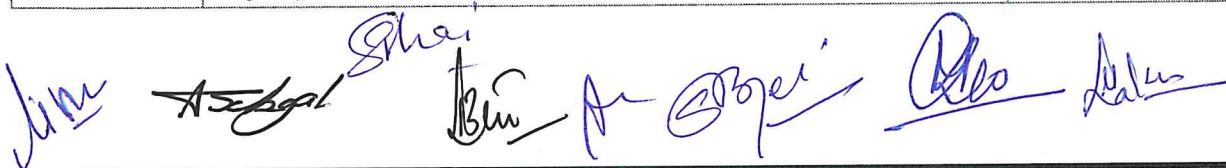


FOUR YEAR UNDERGRADUATE PROGRAM 2024-28
FACULTY OF Home Science
COURSE CURRICULUM

PART A: Introduction			
Program: Bachelor in Home Science (Diploma / Degree/Honors)		Semester : IV	
Session: 2024-25			
1	Course Code	HSSC – 12T	
2	Course Title	Consumer Economics	
3	Course Type	DSC	
4	Pre-requisite(if any)	<i>As per Program</i>	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> • To recognise importance of consumers. • To understand types of income, saving and investment. • To analyze market and consumer behavior. • To evaluate Consumer Protection mechanism in India. • To assess Consumer Decision making. 	
6	Credit Value	3 C	<i>1 Credit = 15 Hours - learning & Observation</i>
7	Total Marks	Max. Marks: 100	Min Passing Marks :40

PART B: Content of the Course		
Total No. of Teaching – learning Periods (01 hr per period) : 45Period (45 hours)		
Unit	Topics (Course Contents)	No. of Period
I	Definition of consumer: Consumer rights and responsibility, Consumer buying habits convenience goods. Consumer Decision making: Factors effecting consumer decision in the market, Consumer aides for decision making.	12
II	Personal income: Types of income–real, money, psychic, national income, disposable income, Saving and investment, Sources of investment.	11
III	Consumer in the market: Market-Definition, types of market, functions, channels of distribution, Buying motives – Primary, selective, rational, emotional and to tranages. Types of Products, Advertisement, Sales, Promotion packing, Consumer Buying Problems, Faculty weights and measure, Pricing, Legal–guarantee and warrantee contracts, installment buying.	11



Bachelor in Home Science (FYUP)

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IV	Consumer Protection services: Organizations, Legislation–import laws for consumer protection, Consumer protective services, Indian Standard Institution, Educational Institution, Consumer Co-operatives, Government Agencies Municipality.	11
Keywords:- Definition of consumer, Personal income, Consumer in the market, Consumer Protection services, Consumer Decision making.		

PART C:**Learning Resources : Text Books. Reference Books, Other Resources****Text books Recommended –**

1. Consumer Protection and Business Ethics- Saroj Hiremath, 2nd edition, Nirali Publication.
2. Consumer Economics- Garima Tripathi, 1st edition, Shri Vinod pustak Mandir Publication.
3. Consumer affairs- Khanna S.R, 3rd edition, Universities Press India Publication.
4. Consumer Behaviour- Situn Krushna Sahu, 1st edition, Notion Press publication.
5. Consumer Protection Rights in India- Sushil Kumar Sen, 3rd edition, Bookwell publication.
6. Trade Practices and Consumerism- Sherlekar, 9th edition, Himalaya Publishing House.
7. The Economics of Consumption- Cochrane, 11th edition, Mc Graw hill Publication.

Online Resources:

- Consumer in the market-
https://www.google.com/search?q=Consumer+in+the+market&rlz=1C1JJTC_
- Definition of consumer-
https://www.google.com/search?q=Definition+of+consumer&rlz=1C1JJTC_enIN950IN950&sxsrf=
- Consumer Protection services-
https://www.google.com/search?q=Consumer+Protection+services&rlz=1C1JJTC_
- https://en.wikipedia.org/wiki/Consumer_economics
- <https://www.sciencedirect.com/topics/economics-econometrics-and-finance/consumer-economics>

PART D: Assessment and Evaluation**Suggested Continuous Evaluation Methods:**

Maximum Marks:	100 marks
Continuous Comprehensive Evaluation(CCE):	30 Marks
Semester End Exam (SEE):	70 Marks

Internal Assessment:	Internal Test / Quiz(2) –20+20	Better marks out of the two tests/ Quiz + Obtained marks in assignment shall be considered against 30 Marks
Continuous Internal Assessment (CIA)	Assignment/Seminar – 10	
	Total Marks– 30	

