



R.R. Educational Trusts B.Ed College

Value Added Courses

Guidelines for Value-Added Courses

1. Introduction

Value-Added courses are part of the curriculum designed to provide necessary skills for equipping the students with essential skills to succeed in life. R.R. Education Trusts College offers a wide variety of Value-Added Courses which shall be conducted on holidays or after class hours. These courses shall be conducted by experts or in-house staff and help students stand apart from the rest by adding further value to their resume.

2. Objectives

Objectives of the Value-Added Course are:

- To provide students an understanding of the expectations of teaching industry.
- To improve different skills of students.
- To bridge the skill gaps and make students ready as future teachers.
- To provide an opportunity to students develop their inter-disciplinary skills.

3. Guidelines for conducting value added courses

- Value Added Course is not mandatory to qualify for any program.
- It is a teacher assisted learning course open to all students without any additional fee.
- Classes for VAC will be conducted during the RESERVED Time Slot in a week or beyond the regular class hours.
- The value-added courses may be also conducted during weekends / vacation period.
- A student will receive a certificate only after completion of the course duly signed by the authorities.

4. Duration

The duration of value-added course should not be less than 30 hours with a combination of theory and practice

Name of the Course
“Empowering Consumers”



Course Code: VACEC (Value added course on Empowering Consumers)

Period: 31 hours

<i>Particulars</i>	<i>Number of hours</i>
Teaching	10 Hours
Referencing/ Self-work by students	11 Hours
Testing	10 Hours

Course Overview:

Consumer and consumerism are integral aspects of society. This course aims to help students understand the concept of consumerism and consumer behaviour. In this course, students will also explore the different theories and models of consumer behaviour and apply them to real-world scenarios. Through case studies and interactive activities, students will gain a better understanding of consumers' rights and factors of consumer exploitation. This course aims to empower consumers with knowledge that aligns with their personal values and contributes to a more sustainable future.

Course Outcome:

After completion of this Value-Added Programme, a student will have an understanding for:

- ❖ Consumer behaviour
- ❖ Consumer behaviour and its models and theories
- ❖ Consumer Rights
- ❖ Factors of consumer exploitation
- ❖ Ethical and sustainable consumption practices
- ❖ Role of digital media in consumer behaviour

Course Content:

Module: 1	Particulars
Unit 1: Introduction to Consumer and Consumer Behaviour 	❖ Who is a consumer ❖ Definition of consumer behaviour ❖ Importance of Consumer behaviour ❖ Factors influencing consumer behaviour
Unit 2: Models and Theories of Consumer Behaviour 	❖ Maslow's Hierarchy of Needs ❖ Howard-Sheth Model ❖ The diffusion of Innovation
Unit 3: Critical Thinking and Consumer Rights 	❖ Exercising consumer rights ❖ Factors affecting consumer exploitation ❖ Acquiring justice
Module: 2	Particulars
Unit 4: Ethical and Sustainable Consumption 	❖ Ethical consumption practices, including fair trade, organic and cruelty-free products. ❖ Sustainable consumption practices, including eco-friendly products, recycling, and waste reduction. ❖ Consumer Responsibilities and sustainability in the global context.
Unit 5: Digital Media and Consumer behaviour 	❖ The rise of e-commerce. ❖ Social Media and its impact on consumer behaviour. ❖ The role of mobile devices in consumer decision making.

Module 3

Task and Assignment

1. Review and make a report on a case study on consumer exploitation
2. Conduct a product analysis: Let students choose a product that they use frequently and analyse its various aspects such as price, quality, packaging, and branding. Make a report on their findings which includes suggestions for improvement.
3. Give a few examples depicting unfair trade practices and make a report on the same and suggest ways to combat such unfair trade practices.
4. Taking into consideration that there is a consumer club in your institution. Give the List of programs that can be organized in the consumer club, duties of the Consumer Club Member.
5. Develop a marketing plan: Develop a marketing plan for some new products or Services. Hint; make slogans, images, create a brochure, make a promotion offer etc. (You can add your own ideas too)

Passing Criteria:

<i>Criteria</i>	<i>Particulars</i>	<i>Marks</i>
Attendance	A minimum of 80 % is to be maintained for the student to be eligible for the Certificate of Passing	N.A
Assignments	Any three out of the five assignments to be completed	Marks per assignment = 20 Total = 3X20 = 60
Viva	Viva is compulsory. 1 viva for each module. Total viva for the course-2	Marks per viva = 20 Total = 2X20 = 40

Certification:

Students will be awarded a certification of completion after its successful completion.