

DESCRIPTION OF ELECTIVE COURSE

Name of the school : Haute école de gestion de Genève	Academic Year 2024-2025
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FIRST PART: DESCRIPTION OF MODULE	
1. Domain	Business and Services
2. Department	International Business Management
3. Minor name	Consumer Science and Analytics
4. Code	31041
5. Type of education	<input checked="" type="checkbox"/> Bachelor <input type="checkbox"/> Master <input type="checkbox"/> MAS <input type="checkbox"/> CAS / DAS
6. Number of ECTS Credits	5
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 checked="" type="checkbox"/> Mastery of the following elements will be tested during first lecture <ul style="list-style-type: none"> - the statistical concepts and tests studied in semester 1 to 4 (full-time students) and 1 to 6 (part-time students) - the main market research approaches studied in semester 1 to 4 (full-time students) and 1 to 6 (part-time students)
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 offers students a solid background to consumer science so that they are able to interact in an efficient way with, and also accede to, business functions in the following domains: marketing, communication, consumer insight, market research. The course overall goal is to help students to develop a consumer-centric mindset i.e. to consider the consumer as the focal point of all decisions related to designing and delivering communication, products, services and experiences to create satisfaction, loyalty and advocacy. Beyond commercial behaviours, the module also introduces students to the knowledge and skills needed to understand and predict how consumers/citizens behave in specific situations, and to adopt a scientific approach to design behaviour change interventions.</p> <p>After studying this module students should be able to:</p> <ul style="list-style-type: none"> • Describe the physiological and psychological processes underlying perceptions, emotions, attitudes, decision making and behaviours • Differentiate and explain key statistical tests used to analyse consumer data: e.g. t-test, ANOVA, CHI-2, regression, factor analysis • Apply the relevant statistical tests to analyse specific consumer data sets

	<ul style="list-style-type: none"> Analyse and evaluate approaches used to solve consumer related questions based on scientific papers and commercial propositions Propose relevant strategies to solve consumer related business questions Communicate in a clear, structured, and concise manner the key take-home messages of the different courses and of complementary readings Explain to the class the statistical approaches used to answer different questions through data set analyses
10. Contents (General themes and descriptions, the accurate content may change)	Content covered will include broad domains of consumer science and their application to consumer understanding and subsequent communication design, product innovation and behaviour change initiatives. This will include topics such as: <ul style="list-style-type: none"> Perceptions Affective responses Attitudes and Decision-making Behaviour formation and change We will also explore through different examples and practice the approaches that need to be used to build relevant consumer insights <ul style="list-style-type: none"> Design of experiment and data collection Statistics <ul style="list-style-type: none"> Distribution, location, variability Basic Parametric and Nonparametric tests Correlation and regression Factor analysis
11. Evaluation	The grading of the module shall be based on: <ul style="list-style-type: none"> Assessments during weeks 1 to 14 (50%): students conduct several exercises during the semester to practice the concepts and methods introduced in class. Exercises include short seminars (course summary, analysis of scientific and commercial strategies to answer a consumer related question), reporting on statistical approaches applied to analyse specific data sets. An individual work to deliver week 15 (50%): format according to the decision of the instructor (written exam or report and presentation of an individual project) The methods and weightings will be detailed by the instructor during the first lecture
12. Remediation/repetition	<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. <input type="checkbox"/> No remediation
13. Main instructor	Nathalie Martin
SECOND PART: LOCATION OF THE MODULE IN THE STUDY PLAN	
14. Level	<input type="checkbox"/> Basic module <input type="checkbox"/> Advanced module <input checked="" type="checkbox"/> Specialized module
15. Characteristics	<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 »)

16. Type	<input checked="" type="checkbox"/> Main module <input type="checkbox"/> Module linked to main module <input type="checkbox"/> Optional module
17. Time organization	<input checked="" type="checkbox"/> Module over 1 semester <input type="checkbox"/> Module over 2 semesters <input type="checkbox"/> Spring semester <input checked="" type="checkbox"/> Fall semester Other