

**Annexure to BBA, BBA (IB) and BBA (CA) program structure
CBCS Pattern 2019**

As per the UGC circular May 2021 a new course to be introduced in the undergraduate curriculum namely "Consumer Affairs" in the second year across all the programmes under the CBCS 2019 pattern. The new elective has been added for BBA, BBA (IB), and BBA (CA). The elective is offered as "Consumer Affairs" with 3 credits and 100 marks. The implementation of this course will come in effect from the academic year 2021-22

New course is added in the following manner.

BBA (CA) Elective option is offered for Course code 301

BBA - Elective option is offered for Course code 404

BBA (IB)- Elective option is offered for Course Code, 403

The syllabus is attached below the structure.

Kindly take note of this change. The corresponding changes in the structure and Syllabus of BBA, BBA (IB), and BBA (CA) are mentioned below.

Annexure to BBA CA program structure

**BBA CA (CBCS Pattern 2019) new added Course as per the UGC
guidelines introduced from academic year 2021-22**

SEMESTER- III

Subject Code	Subject Name	Course	Credits	
			Th	Pr
CA-301	Digital Marketing	CC	3	
OR				
CA- 301	Consumer Affairs (New course From year 2021- 22 onwards)	CC	3	
CA-302	Data Structure	CC	3	
CA-303	Software Engineering	CC	3	
CA-304	Angular JS	EC	3	
OR				
CA-304	PHP	EC	3	
CA-305	Big data	EC	3	

OR				
CA-305	Block chain	EC	3	
CA-306	Computer Laboratory Based on 302 , 304 and 305 (2 credits each)	PR		2+2+2 = 6
307 AECC	Environment Awareness	AECC	2	

SEMESTER-IV

Subject Code	Subject Name	Course	Credits	
			Th	Pr
CA-401	Networking	CC	3	
CA-402	Object Oriented Concepts Through CPP	CC	3	
CA-403	Operating System	CC	3	
CA-404	NODE JS	EC	3	
OR				
CA-404	Advance PHP	EC	3	
CA-405	Project	EC		4
CA-406	Computer Laboratory Based on 402,404 (2 credits each)	PR		4

Note - The other electives and course structure will remain same

Annexure to BBA Program structure

As per the UGC circular May 2021 a new course to be introduced in the undergraduate curriculum namely "Consumer Affairs" in the second year across all the programmes under the CBCS 2019 pattern. The new elective has been added for BBA, BBA (IB), and BBA (CA). The elective is offered as "Consumer Affairs" with 3 credits and 100 marks. The implementation of this course will come in effect from the academic year 2021-22

New course is added in the following manner.

BBA (CA) Elective option is offered for Course code 301

BBA - Elective option is offered for Course code 404

BBA (IB)- Elective option is offered for Course Code, 403

The syllabus is attached below the structure.

Kindly take note of this change. The corresponding changes in the structure and Syllabus of BBA, BBA (IB), and BBA (CA) are mentioned below.

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Annexure to BBA Program structure

**BBA (CBCS Pattern 2019) new added Course as per the
UGC guidelines introduced from academic year 2021-22**

Second Year Semester III						
301	Principles of Human Resource Management	3	GC	30	-	70
302	Supply Chain Management	3	GC	30	-	70
303	Global Competencies & Personality Development	3	GC	30	-	70
304	Fundamentals of Rural Development	3	GC	30	-	70
	Credits For Semester III- CC 12	12				

	Second Year Semester IV					
401	Entrepreneurship and Small Business Management	3	GC	30	-	70
402	Productions and Operations Management	3	GC	30	-	70
403	Decision Making and Risk Management	3	GC	30	-	70
404	International Business Management	3	GC	30	-	70
OR						
404	Consumer Affairs (New course From year 2021- 22 onwards)	3	GC	30	-	70
	Total credits CC12	12				

Note - The other electives and course structure will remain same

Annexure to BBA (IB) Program structure

As per the UGC circular May 2021 a new course to be introduced in the undergraduate curriculum namely "Consumer Affairs" in the second year across all the programmes under the CBCS 2019 pattern. The new elective has been added for BBA, BBA (IB), and BBA (CA). The elective is offered as "Consumer Affairs" with 3 credits and 100 marks. The implementation of this course will come in effect from the academic year 2021-22

New course is added in the following manner.

