



## SYLLABUS Academic year 2022-2023

### 1. Information regarding the programme

1.1. Higher education institution	Universitatea Babeș-Bolyai
1.2. Faculty	Faculty of Business
1.3. Department	Business Administration
1.4. Field of study	Business Administration
1.5. Study cycle	Bachelor
1.6. Study programme / Qualification	Business Administration (English)

### 2. Information regarding the course

2.1. Name of the course	Consumer behaviour						
2.2. Code	ILE0040						
2.3. Course coordinator	Prof. PhD Dacina Crina Petrescu						
2.4. Seminar coordinator	Lecturer PhD Daniel Malutan						
2.5. Year of study	3	2.6. Semester	II	2.7. Type of evaluation	Continuous (Colocviu)	2.8. Type of course	elective

### 3. Total estimated time (hours/semester of didactic activities)

3.1. Hours per week	3	Of which: 3.2. lecture	2	3.3 seminar/laboratory	1
3.4. Total hours in the curriculum	36	Of which: 3.5. lecture	24	3.6. seminar/laboratory	12
Time allotment:					ore
Learning using manual, course support, bibliography, course notes					18
Additional documentation (in libraries, on electronic platforms, field documentation)					16
Preparation for seminars/labs, homework, papers, portfolios and essays					16
Tutorship					2
Evaluations					2
Other activities:	Exam preparation				10
3.7. Total individual study hours			64		
3.8. Total hours per semester			100		
3.9. Number of ECTS credits			4		

### 4. Prerequisites (if necessary)

4.1. curriculum	-
4.2. competencies	-

### 5. Conditions (if necessary)

5.1. for the course	Course classroom with videoprojector, computer
5.2. for the seminar /lab activities	Seminar classroom with videoprojector, computer



## 6. Specific competencies acquired

Professional competencies	Gathering, processing, and analysing data regarding the interaction between a company/ an organisation and the external environment Research of business environment to make business decisions.
Transversal competencies	Implementing ethical principles, norms, and values within one's own rigorous, efficient, and responsible strategy of work Identifying the roles and responsibilities in a multispecialty team and implementing various relational techniques and efficient teamwork

## 7. Objectives of the course (outcome of the acquired competencies)

7.1. General objective of the course	<ul style="list-style-type: none"> <li>The course aims to provide students with the basic information on consumer behavior in business: role and necessity of studying consumer behavior, factors that influence consumer behavior, analysis of decision making process, rights issues and consumer protection, and consumer behavior approach in the context of sustainable development</li> </ul>
7.2. Specific objective of the course	<ul style="list-style-type: none"> <li>Presentation and analysis of factors that influence consumer behaviour</li> <li>Presentation and analysis of consumer decision making process</li> </ul>

## 8. Content

8.1. Course	Teaching method	Remarks
Consumer behavior within marketing field: Basic concepts	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied home assignments	1 course
Introduction to consumers behavior	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied home assignments	1 course
Factors influencing consumer behavior	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied home assignments	4 courses
Decision making process	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied home assignments	2 courses
Consumer behavior research	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied home assignments	2 courses
New issues in consumer behavior – consumerism, CSR, environmental issues	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied home assignments	1 course



Synthesis of presented notions	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied home assignments	1 course
Bibliography	<ol style="list-style-type: none"> <li>1. Bearden William O., Netemeyer Richard G., 1999, Handbook of marketing scales : multi-item measures for marketing and consumer behavior research. Thousand Oaks : Sage Publications.</li> <li>2. Blackwell, R., D., Miniard, P. W., Engel, J. F., 2005, Consumer Behavior (10<sup>th</sup> ed.), South-Western College Pub.</li> <li>3. Blythe, J., 2013, Consumer Behaviour (2nd ed.), SAGE Publications Ltd.</li> <li>4. Boström Magnus, Klintman Mikael, 2011, Eco-standards, product labelling and green consumerism. Basingstoke, Hampshire : Palgrave Macmillan.</li> <li>5. Harrison Rob, 2006, The ethical consumer. London ; Thousand Oaks, Calif ; New Delhi : Sage Publications.</li> <li>6. Horner, S., Swarbrooke, J. (2021) Consumer behavior in tourism, 4th edition, Routledge.</li> <li>7. Hudson, S., Hudson, L. (2017) Customer service for hospitality and tourism, 2nd edition, Goodfellow Publishers.</li> <li>8. Kotler, P., Kevin Lane Keller, K. L., 2011, Marketing Management (14th ed.), Prentice Hall.</li> <li>9. Peter J. Paul, OLSON Jerry C., Consumer behavior &amp; marketing strategy. Boston, Mass: McGraw-Hill, 2010.</li> <li>10. Petrescu, D. C., 2016, Consumer behaviour, Course notes.</li> <li>11. Pizam, A., Mansfeld, Y. (1999) Consumer behavior in travel and tourism, 1999, Routledge.</li> <li>12. Mowen John C., Minor Michael S., 2001, Consumer behavior : a framework. Upper Saddle River, N.J : Prentice Hall.</li> <li>13. Schiffman, L. G., Wisenblit, J (2019) Consumer Behavior, Global Edition, 12th ed, Pearson.</li> <li>14. Solomon, M. R. (2020) Consumer Behavior: buying, having, and being, Global Edition, 13th ed, Pearson.</li> <li>15. Solomon Michael R., 2002, Consumer behavior : buying, having, and being. Upper Saddle River, N.J : Prentice Hall.</li> <li>16. Solomon, M., Bamossy, G., Askegaard, S., Hogg, M. K., 2006, Consumer behaviour. A European Perspective, Pearson Education Limited.</li> <li>17. Wright Ray, 2006, Consumer behaviour. London : Thomson.</li> </ol>	

