

Appendix - A

- Barker, L. (1990) "Communication" New Jersey prentice Hall Inc 171.
- Patri and Patri (2002); Essentials of communication Greenspan publication

Core course 7: PERSONAL FINANCE AND CONSUMER STUDIES

(CREDITS: THEORY-4 PRACTICAL-2)

THEORY

LECTURES: 60

Objectives:

- To gain knowledge about the need of consumer education
- To create awareness among consumers through education

Unit I: Income and expenditure

- Budgets, maintaining household accounts
- Factors influencing expenditure
- Family savings and investments-objectives and types of savings.
- National Income, per-capita income.

Unit II: Consumer in India: Consumer problems and education

- Definition of a consumer
- Role of consumers - ~~National income, per capita income.~~ Rights and responsibilities
- Changing nature of the business world, e-commerce, e-business.
- Consumer problems- products and service related problems and solution.

Unit III: Consumer Protection

- Consumer education and empowerment.
- Consumer protection

Unit IV: Legislative Measures for Consumer Protection, Standardization and quality control measures:

- Consumer organizations – Role and function
- Basic legislative framework for consumer protection in India- consumer protection Act 1986, alternative redressed mechanisms, mediation centers.
- ISI, FPO, AGMARK, ISO FSSAI, Eco mark, , handloom mark,.

By 24/21

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