harassment at work
 - Job Discrimination

3: Business Ethics in Functional Areas [Part-II]

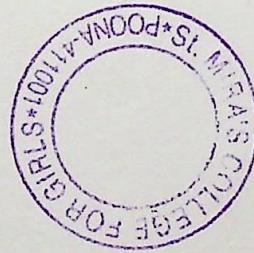
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Lects.

- Ethics in Marketing Management
 - Marketing Mix: Concept
 - Ethical issues relating to Marketing Mix:
 - Product
 - Price
 - Promotion
 - Place
- Advertising
 - Objections to Advertising
 - Ethical Issues
 - Regulatory Measures:
 - Business Level
 - Industry Level
 - Autonomous Bodies
 - [Code of Advertisement Standards Council of India]
 - Legislative Measures

4: Social Media: Ethical Issues

12
Lects.

- Social Media and Cyber Crimes:
 - Scope
 - Ethical Issues:
 - Encroachment on Privacy
 - Split Attention
 - Cyber Crimes: Hacking-
 - Official
 - Unofficial
 - Regulatory Measures:
 - Ethics policy
 - Code of conduct
 - Enforcement
 - Whistle Blowing:
 - Concept
 - Right to Information Act, 2005:
 - Introduction & Features



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- Procedure for obtaining Information under the RTI Act, 2005

Case Studies
Visits
Project Work
Guest Lectures

12
Lects.

Reference Books:

- 1) Kitson Alan and Campbell Robert (2001). "The Ethical Organisation – Ethical Theory and Corporate Behaviour", Basingstoke, Hampshire, Palgrave Hounds Mills.
- 2) Bhatia S.K. (2002). "Business Ethics and Managerial Values", New Delhi, Deep and Deep Publications Pvt. Ltd.
- 3) Shaw William H. (2002). "Business Ethics", 4th Ed, Singapore, Thomson Asia Pvt Ltd.
- 4) Sareen Sandeep (2001). "Ethics Management", 1st Ed, New Delhi, Sarup & Sons.
- 5) Velasquez Manuel G. (2003). "Business Ethics Concepts and Cases", 5th Ed, Delhi, Pearson Education Inc.
- 6) Aswathappa K. (2003). "Essentials of Business Environment", 7th Ed, Mumbai, Himalaya Publishing House.
- 7) Gautam Pherwani "Business Ethics"
- 8) Ritu Pamraj "Business Ethics"
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- 10) Right to Information Act, 2005
- 11) Karoli Veera & Zafar Huma, "Business Ethics"
- 12) Shekar R.C. "Business Ethics"
- 13) Chakraborty S. "Business Ethics"
- 14) R. Subramanian, "Professional Ethics" Oxford University Press



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