

SEMESTER I / II

USCOA120/USCOA220 - CONSUMER AWARENESS

Year/ Semester I/II	Course Code USCOA120/ USCOA220	Title of the course Consumer Awareness	Course type Theory	Course category Skill Based Elective	No. of Hours 2	Credits 2	Marks 40+60

Course Objectives

1. To create awareness among the students with regard to consumer movement.
2. To enable the students learn the rights of consumer.
3. To analyse the methods of handling grievances and its redressal measures.
4. To impart them the procedure for filing complaint.
5. To learn ways and means in safeguarding the rights of consumers.

Course Learning Outcomes(CLO)

1. Students gain an insight knowledge on consumer awareness movement and FSSAI 2006.
2. Students were familiarised with the rights of consumers.
3. Students gained thorough knowledge in handling grievances and its redressal measures.
4. Students were well versed in filing the complaints and appeals.
5. Students gained conceptual knowledge on the social responsibilities of the consumers.

COs consistency with POs

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
1	H	M	H	M	H	H
2	H	M	H	H	H	H
3	H	M	H	H	M	H
4	H	H	H	H	M	H
5	H	H	H	H	H	H

Low – L, Medium – M, High - H

COs consistency with PSOs

CO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
1	M	H	L	M	M	M
2	H	H	M	L	H	M
3	H	M	M	M	M	M
4	H	M	M	M	H	H
5	M	M	M	H	H	M

Low – L, Medium – M, High - H

Course Syllabus

Unit I: Consumer protection Act

(6 Hours)

- 1.1 Gandhi's Quote - Brief History (K₁,K₂)
- 1.2 Consumer Protection Act, 1986 (K₁,K₂)
- 1.3 Rights of Consumer (K₁,K₂)
- 1.4 United Nations Guidelines (K₁,K₂)
- 1.5 Responsibility of consumers (K₁,K₂)
- 1.6 Standard Certification Marks (K₁,K₂)

Unit II: Right to Information Act

(6 Hours)

- 2.1 Meaning of Brand name, label, Package & Trade Mark (K₁,K₂)
- 2.2 Advertisements, print and Electronic Media (K₁,K₂)
- 2.3 Official records and citizen charter (K₁,K₂)
- 2.4 Meaning of right to Choose (K₁,K₂)
- 2.5 Platforms for consumer representation (K₁,K₂)
- 2.6 Consumer Protection Councils (K₁,K₂)

Unit III: Right to Redressal – I

(6 Hours)

- 3.1 Types of Grievances (K₁,K₂)
- 3.2 Remedies available under the Consumer Protection (K₁,K₂)
- 3.3 Restrictive Trade Practice Act, 1986 (K₁,K₂)
- 3.4 Unfair Trade Practice (K₁,K₂)
- 3.5 Pre-packed goods and unfair trade practices (K₁,K₂)
- 3.6 Advertising Standards Council of India (K₁,K₂)

Unit IV: Right to Redressal – II

(6 Hours)

- 4.1 Definitions; goods, services, Consumer of Goods, consumer of Services, Complaint, complainant, consumer dispute, defect, deficiency, Appropriate laboratory, manufacturer (K₁,K₂)
- 4.2 Filing a complaint (K₁,K₂)
- 4.3 Procedure on receipt of complaint (K₁,K₂, K₃)
- 4.4 Appeals (K₁,K₂,K₃)
- 4.5 District Forum, State Commission and National Commission (K₁,K₂)
- 4.6 Composition, Appointment, Term of office (K₁,K₂)

Unit V: Consumer Responsibilities and Case laws and other tips

(6 Hours)

- 5.1 Responsibilities (K₁, K₂)
- 5.2 Critical Awareness – Social Responsibility (K₁, K₂)
- 5.3 Environmental Awareness (K₁, K₂)
- 5.4 Solidarity (K₁, K₂)
- 5.5 Responsibilities in association with all the Rights (K₁, K₂)
- 5.6 Leading Case Laws (K₁, K₂)

Reference Book:

1. E-books available in the FSSAI website like Dart, Pink, Yellow and Orange books
2. Newsletters (quarterly publications) of State Consumer Knowledge Helpline Knowledge Resource Management Portal (SCHKRMP)
3. "Nugarvor Kavasam" a publication by the Department of Civil Supplies and Consumer

Web Resources:

www.consumer.tn.gov.in

www.consumeradvice.in

SEMESTER IV

UCCOK20 - MARKETING

Year/ Semester	Course Code	Title of the course	Course type	Course category	No. of Hours	Credits	Marks
II/IV	UCCOK20	Marketing	Theory	Core	5	5	40+60

Course Outcomes:

1. To identify, understand and satisfy the needs of customers and markets.
2. To provide knowledge on various marketing functions.
3. To analyse consumer behaviour and decision making process.
4. This course enables the students to understand marketing mix elements.
5. To understand the dynamics of marketing and to know about latest trends in marketing.

