

Course Code	Course Title	L	T	P	C
BAMGT210	Consumerism: Consumption Culture, and Consumer Rights	3	0	0	3
Pre-requisite	NIL	Syllabus Version			
		1			
Course Objectives					
Provide students with a comprehensive understanding of the evolution, foundations, and key concepts in consumerism and consumption culture. Learn the psychological, sociological, economic, and legal dimensions influencing consumer behavior and rights in contemporary society. Understand critical perspectives on digital consumption, data privacy, ethical and sustainable consumption, and the legal frameworks protecting consumer rights.					
Course Outcomes					
Explain foundational concepts of consumerism, materialism, and culture in historical and modern contexts. Interpret consumer psychology in relation to emerging real-world issues. Use the evolution of consumer rights, protection, legal frameworks, and regulatory enforcement mechanisms. Analuze of digital consumption trends, data rights, and challenges of privacy in a tech-driven world. Assess ethical and sustainable consumption models, including fair trade and corporate social responsibility.					
Module:1	Foundations of Consumerism and Consumption Culture	9 hours			
Historical development-Key concepts (needs vs. wants, materialism, mass production) -Theories in Consumerism Economic, Sociological and Psychological, Advertising/Marketing role in consumerism					
Module:2	Consumer Psychology and Decision Making	9 hours			
Consumer Psychology and Decision-Making - Social and cultural influences - Cognitive biases, risk perception, mental accounting - Qualitative/Quantitative approaches, big data analytics for Decision-Making					

Module:3	Consumer Rights Protection and Legal Frameworks	8 hours
Evolution of consumer rights - Legal frameworks and regulations - Enforcement and Regulatory bodies, Dispute and Resolution policies -online complaints and grievance handling guidelines		
Module:4	Digital Consumption and Data Rights	9 hours
E-commerce evolution, platform economies, subscription models, VR/AR - Post-pandemic changes in consumerism - Influence of AI, IoT, cryptocurrency and digital payment platforms - Data rights: privacy, personal data, algorithmic influence, surveillance capitalism		
Module:5	Ethical and Sustainable Consumption	8 hours
Lifecycle, circular economy, climate change - Fair trade, ethical sourcing, labor rights - Corporate social responsibility, consumer activism, minimalism - Policy interventions and role of organizations		
Module:6	Contemporary Topics	2 hours
Guest Lecture and Recent Trends		
Total Lecture Hours:		45 hours
Text Book(s)		
Jean Baudrillard , " The Consumer Society: Myths and Structures ", SAGE Publications, 1 st Edition, 2017		
Reference Books		
Mark Burdon , " Digital Data Collection and Information Privacy Law ", Cambridge University Pres, 1 st Edition, 2020		
Mode of Evaluation: Continuous Assessment Test, Quiz, Final Assessment Test, Group Discussion, Course Project		
Recommended by Board of Studies :		26-09-2025
Approved by Academic Council : No. 80		20-11-2025