




SYLLABUS Academic year 2023-2024

1. Information regarding the programme

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| 1.1. Higher education institution | Universitatea Babeş-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

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|--------------------------|-------------------------------|---------------|----|-------------------------|-----------------------|---------------------|----------|
| 2.1. Name of the course | Consumer behaviour | | | | | | |
| 2.2. Code | ILE0040 | | | | | | |
| 2.3. Course coordinator | Assoc. prof. PhD Marius Sabau | | | | | | |
| 2.4. Seminar coordinator | Assoc. prof. PhD Marius Sabau | | | | | | |
| 2.5. Year of study | III | 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)

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| 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: | | | | | hours |
| 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)

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| 4.1. curriculum | - |
| 4.2. competencies | - |

5. Conditions (if necessary)

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| 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

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| | | Competente |
| Professional comp | All chapters | C1.2. Explaining and interpreting the relationship of economic influence exerted by the external environment on the enterprise/organization |



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| Transversal competencies | The evaluation of transversal competencies is not directly related to the content of the discipline | CT1- Applying the principles, norms and values of professional ethics within the framework of one's own rigorous, efficient and responsible work strategy |
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7. Objectives of the course (outcome of the acquired competencies)

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| 7.1. General objective of the course | 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. The course aims to increase students' awareness of consumer behavior impact on the environment and of the ways to make it more sustainable (objective connected to SDG 12). |
| 7.2. Specific objective of the course | Presentation and analysis of factors that influence consumer behaviour Presentation and analysis of consumer decision making process Understanding and interpreting the consumer - natural environment interdependence |

8. Content

| 8.1. Curs | Metode de predare | Observații |
|--|---|------------|
| Consumer behavior within marketing field: Basic concepts | Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied home assignments | 2 hours |
| Introduction to consumers behavior | Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied home assignments | 2 hours |
| Factors influencing consumer behavior | Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied home assignments | 8 hours |
| Decision making process | Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied home assignments | 4 hours |
| Consumer behavior research | Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied home assignments | 4 hours |
| New issues in consumer behavior – consumerism, CSR, environmental issues | Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied home assignments | 2 hours |
| Synthesis of presented notions | Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied home assignments | 2 hours |
| References | 1. Beckwith, H. (2007), <i>Ce doresc clienții noștri. Ghid pentru dezvoltarea afacerii</i> , Ed. Polirom, Iași. 2. Blythe, J. (1998), <i>Comportamentul consumatorului</i> , Ed. Teora, Bucuresti. | |



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| | <ol style="list-style-type: none"> 3. Catoiu, I., Teodorescu, N. (1997), <i>Comportamentul consumatorului</i>, Ed. Economica, Bucuresti. 4. Danciu, V. (2006), <i>Marketing ecologic. Etica verde a producției și consumului</i>, Ed. Econoică, București. 5. Dawson, R. (2006), <i>Secretele persuasiunii. Cum să vinzi orice oricui</i>, Ed. Polirom, Iași. 6. Gherasim, N., Lazăr, D., Mureșan, A., Nistor, V., Paina, N., Plăiaș, I., Pop, M., Pop, M., Szego, I., Vorzak, A. (2002), <i>Bazele marketingului</i>, Ed. Presa Universitara Clujeana, Cluj-Napoca. 7. Gueguen, N. (2006), <i>Psihologia consumatorului. Factorii care ne influențează comportamentul de consum</i>, Ed. Polirom, Iași. 8. Kotler, Ph. (1997), <i>Managementul marketingului</i>, Ed. Teora, București. 9. Mihaș, I., Pop, M. (1996), <i>Comportamentul consumatorului și managementul ofertei</i>, Ed. Dacia, Cluj-Napoca 10. Petrescu, D. C. (2011), <i>Comportamentul consumatorului</i>, Ed. Mega, Cluj-Napoca 11. Pănișoară G., Pănișoară I.-O. (2005), <i>Motivarea eficientă. Ghid practic</i>, Ed. Polirom, Iași. 12. Petrescu, D. C. (2002), <i>Creativitate și investigare în publicitate</i>, Cluj-Napoca, Ed. Carpatica. 13. Plăiaș, I. (1997), <i>Comportamentul consumatorului</i>, Ed. Intelcredo, Deva. 14. Plăiaș, I. (2005), <i>Comportamentul consumatorului</i>, Cluj-Napoca. 15. Schiffman, L. G., Wisenblit, J (2019) <i>Consumer Behavior</i>, Global Edition, 12th ed, Pearson. 16. Solomon, M. R. (2020) <i>Consumer Behavior: buying, having, and being</i>, Global Edition, 13th ed, Pearson. 17. Stanciu, S. (2001), <i>Bazele generale ale marketingului</i>, Universitatea din București. 18. Stanciu, S. (2002), <i>Marketing general. Particularitati în organizații non-profit</i>, Ed. Dareco, Bucuresti. |
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| 8.2. Seminar | | Teaching method | Remarks |
|--|---|-----------------|---------|
| Consumer behavior within marketing field: Basic concepts | Exemplificare, analiza, studii de caz | 1 hour | |
| Introduction to consumers behavior | Exemplificare, analiza, studii de caz | 1 hour | |
| Factors influencing consumer behavior | Exemplificare, analiza, studii de caz | 4 hours | |
| Decision making process | Exemplificare, analiza, studii de caz | 2 hours | |
| Consumer behavior research | Exemplificare, analiza, studii de caz | 2 hours | |
| New issues in consumer behavior – consumerism, CSR, environmental issues | Exemplificare, analiza, studii de caz | 1 hour | |
| Synthesis of presented notions | Exemplificare, analiza, studii de caz | 1 hour | |
| References | <ol style="list-style-type: none"> 1. Beckwith, H. (2007), <i>Ce doresc clienții noștri. Ghid pentru dezvoltarea afacerii</i>, Ed. Polirom, Iași. 2. Blythe, J. (1998), <i>Comportamentul consumatorului</i>, Ed. Teora, Bucuresti. 3. Catoiu, I., Teodorescu, N. (1997), <i>Comportamentul consumatorului</i>, Ed. Economica, Bucuresti. 4. Danciu, V. (2006), <i>Marketing ecologic. Etica verde a producției și consumului</i>, Ed. Econoică, București. | | |



