

Annex 2: Module description for the Consecutive Degree Programme in Business & Economics leading to the award of Master of Science

This document is a translated version and legally not binding. Only the study documents published in the official announcements of Chemnitz University of Technology are legally binding.

Specialization module

Module number	261032-303 (version 01)
Module name	Consumer Behavior
Module coordinator	Professorship Business Administration – Marketing
Content and qualification objectives	<p><u>Content:</u></p> <ul style="list-style-type: none">• Specific buying and usage behavior• Collection of market and marketing data• Methods of data analysis <p><u>Qualification objectives:</u></p> <p>After successful completion of the module, students are able to</p> <ul style="list-style-type: none">• Understand customer and consumer behavior,• Collect and analyze customer, market and marketing data,• Use marketing analyses in a targeted manner and present the results in a structured and convincing manner.
Teaching methods	<p>The module teaching methods are lecture and exercise course.</p> <ul style="list-style-type: none">• Lecture: Consumer Behavior (2 teaching units)• Exercise course: Consumer Behavior (1 teaching unit) <p>The classes will be conducted in English.</p>
Requirements for participation (recommended knowledge and skills)	Basic knowledge of marketing
Module application	The module is suitable for all degree programs with an economic orientation as well as for other degree programs.
Requirements for the award of credit points	Successfully passing the module examination is required for the awarding of credit points.
Module examination	<p>The module examination consists of one assessment component.</p> <ul style="list-style-type: none">• 60-minute written examination on Consumer Behavior (Examination number: 61318) <p>The assessment component must be taken in English.</p>
Credits and grades	<p>This module is worth 5 credit points.</p> <p>Section 10 of the Examination Regulations specifies how the assessment component is assessed and how the module grade is calculated.</p>
Frequency	The module is offered each academic year.
Number of hours	The module requires students to complete a total of 150 study hours.
Module duration	Under normal circumstances, the module is completed in one semester.