




SYLLABUS Academic year 2024-2025

1. Information regarding the programme

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

2.1. Name of the course	Consumer behaviour						
2.2. Code	ILE0040						
2.3. Course coordinator	Lecturer, PhD Marius Sabau						
2.4. Seminar coordinator	Lecturer, 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)

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)

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

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



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)

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.	



	<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 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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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. 		



	<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. A minimum of 50% of the points in the written examination must be obtained to calculate the final grade for the semester.	60%
10.5. Seminar/lab activities	Interest in individual preparation, seriousness in addressing seminar work	Points for active participation in seminars	40%



	Punctajul pentru activitatea de seminar se acorda doar in timpul orelor de seminar si ramane acelasi si pentru re-examinare.
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
<u>24.04.2024</u>	<u>Lecturer, PhD Marius Sabau</u>	<u>Lecturer, PhD Marius Sabau</u>
Date of approval	Signature of the Head of department	
<u>22.05.2024</u>	<u>Assoc. Prof. dr. Marius Bota</u>	