

DESCRIPTION OF MINOR COURSE

Name of the school : Haute école de gestion de Genève	Academic Year: 2019-2020
--	------------------------------------

FIRST PART: DESCRIPTION OF MODULE	
1. Domain	Business and Services
2. Department	International Business Management
3. Minor name	Consumer science and analytics
4. Code	31035
5. Type of education	<input checked="" type="checkbox"/> Bachelor <input type="checkbox"/> Master <input type="checkbox"/> MAS <input type="checkbox"/> <input type="checkbox"/> DAS / CAS / single days
6. Number of ECTS Credits	6
7. Prerequisites	<input checked="" type="checkbox"/> Validation of the modules in semesters 1 and 2 <input checked="" type="checkbox"/> Attendance of the modules in semesters 3 and 4 for full-time students, and semesters 5 and 6 for part-time students <input type="checkbox"/>
8. Teaching language	<input type="checkbox"/> French <input type="checkbox"/> German <input checked="" type="checkbox"/> English <input type="checkbox"/> Other :
9. Objectives	<p>This course focuses on the consumers from both the psychological and analytical viewpoints, with the objective to gain a better understanding of the consumers' interactions with their environment. It is a sequel of the Consumer behavior and market research compulsory course in the study plan.</p> <p>This course introduces techniques and methodologies, and explores a range of analytical techniques, such as retail modelling, consumer and predictive analytics, cultural analysis, consumer psychology, media insight, and data visualization. It also addresses the softer skills needed to make informed and strategic marketing decisions, using the results of these analyses.</p> <p>The course provides an insight into the intricate relationship between psychology and data.</p> <p>At the end of this course, students should be able to:</p> <ul style="list-style-type: none"> • Understand the behavior of consumers, and quantify and categorize them • Have some insights in the consumer psychology • Handle business data related to consumers, and use analytics to make decisions.

10. Contents <i>(General themes and descriptions, the accurate content may change)</i>	<p>The course will cover the following aspects of consumer science:</p> <ul style="list-style-type: none"> • Data Visualisation & Analysis • Consumer Analytics and Predictive Analytics • Advanced Consumer Behaviour • Consumer psychology • Competitive intelligence • Modeling, metrics and analytics • From Data to insights
11. Evaluation	<p>The grading of the module shall be based on:</p> <ul style="list-style-type: none"> • A written exam during the semester and/or • Group assignment during the semester, with a case study and/or proposals and presentation of a project. <p>(The methods and weightings will be communicated by the instructor at the beginning of the semester)</p>
12. Remediation/repetition	<p><input checked="" type="checkbox"/> Compulsory remediation if the module grade is between 3.5 and 3.9 / 6. When subject to a remediation, only the grade of the remedial exam will be taken into account (maximum grade 4.0). A repeated module cannot benefit from a remedial exam.</p> <p><input type="checkbox"/> No remediation</p>
13. Coordinator / main instructor	<p>TBD</p>
SECOND PART: LOCATION OF THE MODULE IN THE STUDY PLAN	
14. Level	<p><input type="checkbox"/> Basic module <input type="checkbox"/> Advanced module <input checked="" type="checkbox"/> Specialized module <input type="checkbox"/> Other:</p>
15. Characteristics	<p><input checked="" type="checkbox"/> Module is mandatory (which could lead to final dismissal from the program, cf. art.15, al.1, « Statut des étudiant-e-s bachelor »)</p>
16. Type	<p><input checked="" type="checkbox"/> Main module <input type="checkbox"/> Module linked to main module <input type="checkbox"/> Optional module <input type="checkbox"/> Other:</p>
17. Time organization	<p><input checked="" type="checkbox"/> Module over 1 semester <input type="checkbox"/> Module over 2 semesters <input checked="" type="checkbox"/> Spring semester <input type="checkbox"/> Fall semester <input type="checkbox"/> Other</p>