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| | <ol style="list-style-type: none"> 5. Dawson, R. (2006), <i>Secretele persuasiunii. Cum să vinzi orice oricui</i>, Ed. Polirom, Iași. 6. Gherasim, N., Lazăr, D., Mureșan, A., Nistor, V., Paina, N., Plăiaș, I., Pop, M., Pop, M., Szego, I., Vorzak, A. (2002), <i>Bazele marketingului</i>, Ed. Presa Universitara Clujeana, Cluj-Napoca. 7. Gueguen, N. (2006), <i>Psihologia consumatorului. Factorii care ne influențează comportamentul de consum</i>, Ed. Polirom, Iași. 8. Kotler, Ph. (1997), <i>Managementul marketingului</i>, Ed. Teora, București. 9. Mihuț, I., Pop, M. (1996), <i>Comportamentul consumatorului și managementul ofertei</i>, Ed. Dacia, Cluj-Napoca 10. Petrescu, D. C. (2011), <i>Comportamentul consumatorului</i>, Ed. Mega, Cluj-Napoca 11. Pânișoară G., Pânișoară I.-O. (2005), <i>Motivarea eficientă. Ghid practic</i>, Ed. Polirom, Iași. 12. Petrescu, D. C. (2002), <i>Creativitate si investigare in publicitate</i>, Cluj-Napoca, Ed. Carpatica. 13. Plăiaș, I. (1997), <i>Comportamentul consumatorului</i>, Ed. Intelcredo, Deva. 14. Plăiaș, I. (2005), <i>Comportamentul consumatorului</i>, Cluj-Napoca. 15. Schiffman, L. G., Wisenblit, J (2019) <i>Cosumer Behavior</i>, Global Edition, 12th ed, Pearson. 16. Solomon, M. R. (2020) <i>Consumer Behavior: buying, having, and being</i>, Global Edition, 13th ed, Pearson. 17. Stanciu, S. (2001), <i>Bazele generale ale marketingului</i>, Universitatea din București. 18. Stanciu, S. (2002), <i>Marketing general. Particularitati in organizatii non-profit</i>, Ed. Dareco, Bucuresti. |
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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

The evaluation method is the same for the re-examination.

In order to calculate the final grade by summing up the points obtained during the semester, it is necessary to obtain at least 50% of the maximum score related to the written exam

| 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 Exam Participation in the exam is based on the appointment on a specific exam date. Participation must be communicated to the course and seminar coordinators in the form and at the time set by them. | 60% |
| 10.5. Seminar/lab activities | Interest in individual preparation, seriousness in addressing seminar work Punctajul pentru activitatea de seminar se acorda doar in timpul orelor de seminar si ramane acelasi si pentru re-examinare. | Points for active participation in seminars | 40% |



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

29.09.2023

Assoc. prof. PhD Marius Sabau

Assoc. prof. PhD Marius Sabau

Date of approval

Signature of the Head of department

11.10.2023

Conf. dr. Marius Bota