

# 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", 2<sup>nd</sup> Ed, Mumbai, Himalaya Publishing House.
- 4) Bangia R. K. (1998). "A Handbook of Consumer Laws and Procedures", 2<sup>nd</sup> 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", 1<sup>st</sup> 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

<b>Semester II</b>	<b>Subject Code: C21506</b>	<b>Lectures (Lects.): 60</b>
<b>Objectives:</b>		
<ul style="list-style-type: none"> <li>• To sensitize young minds about the essence and importance of ethics in business</li> <li>• To educate students about the right usage of information available</li> </ul>		

<b>1: Business Ethics</b>	12 Lects.
<ul style="list-style-type: none"> <li>• Ethics:             <ul style="list-style-type: none"> <li>○ Introduction to Ethics, Values and Spirituality</li> <li>○ Contribution of Philosophers to the study of Ethics</li> </ul> </li> <li>• Business Ethics:             <ul style="list-style-type: none"> <li>○ Meaning</li> <li>○ Nature</li> <li>○ Importance</li> <li>○ Scope</li> </ul> </li> <li>• Ethical Dilemmas in Organizations:             <ul style="list-style-type: none"> <li>○ Meaning</li> <li>○ Characteristics</li> <li>○ Approaches to dealing with Business Ethics:                 <ul style="list-style-type: none"> <li>▪ Ethical dimensions in decision making</li> <li>▪ Ethics Officers/Committees</li> <li>▪ Stakeholder's responsibilities</li> <li>▪ Identification of conflicted areas of interest</li> <li>▪ Policy</li> <li>▪ Code of Conduct</li> </ul> </li> </ul> </li> <li>• Organisational Ethics:             <ul style="list-style-type: none"> <li>○ Individual Ethics</li> <li>○ Professional ethics</li> <li>○ Corporate Ethics</li> </ul> </li> <li>• Social Ethics: pressing issues of today</li> </ul>	

<b>2: Business Ethics in Functional Areas [Part-I]</b>	12 Lects.
<ul style="list-style-type: none"> <li>• Ethics in Production:             <ul style="list-style-type: none"> <li>○ Sustainable Development: Ecological Balance</li> </ul> </li> <li>• Ethics in Finance and Accounting:             <ul style="list-style-type: none"> <li>○ Ethical issues in Corporate Takeovers</li> </ul> </li> </ul>	

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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]

12  
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	12
Visits	Lects.
Project Work	
Guest Lectures	

### Reference Books:

- 1) Kitson Alan and Campbell Robert (2001). "The Ethical Organisation – Ethical Theory and Corporate Behaviour", Basingstoke, Hampshire, Palgrave Houndmills.
- 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"
- 9) Prof. Agalgatti "Business Ethics"
- 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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