

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086
Independent Elective Course Offered by Department of Commerce to students for
B.A. / B.Sc. / B.Com. / B.C.A. / B.S.W. / B.V.A. Degree Programmes

SYLLABUS
(Effective from the academic year 2015 – 2016)
CONSUMER RIGHTS

CODE: 15CM/UI/CR23

CREDITS: 3

OBJECTIVES OF THE COURSE

- To provide knowledge about consumerism and related laws
- To enable an understanding of the importance of Consumer Rights
- To educate students on the rights and responsibilities of a consumer

Unit 1

Consumers

- 1.1 Meaning of Consumers-Customers
 - 1.1.1 Consumer Movements – Historical Perspectives
 - 1.1.2 Concept of Consumerism – Need and Importance

Unit 2

Consumer Exploitation

- 2.1 Meaning, Causes of Consumer Exploitation
- 2.2 Forms of Consumer Exploitation – Underweight Measures, High Prices, Substandard Quality, Poor or Inadequate After Sales Services
- 2.3 Challenges of Consumer Exploitation

Unit 3

Consumer Rights and Duties

- 3.1 Consumer Rights – John F Kennedy’s Consumer Bill of Rights
- 3.2 Types of Consumer Rights – (Right to Safety, Right to Information (RTI), Right to Redressal, Right to Consumer Education)
- 3.3 Duties of Consumers

Unit 4

Copra Act 1986

- 4.1 Introduction to COPRA Act
- 4.2 Consumer Protection Council – Central, State, Districts Consumer Protection Councils
- 4.3 Consumer Dispute Redressal Procedure

Unit 5

Consumerism in India

- 5.1 Reasons for the Growth of Consumerism in India
- 5.2 Recent Trends in Consumerism
- 5.3 Problems Faced by Consumers in India – Case Studies

BOOKS FOR REFERENCE

Anirban Chakraborty. *Law of Consumer Protection Advocacy and Practice*. India: Lexis Nexis, 2014.

Miller C.J., Brian W. Harvey, Deborah L Parry. *Consumer and Trading Law*. Oxford University, 1998.

Rajyalakshmi Rao. *Consumer is king!! Know your rights and remedies*. Universal, 2012.

Rao, Y.V. *Commentary on Consumer Protection Act*. Asia House, 2013

End Semester Examination:

Total Marks: 100

Duration: 3 hours

Section A – 10 x 2 = 20 Marks (no choice - Max 30 words)

Section B – 5 x 8 = 40 Marks (from a choice of seven - Max 500 words)

Section C – 2 x 20 = 40 Marks (from a choice of four -Max 1200 words)

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SYLLABUS

(Effective from the academic year 2015 -2016)

INTERNATIONAL MARKETING

CODE: 15CM/UI/IM23

CREDITS : 3

OBJECTIVES OF THE COURSE

- To familiarize with the nature and practices of international marketing
- To equip, design and participate in designing an international marketing strategy

Unit 1

Introduction

(15 hrs.)

- 1.1 Definition, Domestic Marketing Vs. International Marketing
- 1.2 Reasons and Motivation for International Marketing
- 1.3 Scope and Benefits of International Marketing
- 1.4 Trade Barriers - Types and Reasons for Its Imposition

Unit 2

International Marketing Environment

(13 hrs.)

- 2.1 Meaning, Factors Contributing to Business Environment
- 2.2 Economic, Cultural and Demographic Environment, Geographic, Political and Legal Environment
- 2.3 Conditions for Global Product Offering - Product Adaptation
Hofstede

Unit 3

Institutional Framework

(12 hrs.)

- 3.1 Various Institutions Engaged in Export Promotion in India
- 3.2 Advisory Bodies - Board of Trade & Export Promotion Board
- 3.3 Commodity Organisations

Unit 4

Export Procedure and Documents

(15 hrs.)

- 4.1 EXIM Policy
- 4.2 Export Procedure and Documents
- 4.3 Processing of an Export Order

Unit 5

Trends in International Marketing

(10 hrs.)

- 5.1 Recent Trends in World Trade
- 5.2 FEMA, TRIPS
- 5.3 Current Status on Indian Economy - Role Played by Government in Export Promotion

BOOK FOR STUDY

Cherunilam, Francis. *International Trade and Export Management*. Mumbai: Himalaya, 2012.

BOOKS FOR REFERENCE

Balagopal, TAS, *Export Management*. Mumbai: Himalaya, 2010.

Lewis Keith and Mathew Housden. *Introduction to International Marketing - A guide*.

Rathor, Jani and Rathor. *International Marketing*. Mumbai: Himalaya, 2010.

Varma, M.L. *International Trade*, New Delhi: Vikas, 2011.

Varshney, R.L. and B. Bhattacharya. *International Marketing Management - An Indian Perspective*, New Delhi: Sultan, 2010.

Warren J. Keergan, Mark Green. *Global Marketing*, Prentice Hill.

JOURNALS

Journal of International Marketing

Journal of International Marketing impact factor

Journal of International Marketing and Exporting

Journal of International Marketing ranking

The Journal of International Trade and Economic Development

International Journal of Trade and Global Markets

Journal of International Trade Law and Policy

WEB RESOURCES

www.marketingteacher.com/what-is-international-marketing/

www.marketing-schools.org/types-of-marketing/international-marketing.html

www.ncti.gov.in/how_do_exports_commodity_boards.php

internationalmarketingenvironment.com/

www.exporthelp.co.

www.bms.co

PATTERN OF EVALUATION

Continuous Assessment:

Total Marks: 50

Duration: 90 mins.

Section A – 7 x 2 = 14 Marks (no choice)

Section B – 2 x 8 = 16 Marks (from a choice of three)

Section C – 1 x 20 = 20 Marks (from a choice of two)

Third Component:

List of Evaluation modes:

Seminar

Group Discussion

Assignments

Class Presentations

End Semester Examination:

Total Marks: 100

Duration: 3 hours

Section A – 10 x 2 = 20 Marks (no choice - Max 30 words)

Section B – 5 x 8 = 40 Marks (from a choice of seven - Max 500 words)

Section C – 2 x 20 = 40 Marks (from a choice of four -Max 1200 words)