

Tamkang University Academic Year 113, 2nd Semester Course Syllabus

Course Title	CONSUMER BEHAVIOR	Instructor	TSENG, CHUNG-HUI
Course Class	TLFBB3A DIVISION OF GLOBAL COMMERCE, DEPARTMENT OF INTERNATIONAL BUSINESS (ENGLISH-TAUGHT PROGRAM), 3A	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ One Semester ◆ 2 Credits
Relevance to SDGs	<p>SDG4 Quality education</p> <p>SDG12 Responsible consumption and production</p>		
Departmental Aim of Education			
<p>I. To instill the university motto of "Simplicity, Firmness, Perseverance, and Fulfillment" into students.</p> <p>II. By integrating the "Five Disciplines" of education, the qualities of conduct, intelligence, physical education, teamwork, and beauty into the professional, core, and extracurricular curriculum, the department helps to produce well-rounded students skilled in identifying and solving problems.</p> <p>III. To oversee the trend and foresee the development of global economy, the department aims to produce the graduates with expertise in the fields of International Business and Trade.</p>			
Subject Departmental core competences			
<p>A. Breeding professionals with expertise in general International Trade and International Business.(ratio:10.00)</p> <p>B. Consisting of Globalization, Information-Oriented and Future-Oriented education. (ratio:10.00)</p> <p>C. Producing graduates with capability of foreseeing and analyzing the development of Global Economy.(ratio:10.00)</p> <p>D. Breeding professionals with expertise in Marketing and Financial Management.(ratio:70.00)</p>			
Subject Schoolwide essential virtues			
<p>1. A global perspective. (ratio:25.00)</p> <p>2. Information literacy. (ratio:5.00)</p> <p>3. A vision for the future. (ratio:5.00)</p> <p>4. Moral integrity. (ratio:5.00)</p> <p>5. Independent thinking. (ratio:25.00)</p> <p>6. A cheerful attitude and healthy lifestyle. (ratio:5.00)</p>			

7. A spirit of teamwork and dedication. (ratio:25.00)

8. A sense of aesthetic appreciation. (ratio:5.00)

Course Introduction

Consumer behavior is defined as activities people undertake when obtaining, consuming, and disposing of products and services. This course will introduce consumer decision process, including pre-purchase process, purchase, and post-purchase process. Individual determinants and environmental influences on consumer behavior are also included.

The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.

Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.

I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.

II.Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.

III.Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.

No.	Teaching Objectives	objective methods
1	Understand consumer decision making processes	Cognitive
2	Understand individual determinants and environmental influences on consumer behavior.	Cognitive

The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCD	12345678	Lecture, Discussion	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written)
2	ABCD	12345678	Lecture, Discussion	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written)

Course Schedule			
Week	Date	Course Contents	Note
1	114/02/17 ~ 114/02/23	Course Introduction	
2	114/02/24 ~ 114/03/02	Ch1 Consumer Behavior and Consumer Research	
3	114/03/03 ~ 114/03/09	Ch3 The Consumer Decision Process + Confirm group number	
4	114/03/10 ~ 114/03/16	Ch3 The Consumer Decision Process + Class assignment	
5	114/03/17 ~ 114/03/23	Ch4 Pre-Purchase Processes: Need Recognition, Search, and Evaluation + Class assignment	
6	114/03/24 ~ 114/03/30	Independent Study Week I (Check Attendance Online) Finish Assignment I on iclass (Students engage in an independent study in any places of our campus.)	
7	114/03/31 ~ 114/04/06	Spring vacation	
8	114/04/07 ~ 114/04/13	Ch5 Purchase + Class assignment	
9	114/04/14 ~ 114/04/20	Midterm Exam/Midterm Assessment Week (teachers can adjust the week as needed)	
10	114/04/21 ~ 114/04/27	G1~4 submit report to iclass and do an oral presentation +Ch5 Purchase + Class assignment	
11	114/04/28 ~ 114/05/04	Independent Study Week II (Check Attendance Online) Finish Assignment II on iclass (Students engage in an independent study in any places of our campus.)	
12	114/05/05 ~ 114/05/11	G5~8 submit report to iclass and do an oral presentation + Ch5 Purchase + Class assignment	
13	114/05/12 ~ 114/05/18	G9~12 submit report to iclass and do an oral presentation+ Ch6 Post-Purchase Processes: Consumption and Post-Consumption Evaluations	
14	114/05/19 ~ 114/05/25	Independent Study Week III (Check Attendance Online) Finish Assignment III on iclass (Students engage in an independent study in any places of our campus.)	
15	114/05/26 ~ 114/06/01	G13~16 submit report to iclass and do an oral presentation + Ch6 Post-Purchase Processes: Consumption and Post-Consumption Evaluations	

16	114/06/02 ~ 114/06/08	Independent Study Week VI (Check Attendance Online) Finish Assignment IV on iclass (Students engage in an independent study in any places of our campus.)	
17	114/06/09 ~ 114/06/15	Final Exam/Final Assessment Week (teachers can adjust the week as needed)	
18	114/06/16 ~ 114/06/22	Flexible Teaching Week: Generally, no in-person classes; teachers may arrange teaching activities or final assessments, among other options.	
Key capabilities	self-directed learning Problem solving		
Interdisciplinary	STEAM course (S:Science, T:Technology, E:Engineering, M:Math, A field:Integration of Art and Humanist)		
Distinctive teaching	Project implementation course Special/Problem-Based(PBL) Courses		
Course Content	Logical Thinking Sustainability issue		
Requirement	Midterm exam, Final exam, Group report, and Class assignments.		
Textbooks and Teaching Materials	Self-made teaching materials:Presentations, Handouts		
References			
Grading Policy	◆ Attendance : 15.0 % ◆ Mark of Usual : % ◆ Midterm Exam : 30.0 % ◆ Final Exam : 15.0 % ◆ Other 〈group report〉 : 40.0 %		
Note	This syllabus may be uploaded at the website of Course Syllabus Management System at http://info.ais.tku.edu.tw/csp or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at http://www.acad.tku.edu.tw/CS/main.php . ※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.		