

Syllabus

1. Programme information

1.1. Institution	THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
1.2. Faculty	Business Administration in Foreign Languages
1.3. Departments	Department of Business Administration in foreign languages (UNESCO chair)
1.4. Field of study	Business Administration
1.5. Cycle of studies	Master Studies
1.6. Education type	Full-time
1.7. Study programme	Digital business and innovation
1.8. Language of study	English
1.9. Academic year	2023-2024

2. Information on the discipline

2.1. Name	Consumer behaviour								
2.2. Code	23.0295IF2.1-0001								
2.3. Year of study	2	2.4. Semester	1	2.5. Type of assessment	Exam	2.6. Status of the discipline	O	2.7. Number of ECTS credits	6
2.8. Leaders	C(C)	prof.univ.dr. MEGHISAN - TOMA GEORGETA MADALINA				madalina.meghisan@bbs.ase.ro			
	S(S)	Cadru asoc.(Lector) TELEABA FLORIAN MIHAIL				florian.teleaba@fabiz.ase.ro			

3. Estimated Total Time

3.1. Number of weeks	14.00
3.2. Number of hours per week	2.00 of which
	S(S) 1.00
	C(C) 1.00
3.3. Total hours from curriculum	28.00 of which
	S(S) 14.00
	C(C) 14.00
3.4. Total hours of study per semester (ECTS*25)	150.00
3.5. Total hours of individual study	122.00
<i>Distribution of time for individual study</i>	
Study by the textbook, lecture notes, bibliography and student's own notes	38.00
Additional documentation in the library, on specialized online platforms and in the field	36.00
Preparation of seminars, labs, assignments, portfolios and essays	36.00
Tutorials	4.00
Examinations	4.00
Other activities	4.00

4. Prerequisites

4.1. of curriculum	Specialised knowledge from the 1st year
4.2. of competences	using Microsoft Office Word, Excell, PowerPoint, statistic methods of data analysis

5. Conditions

for the S(S)	- Classroom with blackboard, computers, videoprojector, Internet connection - Use of online.ase.ro and other online platforms
for the C(C)	- Classroom with blackboard, computers, videoprojector, Internet connection - Use of online.ase.ro and other online platforms -Courses sent online via email, references recommended

6. Acquired specific competences

PREFESSIONAL	C1	
--------------	----	--

7. Objectives of the discipline

7.1. General objective	Fundamental knowledge to understand consumer behavior evaluation techniques, that the companies can use
7.2. Specific objectives	Development of practical skills in the field of marketing research.

8. Contents

8.1. C(C)		Teaching/Work methods	Recommendations for students
1	1. Market research- industry overview; Market research- Global leaders (2 hours)	Teacher-student / student-student dialogue, presentation, exemplification, debates.	Students will use the recommended bibliographic sources to master the principles and concepts.
2	Research methods; The role of market research (2 hours)	Teacher-student / student-student dialogue, presentation, exemplification, debates.	Students will use the recommended bibliographic sources to master the principles and concepts.
3	3. When should we conduct market research?; Primary market research (2 hours)	Teacher-student / student-student dialogue, presentation, exemplification, debates.	Students will use the recommended bibliographic sources to master the principles and concepts.
4	4. Primary research methods; Secondary market research (2 hours)	Teacher-student / student-student dialogue, presentation, exemplification, debates.	Students will use the recommended bibliographic sources to master the principles and concepts.
5	5. Surveys; Focus groups (2 hours)	Teacher-student / student-student dialogue, presentation, exemplification, debates.	Students will use the recommended bibliographic sources to master the principles and concepts.
6	6. Interviews; Observation- based research (2 hours)	Teacher-student / student-student dialogue, presentation, exemplification, debates.	Students will use the recommended bibliographic sources to master the principles and concepts.
7	7. Buyer persona; Market segmentation research; Consumer lifetime value (2 hours)	Teacher-student / student-student dialogue, presentation, exemplification, debates.	Students will use the recommended bibliographic sources to master the principles and concepts.

Bibliography

- Hair J., Hult, G.T. M., Ringle C.M, A primer on Partial Least Squares Structural Equation Modeling (PLS-SEM), SAGE Publications, New York, 2021, Statele Unite ale Americii
- Kotler Ph., Keller K., Brady M., Goodman M., Hansen T. , Marketing Management, Pearson Education, New York, 2019, Statele Unite ale Americii

8.2. S(S)		Teaching/Work methods	Recommendations for students
1	Exercises and topics for reflection - Introduction to marketing research	The theme is performed and presented in the classroom/online	
2	Exercises and topics for reflection - Formulation of the research problem	The theme is performed and presented in the classroom/online	
3	Exercises and topics for reflection - Secondary data and qualitative study	The theme is performed and presented in the classroom/online	
4	Exercises and reflection topics - Quantitative study	The theme is performed and presented in the classroom/online	
5	Exercises and topics for reflection - The questionnaire	The theme is performed and presented in the classroom/online	
6	Exercises and reflection topics - Buyer persona	The theme is performed and presented in the classroom/online	
7	Exercises and topics for reflection - Market segmentation	The theme is performed and presented in the classroom/online	
<p>Bibliography</p> <ul style="list-style-type: none"> - Hair J., Hult, G.T. M., Ringle C.M, A primer on Partial Least Squares Structural Equation Modeling (PLS-SEM), SAGE Publications, New York, 2021, Statele Unite ale Americii - Kotler Ph., Keller K., Brady M., Goodman M., Hansen T. , Marketing Management, Pearson Education, New York, 2019, Statele Unite ale Americii 			

9. Corroboration of the contents of the discipline with the expectations of the representatives of the epistemic community, of the professional associations and representative employers in the field associated with the programme

The content of the course was proposed after discussions with Romanian business environment

10. Assessment

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. C(C)	One point is given	Presence in the exam	10.00
10.2. S(S)	Progressive evaluation	Exercises and reflection topics, group project, active presence at course and seminar activities	30.00
10.3. Final assessment	Cumulative assessment	Written exam	60.00
10.4. Modality of grading	Whole notes 1-10		
10.5. Minimum standard of performance	50% of the final grade		

Date of listing,
04/26/2024

Signature of the discipline leaders,

Date of approval in the
department

Signature of the Department Director,