CEMI
CENTRAL EUROPEAN MANAGEMENT INSTITUTE

Syllabus for the Marketing Management and International Business programme

Study module name:	Consumer Protection Policies for Business Companies	
Study module code:	MMIB_CPP 2	
Lecturer:	Pietro Andrea Podda	

Aim of the MBA study module:

- To explain what are the main rules affecting Consumer Protection in the European Union, in Russia (and in former Soviet Republic in general) and in other emerging economies like China.
- To provide students with an understanding of how this law affects market players and, in particular, business companies operating in the areas indicated (and also in neighboring markets).
- To train students in consumer case-analysis in order to enable them to identify those consumer rights companies must consider when preparing their business plans.
- To allow students to understand the growing international applications of consumer protection policies and the gradual internationalization of consumer protection standards.

Content of the MBA study module:

Students will become familiar with consumer protection provided by the European Union and by other economic realities like Russia (and other former Soviet Republics) and China. Topics include unfair terms in consumer contracts, deceptive and unfair commercial practices, product safety, consumers' claims and sales returns, liability of producers and sellers, and protection of consumers in specific transactions (time-sharing, distance selling, consumer credit etc.). All business operators must be aware of these policies in an economy oriented towards consumers. Consumers in specific transactions (time-sharing, distance selling, consumer credit etc.) Consumers' claims and sales returns, liability of producers and sellers, and protection of will be analyzed using relevant statutes and case-law. Ship, of relevant rights and obligations of consumers and professionals will be thoroughly discussed.

Chapter 1:

Introduction to Consumer Protection Policy. The nature of Consumers: who is protected by Consumer Protection? The Company as a Consumer. The scope of protection of Consumers and the most important exceptions. The liability of the seller.

Chapter 2:

The rights of Consumers worth of protection. Protection of health and safety. Protection of economic interest. Pre-contractual rights. Right of withdrawal from the contract. Analysis of the refundable damage. Consequences for large and small companies.

Chapter 3:

Litigation as a mean to enforce rights. Role of Arbitration and Mediation in the solution of cases. Roles and Powers of Supervisory Bodies and Consumer Associations. Discussion of Product safety and labeling. Liability for defective products. Consequences for large and small companies.

Chapter 4:

Sale of consumer goods and associated guarantees. Distance and off-premises transactions and the right of withdrawal from them. Unfair terms in consumer contracts and unfair commercial practices. Misleading and comparative advertising. Right of Consumers as buyers of financial services. Consequences for large and small companies.

Chapter 5:
Policy on consumer credit. Policy on time-sharing. Policy on denied-boarding. Mechanisms of enforcement of these types of policies. Consequences for large and small companies.
Chapter 6:
Analysis of private international aspects of Consumer Protection Policies. Incorporation of Consumer Protection in International Trade Contracts. Consequences for large and small companies.
Mandatory literature:
Online study materials prepared by the lecturer.
Recommended literature and other sources:
http://ec.europa.eu/consumers/index_en.htm
Ramsay I., 2012, Consumer Law and Policies
Cherstobitov A., Problems of Consumer Protection in Russia
World Bank, 2009, Diagnostic Review of Consumer Protection in Financial Services
Hodges C., 2012, Consumers ADR in Europe