End Semester Exam (ESE):	Two section – A & B Section A: Q1. Objective – 10 x1= 10 Mark; Q2. Short answer type- 5x4 =20Marks Section B: Descriptive answer type qts., 1 out of 2 from each unit-4x10=40 Marks
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Name and Signature of Convener & Members of BOS

Bachelor in Home Science (FYUP)

(Handwritten signatures of BOS members)

FOUR YEAR UNDERGRADUATE PROGRAM 2024-28
FACULTY OF Home Science
COURSE CURRICULUM

PART A: Introduction			
Program: Bachelor in Home Science (Diploma / Degree/Honors)		Semester : IV	
		Session : 2024-25	
1	Course Code	HSSC – 12P	
2	Course Title	Consumer Economics (Practical)	
3	Course Type	DSC	
4	Pre-requisite (if any)	As per Program	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> • To recognise importance of consumers. • To understand types of income, saving and investment. • To analyze market and consumer behavior. • To evaluate Consumer Protection mechanism in India. • To assess Consumer Decision making. 	
6	Credit Value	1 C	1 Credit = 30 Hrs Laboratory/ Field learning/ Training
7	Total Marks	Max. Marks: 50	Min Passing Marks : 20

PART B: Content of the Course		No. of Periods
Total No. of Teaching – learning / Performance Periods : 30 periods (30 hours)		
Module	Topics (Course Content)	
Lab/ Field Training/ Experiment contents of the course	1. Test for adulteration 2. Filling of different types of form to protect consumer - Filling of form of investment services 3. Activity to educate consumer 4. Collection of samples of different symbols for helping consumer buying Project –Report preparation in any relevant area.	30
Key Words	Investment, adulteration, consumer protection	

PART C :

Learning Resources : Text Books. Reference Books, Other Resources

- Text Books Recommended :**
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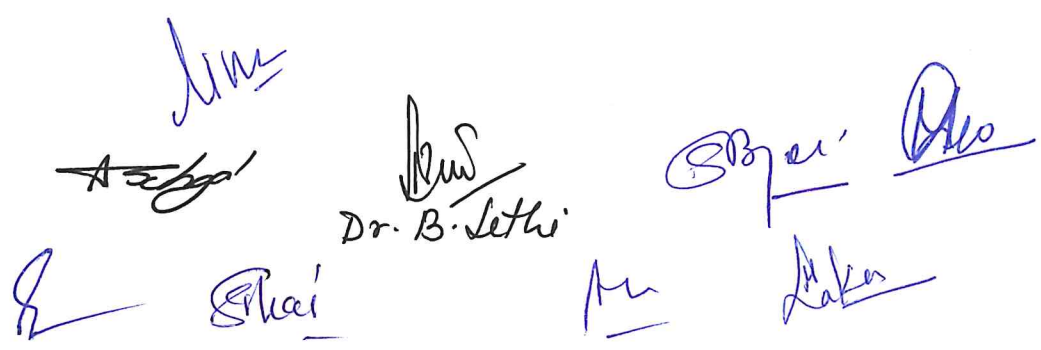
Online Resources:

- Consumer in the market-
https://www.google.com/search?q=Consumer+in+the+market&rlz=1C1JJTC_
- Definition of consumer-
https://www.google.com/search?q=Definition+of+consumer&rlz=1C1JJTC_enIN950IN950&sxsrf=
- Consumer Protection services-
https://www.google.com/search?q=Consumer+Protection+services&rlz=1C1JJTC_
- https://en.wikipedia.org/wiki/Consumer_economics
- <https://www.sciencedirect.com/topics/economics-econometrics-and-finance/consumer-economics>

PART D : Assessment and Evaluation

Suggested Continuous Evaluation Methods:		
Maximum Marks:	50 Marks	
Continuous Internal Assessment (CIA):	15 Marks	
End Semester Exam(ESE):	35 Marks	
Internal Assessment:	Internal Test / Quiz (2) - 10 & 10	Better marks out of the two tests/ Quiz + Obtained marks in Assignment shall be considered against 15 Marks
Continuous Internal Assessment (CIA)	Assignment/Seminar+ Attendance - 05	
	Total Marks - 15	
End Semester Exam(ESE):	Laboratory / Field Skill Performance : on spot Assessment	
	A.Performed the task based on Lab work -	20 marks
	B.Spotting based on tools & Technology (written) -	10 marks
	C.Viva –voce (based on principle/ Technology) -	05 Marks

Signature of Convener and Members (CBoS):



 Dr. B. Sethi