



C E M I

CENTRAL EUROPEAN MANAGEMENT INSTITUTE

Consumer Protection Policies for Business Companies

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WHAT DO STUDENTS GAIN FROM THE STUDY AND FROM COMPLETING THIS SUBJECT

Studying this subject will give you:

- 1) An explanation of 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.
- 2) An understanding of how this law affects market players and, in particular, business companies operating in the areas indicated (and also in neighboring markets).
- 3) An introduction into consumer case-analysis in order to enable them to identify those consumer rights companies must consider when preparing their business plans.
- 4) An understanding of the growing international applications of consumer protection policies and the gradual internationalization of consumer protection standards.

After completing this subject, you will be able to:

- 1) Understand consumer protection provided by the European Union and by other economic realities like Russia (and other former Soviet Republics) and China.
- 2) Understand the rights of Consumers
- 3) Understand the duties of Companies

Studying this subject will mainly give you an opportunity to continuously **consult your lecturer, an expert on the topic, about real problems, practical cases and situations**, and to design a solution to these problems in the form of practically oriented case study (essay) elaborated under the lecturer's guidance. As the consultations are not held in groups but only between you and the lecturer, you **can consult also sensitive company issues**, including specific data etc., without any worries about sharing this information with other students.

The output from this subject is thus a valuable document that can be immediately used in your own company or job, providing high value-added thanks to one-to-one consultations with an expert.



EXAMPLES OF FIELDS AND TOPICS TO BE CONSULTED WITH THE LECTURER

- Unfair terms in consumer contracts
- Deceptive and unfair commercial practices
- Product safety, consumers' claims and sales returns
- Liability of producers and sellers
- Protection of consumers in specific transactions (time-sharing)
- Distance selling
- Consumer credit
- More topics within the lecturer's area of competence can be agreed upon

COMPLETION OF THE SUBJECT

In order to complete the subject, students elaborates an **essay** in which they **address a specific topic from their practice** related to the given subject, or one of the **model topics prepared by the lecturer** (see below). The essay should contain **7-10 pages in the A4 format**, comprising at least **8 standard pages of text**. The evaluation of the essay is done by the lecturer and expressed in percentage. **50% and more** means that the student has **completed the subject successfully**.

MODEL TOPICS FOR THE ESSAY

1. Unfair contracts
2. Proper commercial practices
3. Damages for consumers
4. The Consumer as the center of the transaction
5. Any other topic upon consultation with the lecturer

STUDY LITERATURE AND OTHER RESOURCES

Supporting study materials elaborated by the lecturer (available online in the study system)

E-books available online:

Markou, C. (2019) Consumer Protection, Automated Shopping Platforms and EU Law, Taylor and Francis

Other study literature (Authors: Name, Publisher, Year of publishing, ISBN):

Howells, g. and Weatherhill, S. (2017), Consumer Protection Law, Taylor and Francis

Other useful resources (videos, online professional groups, blogs, discussions etc.):

https://ec.europa.eu/info/departments/justice-and-consumers_en