

**City University of Hong Kong  
Course Syllabus**

**offered by School of Law  
with effect from Semester A 2019/20**

---

---

**Part I Course Overview**

<b>Course Title:</b>	Consumer Law
<b>Course Code:</b>	LW5671
<b>Course Duration:</b>	One Semester
<b>Credit Units:</b>	3
<b>Level:</b>	P5
<b>Medium of Instruction:</b>	English
<b>Medium of Assessment:</b>	English
<b>Prerequisites:</b> <i>(Course Code and Title)</i>	LW5602 Law of Contract
<b>Precursors:</b> <i>(Course Code and Title)</i>	Nil
<b>Equivalent Courses:</b> <i>(Course Code and Title)</i>	Nil
<b>Exclusive Courses:</b> <i>(Course Code and Title)</i>	Nil

## Part II Course Details

### 1. Abstract

Consumer law course is aimed to provide a full examination of consumer law in Hong Kong SAR generally, and consumer protection legislation and regulation in a more regional and global context (different regimes of consumer protection worldwide).

The course examines issues particular to commercial practices and transactions where one party is a consumer (= b2c contracts). Consumer typically represents a weaker party in its commercial relations with the traders at the global market. Different regulatory techniques for protection of consumers will be assessed (e.g. manners and methods for verification of the fairness of consumer contracts and commercial practices of traders towards consumers, cooling-off periods, online consumer transactions, etc.). The course will eventually provide the participants with a complete knowledge of consumer law and its particularities.

### 2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs	Weighting	DEC related learning outcomes		
			A1	A2	A3
1.	<b>Explore and explain analytically:</b> <ul style="list-style-type: none"> <li>➤ the main idea of consumer law;</li> <li>➤ knowledge of substantive areas of consumer law;</li> <li>➤ the historical development of consumer law and its connection with other laws;</li> <li>➤ the justifications for the existence of consumer law; and</li> <li>➤ the major theoretical and philosophical approaches that have guided the law in all stages of its development.</li> </ul>	40%	✓	✓	
2.	<b>Critically evaluate and discover:</b> <ul style="list-style-type: none"> <li>➤ the changing regulatory design of consumer protection;</li> <li>➤ the relevance of consumer law in an era of free market economy and globalisation; and</li> <li>➤ the efficacy of consumer protection.</li> </ul>	30%	✓	✓	
3.	<b>Apply consumer law to:</b> <ul style="list-style-type: none"> <li>➤ solve different types of consumer problems and cases; and</li> <li>➤ provide legal advice to consumers.</li> </ul>	30%	✓	✓	✓
		100%			

A1: *Attitude: Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.*

A2: *Ability: Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to self-life problems.*

A3: *Accomplishments: Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.*

### 3. Teaching and Learning Activities (TLAs)

(TLAs designed to facilitate students' achievement of the CILOs.)

TLA	Brief Description	CILO No.			Hours/week (if applicable)
		1	2	3	
1.	Interactive seminars	✓	✓	✓	
2.	Hypothetical scenarios			✓	
3.	Case studies, role plays, and presentations	✓		✓	
4.	Reflective and exploratory readings	✓	✓	✓	

### 4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.			Weighting	Remarks
	1	2	3		
Continuous Assessment:				50%	
Assignment	✓	✓	✓		
In-class participation	✓	✓	✓		
Examination: (duration: 2 hours )				50%	
				100%	

**Grading of Student Achievement:** Standard (A+, A, A-...F). Grading is based on student performance in assessment tasks / activities.

To pass this course, student must obtain an aggregate mark of 40% and a minimum of 40% in each of the coursework and the examination elements of the assessment. Coursework for this purpose means those ways in which students are assessed otherwise than by the end of session examination.

## 5. Assessment Rubrics

*(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)*

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. In-class discussion	Students are required to attend at least 70% of the classes (lectures, seminars, presentations). If a student does not meet this requirement, he/she may be disqualified for assessment. Students must also participate in class activities and discussion.	Strong evidence of original thinking; good organisation, capacity to analyse and synthesize; superior grasp of subject matter; evidence of extensive knowledge base.	Evidence of grasp of subject, some evidence of critical capacity and analytical ability; reasonable understanding of issues; evidence of familiarity with literature.	Student who is profiting from the university experience; understanding of the subject; ability to develop solutions to simple problems in the material.	Sufficient familiarity with the subject matter to enable the student to progress without repeating the course.	Little evidence of familiarity with the subject matter; weakness in critical and analytical skills; limited or irrelevant use of literature.
2. Written assignment	To pass this course, students must obtain an aggregate mark of 40% and a minimum of 40% in each of the coursework and the examination elements of the assessment. Coursework for this purpose refers to those assessment opportunities other than the final examination.	Strong evidence of original thinking; good organisation, capacity to analyse and synthesize; superior grasp of subject matter; evidence of extensive knowledge base.	Evidence of grasp of subject, some evidence of critical capacity and analytical ability; reasonable understanding of issues; evidence of familiarity with literature.	Student who is profiting from the university experience; understanding of the subject; ability to develop solutions to simple problems in the material.	Sufficient familiarity with the subject matter to enable the student to progress without repeating the course.	Little evidence of familiarity with the subject matter; weakness in critical and analytical skills; limited or irrelevant use of literature.
3. Final examination	Two hour examination.	Strong evidence of original thinking; good organisation, capacity to analyse and synthesize; superior grasp of subject matter; evidence of extensive knowledge base.	Evidence of grasp of subject, some evidence of critical capacity and analytical ability; reasonable understanding of issues; evidence of familiarity with literature.	Student who is profiting from the university experience; understanding of the subject; ability to develop solutions to simple problems in the material.	Sufficient familiarity with the subject matter to enable the student to progress without repeating the course.	Little evidence of familiarity with the subject matter; weakness in critical and analytical skills; limited or irrelevant use of literature.

### **Part III Other Information** (more details can be provided separately in the teaching plan)

#### **1. Keyword Syllabus**

*(An indication of the key topics of the course.)*

Consumer law, cyber consumer law, consumer sales law, product liability, product safety, trading practices, consumer protection, redress, consumer, market, businesses, unfair commercial practices, competition law

#### **2. Reading List**

##### **Recommended Reading**

- 1) Howells, G., Ramsay, I., Wilhelmsson, T., & Edward Elgar Publishing, publisher. (2018). *Handbook of research on international consumer law* (Second ed., Research handbooks in international law). Northampton, MA: Edward Elgar Pub.
- 2) Micklitz, H., & Durovic, M. (2017). *Internationalization of consumer law: A game changer* (SpringerBriefs in political science).
- 3) Howells, Weatherill, & Weatherill, Stephen. (2005). *Consumer protection law* (2nd ed., Markets and the law). Aldershot, Hants, England ; Burlington, VT: Ashgate.
- 4) Ramsay, I. (2012). *Consumer law and policy: Text and materials on regulating consumer markets* (3rd ed.). Oxford: Hart.
- 5) Weatherill, S., & Edward Elgar Publishing. (2013). *EU consumer law and policy* (2nd ed., Elgar European law). Cheltenham: Edward Elgar Pub.