Syllabus of the course

«Consumer-Management»

Specialty	073 «Management»
Study Programme	Logistics, Management of innovative activity, Business Administration
Study cycle (Bachelor, Master, PhD)	the first (Bachelor) level of higher education
Course status	elective
Language	English
Term	third year fifth semester or third year sixth semester or fourth year seventh semester
ECTS credits	5
Workload	Lectures – 24 hours.
	Practical studies – 12 hours.
	Laboratory studies – 12 hours.
	Self-study – 102 hours.
Assessment system	Grading including Exam
Department	Department of Management, Logistics and Innovation, auditorium 225, phone: (057) 702-02-65, website: www.kafmli.hneu.edu.ua
Teaching staff	Pasko Marina Ivanivna, PhD (Economics), Associate Professor
Contacts	pasko.maryna77@gmail.com
Course schedule	Lectures: according to the schedule
	Practical studies: according to the schedule
Consultations	At the Department of Management, Logistics and Innovation, offline, according to the schedule, individual, PNS chat.

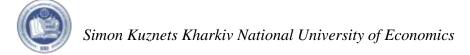
Learning objectives and skills:

to provide students with knowledge and professional competencies in customer-oriented management of enterprises based on consumer research, management of their behavior, formation and maintenance of demand for goods and services, identification and influence on the consumer's decision-making process, development and implementation of loyalty programs, and consumer protection.

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Course content

- Topic 1. Consumerism the global concept of consumer rights protection
- Topic 2. Orientation on consumer behavior as the basis of modern business
- Topic 3. Influence of environmental factors on consumer behavior
- Topic 4. Factors of internal influence on consumer behavior
- Topic 5. Quantitative and qualitative studies of consumer behavior
- Topic 6. Management of the purchase decision process by an individual consumer
- Topic 7. Peculiarities of consumer behavior of organizational consumers
- Topic 8. Formation and management of consumer loyalty



Teaching environment (software)

Multimedia projector, S. Kuznets PNS, Corporate Zoom system

Assessment system

Assessment of students' learning outcomes is carried out by the University according to the cumulative 100-point system.

Current control is carried out during lectures and practical (seminar) classes and aims to assess the level of students' readiness to perform particular tasks, and is assessed by the amount of scored points.

The maximum amount during the semester -60 points; the minimum amount required is 35 points. Final control is carried out at the end of the semester in the form of an exam (the maximum amount is 40 points, the minimum amount required is 25 points).

Current control includes the following assessment methods: reports at seminars, competency-based tasks, essays, independent wor, current control work.

More detailed information on assessment and grading system is given in the technological card of the course.

Course policies

Teaching of the academic discipline is based on the principles of academic integrity.

Violation of academic integrity includes academic plagiarism, fabrication, falsification, cheating, deception, bribery, and biased assessment.

Educational students may be brought to the following academic responsibility for breach of academic integrity: repeated assessment of the corresponding type of learning activity.

More detailed information about competencies, learning outcomes, teaching methods, assessment forms, self-study is given in the Course program.