

SYLLABUS for the course

Basic data for the course			
Academic unit:	Faculty of Economy		
Title of the course:	Consumer Behaviour		
Level:	Bachelor		
Status of the course:	Compulsory		
Year of studies:	III		
Number of hours per week:	2+1		
ECTS credits:	5		
Time/location:	Summer semester, academic year 2018/2019, Prishtine		
Tutor:	Hykmete Bajrami, PhD		
Tutor's contact details:	Fakulteti Ekonomik Email: hykmete.bajrami@uni-pr.edu		
Content of the course	<p>This course provides an overview of the Consumer Behaviour. The course studies how/why consumers take certain decisions and how their decisions are affected from different factors. The course focus is mainly on the impact of psychological factors to consumers, how outside factors and different situation effect consumer behaviour and their decision whenever they buy something. The course does not study only the act of buying but studies the process before having/buying thing and after they posses/buy it. Moreover it studies how having or not having things has an effect on consumer behaviour. The course uses theory and models to analyse the above mentioned topics.</p>		
Course's objectives:	<p>This course aims at preparing students to better understand why consumer select certain products/companies versus the others, what happens in the business world and why some are successful and the others not.</p>		
The expected outcomes:	<p>Upon finishing this course, students are expected:</p> <ol style="list-style-type: none"> 1.To recognise the importance of knowing consumer behaviour and using it on the favour of companies, 2.To understand how functions the process of decision making for consumer, 3.To understand the individual factor that define consumer behaviour, 4.To know how the environment effects decision making, 5.To understand what effects consumer behaviour 		
<i>The students' workload (hours per semester, ECTS)</i>			
Activity	Activity	Activity	Total

Lectures	2	15	30
Seminars (theoretical and practical)	1	15	15
Case studies			
Direct contact with tutor	1	12	12
Field research	2	2	4
Colloquiums			
Homework			
Individual study (at library or at home)	2	15	30
Final preparation for the exam	2	10	20
Evaluation	2	2	4
Projects, presentation etc.	2	5	10
Totali			125
Teaching methods:	<p>Each week, 2 hours of lectures and 1 hour of tutorials are organised. Case studies and homework are given after each lecture for students to study and research in their own time. Results from such activities are then discussed in the following week. Students are being encouraged to follow the current developments in the trends of consumer behaviour and in the economy in general, through reading relevant articles, economic newspapers and other materials. They can identify issues/topics for discussions from such readings. Essays prepared by students are then discussed. Individual and group presentations are also encouraged.</p> <p>In particular, students are asked to prepare short essays and presentations regarding consumer behaviour in the country.</p>		
Assessment methods:	<p>In order to have a fair and appropriate assessment of students throughout the semester, the final mark consists of points that students earned in all activities throughout the semester in lectures, seminars, presentations, essays etc. These are calculated as follows:</p> <ul style="list-style-type: none"> - First assessment 40% - Second assessment 40% - Seminars 10% - Activity 10% - Total 100% <p>The following aspects are being considered during the assessment:</p> <ul style="list-style-type: none"> - The interpretation of the topic, - The depth of understanding the topic, - The use of literature, - Evaluation of the evidence, - Critical analysis and - The logic of building arguments. 		

Literature	
Basic literature:	1. Semiha Loca, Consumer Behaviour, 2006 2. Vjollca Bakiu, Consumer Behaviour, 2007 3. Artan Xh. Duka, Consumer Behaviour, 1999
Additional literature:	4. Michael Solomon, Gary Bamossy, Soren Askegaard, Margaret K. Hogg – Consumer Behaviour, 2006

The detailed plan of work:	
Week	Topic
Week 1	Introduction to the consumer behaviour study
Week 2	Perception and interpretation
Week 3	Learning and memory
Week 4	Motivation, values and involvement
Week 5	Attitudes and interactive communication
Week 6	Lifestyle (Self-Conception)
Week 7	Stages in the decision-making, problem identification
Week 8	Stages in the decision-making process, information searching
Week 9	Stages of the decision making process, alternatives evaluation and buying
Week 10	Stages of the decision-making process, reflection after the purchase
Week 11	Shopping (shopping), purchase, evaluation and exposure
Week 12	Communication within groups and dissemination of innovations
Week 13	Family and reference groups
Week 14	Demography, income and social classes
Week 15	Final test

Academic policies and code of conduct:
<p>Participation in lectures and tutorials is mandatory. Students are encouraged to always seek explanations during lectures and tutorials. The teacher will be available for additional clarifications and student consultations. Students are obliged to read at least the literature they are asked, after each lecture and to perform the tasks and essays given. Students are not obligated to undergo assessments during the semester. Students are encouraged to attend media discussions and social networks related to this subject and to open discussions about them. The student should be mindful and respect the institution and the study rules. It should respect the schedule of lectures, tutorials and be attentive to the lectures. It is obligatory possession and presentation of the ID card in tests and examination. During the preparation of seminar papers, the student must adhere to the instructions given by the teacher for the research and technical accomplishment of the work.</p>