

**B.Sc RESOURCE
MANAGEMENT
(HOSPITALITY
MANAGEMENT)
SYLLABUS UNDER
AUTONOMY
2019-2022**

SEMESTER III



**SEVA MANDAL EDUCATION SOCIETY'S
Dr. BHANUBEN MAHENDRA NANAVATI COLLEGE OF HOME SCIENCE
(Autonomous)**

NAAC Re-accredited 'A+' Grade with CGPA 3.69/4 (3rd Cycle)
 UGC Status: College with Potential for Excellence
 BEST COLLEGE AWARD 2016-17 adjudged BY S.N.D.T. Women's University
 338, R.A Kidwai Road, Matunga, Mumbai 400019

STRUCTURE

SYBSC-SEMESTER 3 (Structure and Weightage)						
Course and Code	Total Credits	Th C	Pr C	Int	Ext	Total
BSc 301 Family Dynamics	4	3	1	50	50	100
BSc 302 Consumer Studies	4	4	-	50	50	100
BSc 303 Nutrition for life Span	4		4	50	50	100
BSc 304 Fabric Ornamentation & Accessory Design BSc 304 B Value Addition & Product Development in Textiles (offered to Nutrition and Dietetics)	4		4	50	50	100
BSc 305 Media Skill Development	4	3	1	50	50	100
TOTAL	20			250	250	500

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APPROVED SYLLABUS UNDER AUTONOMY

PROGRAMME: B.Sc. in Home Science

Semester III

CONSUMER STUDIES

COURSE OUTCOME:

1. The overall goal of consumer studies is to create awareness about consumer problems in the market.
2. To impart knowledge regarding the role of consumer guides and agencies.
3. To enable the students to develop good buy man-ship skills in the selection of goods and services in the market.
4. To help the students to realize their rights and responsibilities as informed consumers.

Code No.	Course	TC	Th C	Pr C	Int M	Ext M	Total
302	Consumer Studies	4+0	4	-	50	50	100

MODULE 1: CONSUMER AND CONSUMER PROBLEMS

Module No.	Objectives	Content	Evaluation
	The learner understands the term consumer & can define it.	.1 DEFINITION AND NEED OF CONSUMER EDUCATION Introduction to Consumer Problems related to goods & services Meaning and Objectives of Consumer Education	Students have to choose any one malpractice / other malpractice, carry out a complete market

1	To provide information regarding the need for consumer education. To create awareness regarding consumer problems.	1.2 CONSUMER PROBLEMS • Adulteration • Faulty Weights and Measures • Misleading Advertisements • Consumer Services Other Malpractices such as sales gimmicks, unfair warranties, massive profiteering and illegal trading.	survey and present the project with analysis (10 Marks) Presentation of the report (15 Marks)
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MODULE 2: CONSUMER GUIDES

Module No.	Objectives	Content	Evaluation
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<p>2</p>	<p>To provide knowledge regarding various consumer guides</p> <p>To create an understanding of different brands, labels and grading and standardization.</p>	<p>CONSUMER GUIDES</p> <p>2.1 BRANDS</p> <ul style="list-style-type: none"> • Meaning • Types of brands such as Individual, Family, Umbrella, Combination device and Private or Middleman's brand. <p>2.2. LABELS</p> <ul style="list-style-type: none"> • Meaning and types of labels • Essentials of labels <p>2.3 PACKAGING</p> <ul style="list-style-type: none"> • Meaning and Need • Essentials of a good package • Advantages and Disadvantages of Packaging • Materials used in Packaging <p>2.4 GRADING AND STANDARDIZATION</p> <ul style="list-style-type: none"> • Meaning of Grading • Standardization process - grading, sampling, sorting and packaging • Differentiation between Grading and Standardization. <p>2.5 ADVERTISEMENTS</p> <ul style="list-style-type: none"> • Usefulness of advertisements to consumers • Misleading advertisements <p>2.6 ROLE OF CONSUMER AGENCIES</p> <ul style="list-style-type: none"> • Role of BIS, AGMARK, FPO, ECO MARK, FSSAI and HALLMARK 	<p>Collect 5 samples for labels from various products such as food / medicines/cosmetics /clothing. (10Marks)</p> <p>Write a detailed report regarding the information given to the consumers through these labels followed by a discussion in the class regarding the positive and negative points of the labels. (5 Marks)</p> <p>Observe & critically analyse 5 advertisements from any media like Television/radio/ print media & write a detailed report followed by a discussion in the class (10 Marks)</p>
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MODULE 3: CONSUMER DECISION MAKING

Module No.	Objectives	Content	Evaluation
3	To help students make better decisions in the market as a wise consumer.	3.1 CONSUMER DECISIONS Decision making process <ul style="list-style-type: none"> • Problem recognition • Information seeking • Equation of alternatives • Buying decisions • Post purchase evaluation 3.2 GOOD BUYMANSHIP	Observe how decision making process is used, in your own family for the purchase of some consumer product like refrigerator/television/ food processor/ washing machine and write a report (25 Marks)

MODULE 4: CONSUMER PROTECTION

Module No.	Objectives	Content	Evaluation
4	To make the learners aware about their protection from the malpractices in the market. To create an understanding about different rights and responsibilities among the students. To inform the students regarding various Acts and Agencies	4.1 NEED FOR CONSUMER PROTECTION 4.2 CONSUMER RIGHTS <ul style="list-style-type: none"> • Right to be heard • Right to choose • Right to be informed • Right to seek redressal • Right for Protection • Right to Basic needs • Right to Consumer Education • Right to secure ecological balance 4.3 Consumer Responsibilities 4.4 Consumer Acts And Agencies • Acts: Copra, Agencies: Cgsi, Cerc, Cfbp 4.5 How To File A Consumer Complaint	A written report on Role of Consumer Agencies like CGSI/ CERC/CFBP in consumer protection. (10 Marks) Procedure for Redressal for a consumer problem. (15Marks)

EVALUATION:

- 1) On Four Modules of 50 marks
- 2) External examination - 50 marks
- 3) Total : Internal - 50 + External - 50 = 100 marks

REFERENCES:

- Aggarwal Anju D., "A practical Handbook for Consumers", 1989, India Book House (Pvt) Ltd. Mumbai, India.
- C. N. Sontakki, R.G. Deshpande, "Marketing, Salesmanship and Advertising" – Kalyani Publishers, New Delhi, Ludhiana, 1984.
- Dr. S. C. Saxena, "Business Administration and Management".
- Kotler Philip, "Principles of Marketing". Prentice Hall of India Pvt Ltd, New Delhi, 1985.
- Nair Suja, "Consumer Behaviour". Text and Cases, Himalaya Publishing House, 1999.
 - Niraj Kumar, "Consumer Protection in India". Himalaya Publishing House, New Delhi.
- S.A. Chunawala, "Commentary on Consumer Behaviour". Himalaya Publishing House, New Delhi.
- S. A. Sherlekar, P.N. Reddy, H.R. Appannaiah, "Essentials of Marketing Management". Himalaya Publishing House, Mumbai, 1995.
- S.S. Gulshan "Consumer Protection & Satisfaction" Wiley Eastern Ltd New Delhi 1996.
- Sheth J.N., "Model of Industrial Behaviour". Journal of Marketing 1973, 37 [4].
- Sundaram I.S., "Consumer Protection in India". B.R. Publishing Corporation, Delhi, 1985.
- V.S. Ramaswamy, S.Namakumari, "Marketing Management", Second Edition, McMillian India Ltd, New Delhi, 1997.