Course Learning Outcomes(CLO):

The learners will able to:

1. Classify the various marketing activities and to summarize consumer behavior and decision making process.
2. Evaluate the strategies used by the marketers to sustain a product for longer period.
3. Familiarise the factors influencing pricing decisions.
4. Acquire knowledge on various promotional mix used by marketers to promote goods and services.
5. Understand the various methods of channels of distribution and familiarize with latest Technologies.

COs consistency with POs

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
1	H	H	H	H	H	H
2	H	H	H	H	H	H
3	H	H	H	H	H	H
4	H	H	H	H	H	H
5	H	H	H	H	H	H

(Low – L, Medium – M, High – H)

COs consistency with PSOs

CO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
1	H	M	L	L	M	M
2	H	H	M	H	H	M
3	H	M	M	M	M	M
4	H	M	M	M	H	H
5	M	M	M	H	H	M

Low – L, Medium – M, High - H

Course Syllabus

Unit I: Introduction (15 Hours)

- 1.1 Market, Meaning, Types, Marketing, Meaning, Definition (K₁, K₂)
- 1.2 Functions of Marketing, Role and Importance (K₁, K₂, K₃, K₄)
- 1.3 Marketing Mix, Classification of Goods (K₂, K₃, K₄)

- 1.4 Market Segmentation (K₂, K₃, K₄)
- 1.5 Consumer Behaviour, Meaning and Importance (K₁, K₂, K₃, K₄)
- 1.6 Services Marketing, Difference between Product and Service, 7Ps of Service Marketing (K₂, K₃, K₄)

Unit II: Product Mix (15 Hours)

- 2.1 Product, Meaning, Importance and Features (K₁, K₂, K₃)
- 2.2 New Product Planning and Development, Types (K₂, K₃, K₄)
- 2.3 Product Mix, Product Life Cycle (K₂, K₃, K₄)
- 2.4 Branding, Brand Loyalty and Equity (K₁, K₂, K₃, K₄)
- 2.5 Copyrights, Trademarks and Patents (K₁, K₂, K₃, K₄)
- 2.6 Packing. (K₃, K₄)

Unit III: Price Mix (15 Hours)

- 3.1 Pricing, Meaning, Definitions, Objectives (K₁, K₂, K₄)
- 3.2 Types of Pricing (K₂, K₃, K₄)
- 3.3 Methods of Pricing (K₂, K₃, K₄)
- 3.4 Pricing Strategies (K₂, K₃, K₄)
- 3.5 Factors affecting pricing (K₁, K₂, K₃, K₄)
- 3.6 Pricing in Product Life Cycle. (K₁, K₂, K₃, K₄)

Unit IV: Promotion Mix (15 Hours)

- 4.1 Promotion, Meaning, Need (K₁, K₂)
- 4.2 Promotion Mix, Meaning (K₁, K₂, K₃, K₄)
- 4.3 Types of promotional mixes (K₁, K₂, K₃, K₄)
- 4.4 Promotional mixes, strategies, Forms (K₁, K₂, K₃, K₄)
- 4.5 Advantages, Limitations (K₁, K₂)
- 4.6 Promotions in Product Life Cycle. (K₁, K₂, K₃, K₄)

Unit V: Channels of distribution and Electronic Marketing (15 Hours)

- 5.1 Channels of Distribution I, Meaning, Definition, Types (K₁, K₂)
- 5.2 Market consideration, Logistic Management. (K₂, K₃, K₄)
- 5.3 Channels of Distribution II, Middlemen in Distribution, Agent Middlemen and Merchant Middlemen (K₁, K₂, K₃)
- 5.4 Wholesalers and Retailers, Recent Trends in Marketing (K₁, K₂, K₃, K₄)
- 5.5 Tele-Marketing, Relationship Marketing, Word of Mouth Marketing, Test Marketing (K₁, K₂, K₃, K₄)
- 5.6 E-Marketing, Meaning, Types, Participants in E-Marketing, Crisis Marketing Techniques during the Pandemic period (K₁, K₃, K₄)

Text Books:

- 1 .Pillai R.S.N. and Bagavathi V. – Modern Marketing – S. Chand and Co. Ltd., New Delhi,2015
2. Natatrajan L. – Marketing – Margham Publications, Chennai.(latest Edition)

Reference Books:

- 1 .Philip Kotler and Gary Armstrong –Principles of Marketing – Pearson Education India, New Delhi,2015
2. Gupta C.B. and Rajan Nair N. – Marketing Management Text and Cases – Sultan Chand and Sons, New Delhi,2018
3. Kavitha Sharma and Dr. Swathi Agarwal, Principles of Marketing, Taxmann Publication, New Delhi,2018
4. Govindarajan M. Marketing Management, Concepts, Cases, Challenges and Trends, Prentice Hall India Learning Private Ltd., New Delhi, Reprint2012
5. Jayachandran S. – Marketing Management – SAI Book House, Hyderabad, Edition2018

Web Resources:

1. Content Marketing Institute
2. Marketing Profs
3. American Marketing Association
4. eMarketer
5. Direct Marketing News
6. <https://www.sitepoint.com>
7. <http://www.ethinos.com>

SEMESTER IV

UCCOJ20 - LAW OF CONTRACTS II

Year/ Semester	Course Code	Title of the course	Course type	Course category	No. of Hours	Credits	Marks
II/IV	UCCOJ20	Law of Contracts II	Theory	Core	5	4	40+60

Course Objectives:

1. To gain knowledge on sales and consumer protection act.
2. To apprehend knowledge on pricing, performance of contract.
3. To acquire theoretical knowledge on special contracts.
4. To know about the incorporation of companies.
5. To have in-depth knowledge on the internal affairs of the companies

Course Learning Outcomes(CLO):

1. Students acquired conceptual knowledge on sales and consumer protection act.
2. Students were familiarised with the performance of valid contract.
3. Students gained an insight knowledge on special contracts.
4. Students gained thorough knowledge incorporation of companies.
5. Students were well versed in the internal affairs of the companies.

