



SYLLABUS
Consumer Behavior
Academic year 2025-2026

1. Information regarding the program

1.1. Higher education institution	Universitatea Babeș Bolyai
1.2. Faculty	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 / Bachelor in Economic Studies
1.7. Form of education	Full time

2. Information regarding the discipline

2.1. Name of the discipline		Consumer Behavior				Discipline code		ILE0040			
2.2. Course coordinator			Assist. Prof. PhD Daniel Malutan								
2.3. Seminar coordinator			Assist. Prof. PhD Daniel Malutan								
2.4. Year of study		III	2.5. Semester		6	2.6. Type of evaluation		C	2.7. Discipline regime		Elective

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

3.1. Hours per week	3	of which: 3.2 course	2	3.3 seminar/laboratory	1
3.4. Total hours in the curriculum	36	of which: 3.5 course	24	3.6 seminar/laboratory	12
Time allotment for individual study (ID) and self-study activities (SA)					hours
Learning using manual, course support, bibliography, course notes (SA)					11
Additional documentation (in libraries, on electronic platforms, field documentation)					11
Preparation for seminars/labs, homework, papers, portfolios and essays					10
Tutorship					2
Evaluations					2
Other activities					3
3.7. Total individual study hours					39
3.8. Total hours per semester					75
3.9. Number of ECTS credits					3

4. Prerequisites (if necessary)

4.1. curriculum	-
4.2. competencies	-

5. Conditions (if necessary)

5.1. for the course	Classroom with computer and projector
5.2. for the seminar /lab activities	Classroom with computer and projector



6.1. Specific competencies acquired

Professional/essential competencies	<ul style="list-style-type: none">C1.2. Explaining and interpreting the relationship of economic influence exerted by the external environment on the enterprise/organization
Transversal competencies	<ul style="list-style-type: none">CT1 Implementing ethical principles, norms, and values within one's own rigorous, efficient, and responsible strategy of work.

6.2. Learning outcomes

Knowledge	<p>The graduate has knowledge of the components of the micro-environment and the marketing macro-environment.</p> <ul style="list-style-type: none">The graduate demonstrates a thorough knowledge of data analysis, the study of the marketing environment, as well as consumer behavior.
Skills	<p>The graduate demonstrates that he/she has the ability to identify and analyze the elements of the marketing micro and macro environment.</p> <ul style="list-style-type: none">The graduate acquires skills in applying consumer research methods/techniques, at the level of primary and secondary sources, using quantitative and/or qualitative study methodologies for consumer behavior analysis.
Responsibility and autonomy:	<p>The graduate is able to make decisions according to their position and to take responsibility towards higher hierarchical levels.</p> <ul style="list-style-type: none">The student demonstrates the ability to develop studies and analyses, organizational and efficiency of the activity of companies in order to provide advice and assistance.



7. Objectives of the discipline (outcome of the acquired competencies)

7.1 General objective of the discipline	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 discipline	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 Course	Teaching methods	Remarks
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
Bibliography <ol style="list-style-type: none"> Blackwell, R., D., Miniard, P. W., Engel, J. F., 2005, Consumer Behavior (10th ed.), South-Western College Pub. Blythe, J., 2013, Consumer Behaviour (2nd ed.), SAGE Publications Ltd. Fuchs, D., Sahakian, M., Gumbert, T., Di Giulio, A., Maniates, M., Lorek, S., & Graf, A. (2021). Consumption corridors: Living a good life within sustainable limits Kardes, F. R., Cronley, M. L., Cline, T. W., 2011, Consumer Behavior, South-Western Cengage Learning, Manson, USA. Kotler, P., Kevin Lane Keller, K. L., 2011, Marketing Management (14th ed.), Prentice Hall. Horner, S., Swarbrooke, J. (2021) Consumer behavior in tourism, 4th edition, Routledge. Schiffman, L. G., Wisenblit, J (2019) Consumer Behavior, Global Edition, 12th ed, Pearson. Solomon, M. R. (2020) Consumer Behavior: buying, having, and being, Global Edition, 13th ed, Pearson. Solomon, M., Bamossy, G., Askegaard, S., Hogg, M. K., 2006, Consumer behaviour. A European Perspective, Pearson Education Limited. 		
8.2 Seminar / laboratory	Teaching methods	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
Bibliography <ol style="list-style-type: none">1. Blackwell, R., D., Miniard, P. W., Engel, J. F., 2005, Consumer Behavior (10th ed.), South-Western College Pub.2. Blythe, J., 2013, Consumer Behaviour (2nd ed.), SAGE Publications Ltd.3. Fuchs, D., Sahakian, M., Gumbert, T., Di Giulio, A., Maniates, M., Lorek, S., & Graf, A. (2021). Consumption corridors: Living a good life within sustainable limits4. Kardes, F. R., Cronley, M. L., Cline, T. W., 2011, Consumer Behavior, South-Western Cengage Learning, Manson, USA.5. Kotler, P., Kevin Lane Keller, K. L., 2011, Marketing Management (14th ed.), Prentice Hall.6. Horner, S., Swarbrooke, J. (2021) Consumer behavior in tourism, 4th edition, Routledge.7. Schiffman, L. G., Wisenblit, J (2019) Consumer Behavior, Global Edition, 12th ed, Pearson.8. Solomon, M. R. (2020) Consumer Behavior: buying, having, and being, Global Edition, 13th ed, Pearson.9. Solomon, M., Bamossy, G., Askegaard, S., Hogg, M. K., 2006, Consumer behaviour. A European Perspective, Pearson Education Limited.		

9. Corroborating the content of the discipline with the expectations of the epistemic community, professional associations and representative employers within the field of the program

<ul style="list-style-type: none">• 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.
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10. Evaluation

- The same evaluation criteria are maintained for all exams sessions. The components of the evaluation process carried out during the semester cannot be recovered/redone in the examination sessions.
- To be able to accumulate the points obtained during the semester, it is mandatory to obtain a minimum of 5 (five) in the final exam (written/oral).




Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of final grade
10.4 Course	Knowledge of the presented theoretical concepts Correct application of theory to practice	Final examination (Evaluation during the exam session)	60%
10.5 Seminar/laboratory	Correctly solving exercises, case studies	Project (Evaluation during the semester, at the dates established by the seminar coordinator)	40%
	The grading for “Correctly solving exercises, case studies” and for “Interest in individual preparation, seriousness in addressing issues” can be obtained only during the semester seminar hours and they will not change for re-examination. The grades for the seminar activity is awarded only during the seminar hours and remains the same for re-examination. Participation in the exam is based on scheduling on a certain exam date. Participation must be communicated to the course and seminar holders in the form and within the deadline established by them. 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 score related to the written exam.		



10.6 Minimum standard of performance

- Knowledge of the presented theoretical concepts
- Correct application of theory to practice through simple exercises/case studies.

11. Labels ODD (Sustainable Development Goals)¹

Date:
26.03.2025

Signature of course coordinator
Assist. Prof. PhD Daniel Malutan

Signature of seminar coordinator
Assist. Prof. PhD Daniel Malutan

Date of approval:
10.04.2025

Signature of the head of department
Marius BOTA, PhD

¹ Keep only the labels that, according to the [Procedure for applying ODD labels in the academic process](#), suit the discipline and delete the others, including the general one for *Sustainable Development* – if not applicable. If no label describes the discipline, delete them all and write „Not applicable.”.