8.2. Seminar	Teaching method	Remarks
Consumer behavior within marketing field: Basic concepts	Exemplification, analysis, case studies	1 seminar
Introduction to consumers behavior	Exemplification, analysis, case studies	1 seminar
Factors influencing consumer behavior	Exemplification, analysis, case studies	4 seminars
Decision making process	Exemplification, analysis, case studies	2 seminars
Consumer behavior research	Exemplification, analysis, case studies	2 seminars
New issues in consumer behavior – consumerism, CSR, environmental issues	Exemplification, analysis, case studies	1 seminar
Synthesis of presented notions	Exemplification, analysis, case studies	1 seminar



Bibliography	<ol style="list-style-type: none"> <li>1. Bearden William O., Netemeyer Richard G., 1999, Handbook of marketing scales : multi-item measures for marketing and consumer behavior research. Thousand Oaks : Sage Publications.</li> <li>2. Blackwell, R., D., Miniard, P. W., Engel, J. F., 2005, Consumer Behavior (10<sup>th</sup> ed.), South-Western College Pub.</li> <li>3. Blythe, J., 2013, Consumer Behaviour (2nd ed.), SAGE Publications Ltd.</li> <li>4. Boström Magnus, Klintman Mikael, 2011, Eco-standards, product labelling and green consumerism. Basingstoke, Hampshire : Palgrave Macmillan.</li> <li>5. Harrison Rob, 2006, The ethical consumer. London ; Thousand Oaks, Calif ; New Delhi : Sage Publications.</li> <li>6. Horner, S., Swarbrooke, J. (2021) Consumer behavior in tourism, 4th edition, Routledge.</li> <li>7. Hudson, S., Hudson, L. (2017) Customer service for hospitality and tourism, 2nd edition, Goodfellow Publishers.</li> <li>8. Kotler, P., Kevin Lane Keller, K. L., 2011, Marketing Management (14th ed.), Prentice Hall.</li> <li>9. Peter J. Paul, OLSON Jerry C., Consumer behavior &amp; marketing strategy. Boston, Mass: McGraw-Hill, 2010.</li> <li>10. Petrescu, D. C., 2016, Consumer behaviour, Course notes.</li> <li>11. Pizam, A., Mansfeld, Y. (1999) Consumer behavior in travel and tourism, 1999, Routledge.</li> <li>12. Mowen John C., Minor Michael S., 2001, Consumer behavior : a framework. Upper Saddle River, N.J : Prentice Hall.</li> <li>13. Schiffman, L. G., Wisenblit, J (2019) Consumer Behavior, Global Edition, 12th ed, Pearson.</li> <li>14. Solomon, M. R. (2020) Consumer Behavior: buying, having, and being, Global Edition, 13th ed, Pearson.</li> <li>15. Solomon Michael R., 2002, Consumer behavior : buying, having, and being. Upper Saddle River, N.J : Prentice Hall.</li> <li>16. Solomon, M., Bamossy, G., Askegaard, S., Hogg, M. K., 1996, Consumer behaviour. A European Perspective, Pearson Education Limited.</li> <li>17. Wright Ray, 2006, Consumer behaviour. London : Thomson.</li> </ol>
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**9. Corroborating the content of the course with the expectations of the epistemic community, professional associations and representative employers within the field of the program**

- The discipline content is consistent with what is being taught in other universities at home and abroad. In order to adapt it to the labour market requirements, there were held meetings with business representatives.

**10. Evaluation**

Type of activity	10.1 Evaluation criteria	10.2 Evaluation method	10.3 Share of final grade
10.4. Course	Knowledge of the presented theoretical concepts Correct application of theory to practice	Final examination	60%
10.5. Seminar/lab activities	Correct resolutions of exercises, case studies, projects	Tests/ projects during the semester	30%
	Interest in individual preparation, seriousness in addressing seminar work	Points for active participation in seminars	10%
The grading for “Correctly solving exercises, case studies “ and “Interest in individual preparation, seriousness in addressing issues” can be obtained only during seminar hours and will not change for re-examination.			

**10.6. Minimum performance standards**

- Knowledge of the presented theoretical concepts
- Correct application of theory to practice through simple exercises/case studies.
- Understanding of economical meaning of results obtained

Date

Signature of course coordinator

Signature of seminar coordinator



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**Prof. PhD Dacia Crina  
PETRESCU**

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**Assist. prof. PhD Daniel MALUTAN**

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**Date of approval**

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**Signature of the Head of department**

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**Assoc. prof. PhD Oana GICA**