Buying Behavior (F710301)

Course Specifications
Valid as from the academic year 2018-2019

Course

Course size (nominal values; actual values may depend on programme)

Credits 6.0  Study time 180 h  Contact hrs 55.0 h

Course offerings and teaching methods in academic year 2018-2019

A (semester 1)  English

- seminar: coached exercises
  - seminar 7.5 h
  - PDE tutorial 7.5 h
- lecture 20.0 h

Lecturers in academic year 2018-2019

Vermeir, Iris  EB23  lecturer-in-charge

Offered in the following programmes in 2018-2019

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<th>Programme</th>
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<tr>
<td>Master of Science in Business Administration (main subject Commercial Management)</td>
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<td>A</td>
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<tr>
<td>Master of Science in Business Administration (main subject Finance and Risk Management)</td>
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<td>Master of Science in Business Administration (main subject HRM and Organizational Management)</td>
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<td>Master of Science in Business Administration (main subject Management and IT)</td>
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<td>Exchange programme in Economics and Business Administration</td>
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Teaching languages

- English

Keywords

- Buying Behavior, decision making

Position of the course

Objective of this course is to gain insight in the decision-making and information processing process of consumers and to investigate individual and contextual factors that influence consumer behaviour. Theoretical concepts are discussed, illustrations are made how these concepts are researched in a scientific way and how knowledge of these concepts leads to better decision making by organizations.

Contents

- Decision making (e.g. need recognition, evaluating alternatives, ...)
  - Information processing (e.g. attention, memory, ...)
  - Individual differences (e.g. attitudes, knowledge, involvement, personality, ...)
  - Situational influences (e.g. culture, personal influence, ...)

Initial competences

Meet the requirements of the master. Knowledge of marketing is recommended.

Final competences

1. Having theoretical knowledge of buying behaviour
2. Being able to research and analyze buying behaviour scientifically
3. Being able to critically reflect on domain specific literature
4. Making implications from acquired knowledge for scientific research, organizational policy and marketing programs
5. Being able to formulate and critically evaluate marketing programs based on

(Approved)
knowledge of buying behavior
6 Being able to formulate and present acquired insights

Conditions for credit contract
Access to this course unit via a credit contract is determined after successful competences assessment

Conditions for exam contract
This course unit cannot be taken via an exam contract

Teaching methods
Lecture, PDE tutorial, seminar, seminar: coached exercises

Extra information on the teaching methods
PBL - students work on an assignment individually or in group

Learning materials and price
Powerpoint presentations
Recent domain specific and scientific literature is provided during classes.

References

Course content-related study coaching
Handouts from each lesson are provided on Minerva. For questions about theory and exercises, the teacher and assistant can be contacted.

Evaluation methods
end-of-term evaluation and continuous assessment

Examination methods in case of periodic evaluation during the first examination period
Written examination with open questions, written examination with multiple choice questions

Examination methods in case of periodic evaluation during the second examination period
Written examination with open questions, written examination with multiple choice questions

Examination methods in case of permanent evaluation
Participation, assignment

Possibilities of retake in case of permanent evaluation
examination during the second examination period is possible in modified form

Calculation of the examination mark
End-of-Term evaluation (50%), permanent evaluation (50%)

(Approved)