COs consistency with POs

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
1	H	H	M	H	M	H
2	H	H	M	H	M	H
3	H	H	M	H	M	H
4	H	H	M	H	M	H
5	H	H	M	H	M	H

(Low – L, Medium – M, High – H)

COs consistency with PSOs

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
1	H	H	M	H	M	H
2	H	H	M	H	M	H
3	H	H	M	H	M	H
4	H	H	M	H	M	H
5	H	H	M	H	M	H

(Low– L, Medium– M, High– H)

Course Syllabus

Unit I: Sale of Goods Act – I

(15 Hours)

- 1.1 Formation of contract of sale (K₁, K₂, K₃)

- 1.2 Subject matter of contract of sale (K₁, K₂, K₃)
- 1.3 Conditions and Warranties (K₁, K₂, K₃, K₄)
- 1.4 Passing of property (K₁, K₂, K₃)
- 1.5 Contracts involving sea routes, Sale by non-owners (K₁, K₂, K₃)
- 1.6 Consumer Protection Act-Unfair sale practices (K₁, K₂, K₃)

Unit II: Sale of Goods Act – II

(15 Hours)

- 2.1 Delivery of goods (K₁, K₂, K₃)
- 2.2 Rights of buyer (K₁, K₂, K₃)
- 2.3 Rights of seller (K₁, K₂, K₃)
- 2.4 Rights of unpaid seller against goods (K₁, K₂, K₃, K₄)
- 2.5 Rights of unpaid seller against buyer personally (K₁, K₂, K₃, K₄)
- 2.6 Auction sales (K₁, K₂, K₃)

Unit III: Other Special Contracts

(15 Hours)

- 3.1 Contract of Indemnity and contract of Guarantee, Kinds of Guarantee (K₁, K₂, K₃)
- 3.2 Extent of Surety's liability (K₁, K₂, K₃)
- 3.3 Bailment, Duties and rights of Bailor and Bailee (K₁, K₂, K₃)
- 3.4 Law relating to Lien and finder of goods (K₁, K₂, K₃)
- 3.5 Pledge (K₁, K₂, K₃)
- 3.6 Hypothecation (K₁, K₂, K₃)

Unit IV: Introduction to Companies Act –I

(15 Hours)

- 4.1 Company law in India, Characteristics of a company,
Lifting or piercing of corporate veil (K₁, K₂, K₃)
- 4.2 Kinds of companies (K₁, K₂, K₃)
- 4.3 Formation of a Company (K₁, K₂, K₃)
- 4.4 Memorandum of Association (K₁, K₂, K₃)
- 4.5 Articles of Association (K₁, K₂, K₃)
- 4.6 Doctrine of Ultra vires, Doctrine of indoor management (K₁, K₂, K₃, K₄)

Unit V: Introduction to Companies Act –II

(15 Hours)

- 5.1 Prospectus and contents of prospectus (K₁, K₂, K₃)
- 5.2 Meeting, Types (K₁, K₂, K₃, K₄)
- 5.3 Quorum (K₁, K₂, K₃)
- 5.4 Voting and poll (K₁, K₂, K₃)
- 5.5 Proxy (K₁, K₂, K₃)
- 5.6 Resolutions (K₁, K₂, K₃)

Text Books:

Kapoor N. D. – Business Law – Sultan Chand & Sons, New Delhi, Revised Ed. 2015

Reference Books

1. Kapoor N. D. – Elements of Company Law – Sultan Chand & Sons New Delhi, Revised Ed.2015
Kapoor N. D. – Business Law – Sultan Chand & Sons, New Delhi, Revised Ed. 2015
2. Gulshan S.S. – Mercantile Law – Excel Books, New Delhi, 2012
3. Pillai R.S.N. and Bagavathi V. – Business Law – Sultan Chand& Sons, New Delhi, Revised Edition 2017.
4. Kuchhal M.C. and VivekKuchhal – Business Laws – Vikas Publishing House, Chennai, 2015
5. Dr.Jain V.K. and CA Shashank S.Sharma – Business Laws, Business Correspondence and Reporting – Taxmann Publication, New Delhi, 2017

Study material will be provided by the department.

Web Resources:

- 1).www.himpub.com
- 2).www.rccmindore.com
- 3). www.dphu.org
- 4).www.geektonight.com
- 5). www.epdf.pub
- 6). www.academia.edu