BBA (CA) Elective option is offered for Course code 301

BBA - Elective option is offered for Course code 404

BBA (IB)- Elective option is offered for Course Code, 403

The syllabus is attached below the structure.

Kindly take note of this change. The corresponding changes in the structure and Syllabus of BBA, BBA (IB), and BBA (CA) are mentioned below.

Annexure to BBA (IB) Program structure

BBA (IB) (CBCS Pattern 2019) new added Course as per the UGC guidelines introduced from academic year 2021-22

SYBB A -IB	Second Year Semester III					
Course Code	Course Title	Credits	Core Course	Concurrent Evaluation	Tutorial /Practical	SPPU Evaluation
301	Elements of Human Resource Management	3	GC	30	-	70
302	Global Competencies and Personality Development	3	GC	30	-	70
303	International Economics	3	GC	30	-	70
304	Production and Operations	3	GC	30	-	70

	Management					
	Credits For Semester III- CC 12	12				
	Second Year Semester IV					
401	Import Export Procedure	3	GC	30	-	70
402	Research Methodology	3	GC	30	-	70
403	Business Ethics	3	GC	30	-	70
OR						
403	Consumer Affairs (New course From year 2021- 22 onwards)	3	GC	30	-	70
404	Management Information System	3	GC	30	-	70
	Total credits CC12	12				

Note - The other electives and course structure will remain same

Course Contents is attached below.

Paper: Consumer Affairs
(For Undergraduate courses in any discipline as an elective)

Duration: 3 hrs.

Max Marks: 100

Total Lectures: 65

Objective: This paper seeks to familiarize the students with their rights and responsibilities as a consumer, the social framework of consumer rights and legal framework of protecting consumer rights. It also provides an understanding of the procedure of redress of consumer complaints, and the role of different agencies in establishing product and service standards. The student should be able to comprehend the business firms' interface with consumers and the consumer related regulatory and business environment.

Unit 1: Conceptual Framework

13 Lectures

Consumer and Markets: Concept of Consumer, Nature of markets: Liberalization and Globalization of markets with special reference to Indian Consumer Markets, E-Commerce with reference to Indian Market, Concept of Price in Retail and Wholesale, Maximum Retail Price (MRP), Fair Price, GST, labeling and packaging along with relevant laws, Legal Metrology.

Experiencing and Voicing Dissatisfaction: Consumer buying process, Consumer Satisfaction/dissatisfaction-Grievances-complaint, Consumer Complaining Behaviour: Alternatives available to Dissatisfied Consumers; Complaint Handling Process: ISO 10000 suite

Unit 2: The Consumer Protection Law in India

13 Lectures

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 practice, restrictive trade practice.

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 under the CPA with important case law.

Unit 3: Grievance Redressal Mechanism under the Indian Consumer Protection Law

13 Lectures

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.

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 4: Role of Industry Regulators in Consumer Protection

13 lectures

- i. Banking: RBI and Banking Ombudsman
- ii. Insurance: IRDA and Insurance Ombudsman
- iii. Telecommunication: TRAI
- iv. Food Products: FSSAI
- v. Electricity Supply: Electricity Regulatory Commission
- vi. Real Estate Regulatory Authority

Unit 5: Contemporary Issues in Consumer Affairs

13 Lectures

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.

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

Note: Unit 2 and 3 refers to the Consumer Protection Act, 1986. Any change in law would be added appropriately after the new law is notified

Suggested Readings:

1. Khanna, Sri Ram, Savita Hanspal, Sheetal Kapoor, and H.K. Awasthi. (2007) *Consumer Affairs*, Universities 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, www.consumeraffairs.nic.in
9. ebook, www.bis.org
10. *The Consumer Protection Act, 1986 and its later versions.*

Articles

1. Misra Suresh, (Aug 2017) "Is the Indian Consumer Protected? One India One People.
2. Raman Mittal, Sonkar Sumit and Parineet Kaur (2016) Regulating Unfair Trade Practices: An Analysis of the Past and Present Indian Legislative Models, Journal of Consumer Policy.
3. Chakravarthy, S. (2014). MRTP Act metamorphoses into Competition Act. CUTS Institute 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 Chadah Sapna (2010). *Consumer, Consumerism and Consumer 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.