

**SARDAR PATEL UNIVERSITY**  
**Programme: M.Sc (Home Science)**  
**Subject: Family Resource Management**  
**Semester: II**  
**Syllabus with Effect from: June - 2013**

<b>Paper Code: PH02CFRM01</b>	<b>Total Credit: 4</b>
<b>Title Of Paper: Consumer Education</b>	

<b>Unit</b>	<b>Description in detail</b>	<b>Weightage (%)</b>
<b>I</b>	<b>Consumer Education.</b> Brief History Definition, concept and significance/need. Objectives Approach to consumer education- Economic, environmental, socio-cultural, health & safety and legal.	
<b>II</b>	<b>Action line for consumer education.</b> Action plan- knowing situation, formulating plan of action. Implementing, evaluation and follow-up. Methods for imparting education – Role- play and games, project testing and evaluation. Contents- Resource management, decision-making, sound purchasing habits, learning skills, conservation and protection of environment. Resources-Media-Written, audio and visual. Market place, government agencies, consumer organization. Problems faced and remedial measures.	
<b>III</b>	<b>Teaching Consumerism</b> Plan for teaching better consumption practices, factors affecting. Consumer aids- Meaning, Classification, types. Consumer Rights and responsibilities.	
<b>IV</b>	<b>Consumer Protection.</b> Need, measures and methods. Role of consumer organizations-National and International. Consumers International Regional Office at Pune, India. Consumer laws- Role and Provisions of the acts- Implications.	
<b>V</b>	<b>Setting up a consumer organization.</b> Significance, purpose, types of organizations Organizational set up – Objectives, membership, emblem/Logo, basic requirements and registration. Suggestions for making the organization viable and effective. Co-ordination with other organizations-National, International and Government. Do's and Don'ts for the consumer activist Visits to local and near by prominent consumer organizations. Formulation of local consumer clubs.	
<b>VI</b>	<b>Future of Consumer Education.</b> Need for research, organizing and implementing Organizational role- agencies conducting and supporting research. Formulation of projects in consumer research Empowerment of consumers	



### **Basic Text & Reference Books:-**

- Sethuraman, P., and Sethi, M.(2001) “ Consumerism : Strategies and Tactics ,” CBS Publishers and Distributors, New Delhi.
- Sethi, M., and Sethuraman, P., (1994) “Consumerism. A growing Concept,” Phoenix Publisher, New Delhi.
- Chadha. R, (1995) “The Emerging Consumer ,” New age International Publisher’s ltd. And Willey Eastern ltd., New Delhi.
- Himachalam, D.,(2001) “ Consumer protection”.
- S.Goerge Getz, (1991) , “ The Consumer & the law” Willey Eastern limited, New Delhi.

