

**DEPARTMENT OF Management Studies**

**NATIONAL INSTITUTE OF TECHNOLOGY, TIRUCHIRAPPALLI**

COURSE PLAN – PART I			
<b>Name of the programme and specialization</b>	MBA		
<b>Course Title</b>	Consumer Behaviour		
<b>Course Code</b>	MB 842	<b>No. of Credits</b>	2
<b>Course Code of Pre-requisite subject(s)</b>			
<b>Session</b>	November _2020____	<b>Section (if, applicable)</b>	
<b>Name of Faculty</b>	Dr.G.MURUGANANTHAM	<b>Department</b>	MBA
<b>Email</b>	murugan@nitt.edu	<b>Telephone No.</b>	04312503714
<b>Name of Course Coordinator(s) (if, applicable)</b>			
<b>E-mail</b>		<b>Telephone No.</b>	
<b>Course Type</b>	<input type="checkbox"/> Core course <input checked="" type="checkbox"/> Elective course		
<b>Syllabus (approved in BoS)</b>			
<p><b>Unit 1 Introduction</b>            Concept of Consumer Behaviour - Need, Importance - Inter disciplinary approach - Buying roles and motives - Characteristics of Indian Consumer - challenges in predicting consumer behaviour.</p> <p><b>Unit 2 Internal Influences</b>            Foundation of Individual Behaviour - Psychological factors: Perception, Consumer learning, Attitudes, Motivation and Personality - Capturing consumer insight.</p> <p><b>Unit 3 External Influences</b>            Culture and Consumer Behaviour - Role of Family - References group: Role of Celebrities - Opinion leadership.</p> <p><b>Unit 4 Purchase Decision Process</b>            Consumer Decision Making - Major models of consumer behaviour - Consumer involvement - Purchase and Post Purchase Processes - Organizational Consumer Behaviour.</p> <p><b>Unit 5 Consumer Welfare</b>            Value creation to consumer - Consumer expectation and satisfaction - Consumer protection act - Consumerism - Diffusion of Innovation - Managing Dissonance - Online purchase decision process - Emerging Issues - Relevant Case studies and application exercises.</p>			
<b>COURSE OBJECTIVES</b>			

To provide the basic understanding about the consumer decision making and the factors influencing the consumer decision making process.

**COURSE OUTCOMES (CO)**

<b>Course Outcomes</b>	<b>Aligned Programme Outcomes (PO)</b>
1. Helps to understand the individual buying pattern	1,2,3
2. Understand the factors influencing the buying behavior.	2,3,4,5
3. Helps to formulate the marketing strategies	3,4,5,6

**COURSE PLAN – PART II**

**COURSE OVERVIEW**

**This course will be covered in the Fifth Trimester.  
Total Number of sessions: 30. Each session consists of 50 minutes.**

**COURSE TEACHING AND LEARNING ACTIVITIES**

<b>S.No.</b>	<b>Week/Contact Hours</b>	<b>Topic</b>	<b>Mode of Delivery</b>
1	1-6	First Unit in the syllabus	Lecture,
2	6-12	Second Unit in the syllabus	Case Discussion, Lecture
3	12-18	Third Unit in the syllabus	Lecture, Case Discussion,
4	19-24	Fourth Unit in the syllabus	Lecture, Case Discussion,
5	25-30	Fifth unit in the syllabus	Lecture, Case Discussion, Seminar, Assignment Presentation.

<b>COURSE ASSESSMENT METHODS (shall range from 4 to 6)</b>				
<b>S.No.</b>	<b>Mode of Assessment</b>	<b>Week</b>	<b>Duration</b>	<b>% Weightage</b>
1	Cycle Test	6	60 minutes	25
2	Assignment 1	6	25 days	30
3	Assignment 2	7	15 days	15
4	Final Assessment	11	2 Hours	30
CPA	Compensation Assessment*			
<b>*mandatory; refer to guidelines on page 4</b>				
<b>COURSE EXIT SURVEY (mention the ways in which the feedback about the course shall be assessed)</b>				
As per the Institute Standard procedure				
<b>COURSE POLICY (preferred mode of correspondence with students, compensation assessment policy to be specified)</b>				
<b><u>MODE OF CORRESPONDENCE (email/ phone etc)</u></b>				
<b><u>COMPENSATION ASSESSMENT POLICY</u></b>				
<b><u>ATTENDANCE POLICY</u> (A uniform attendance policy as specified below shall be followed)</b>				
<ul style="list-style-type: none"> <li>➤ <b>At least 75% attendance in each course is mandatory.</b></li> <li>➤ <b>A maximum of 10% shall be allowed under On Duty (OD) category.</b></li> <li>➤ <b>Students with less than 65% of attendance shall be prevented from writing the final assessment and shall be awarded 'V' grade.</b></li> </ul>				
<b><u>ACADEMIC DISHONESTY &amp; PLAGIARISM</u></b>				

- Possessing a mobile phone, carrying bits of paper, talking to other students, copying from others during an assessment will be treated as punishable dishonesty.
- Zero mark to be awarded for the offenders. For copying from another student, both students get the same penalty of zero mark.
- The departmental disciplinary committee including the course faculty member, PAC chairperson and the HoD, as members shall verify the facts of the malpractice and award the punishment if the student is found guilty. The report shall be submitted to the Academic office.

The above policy against academic dishonesty shall be applicable for all the programmes.

#### ADDITIONAL INFORMATION

#### FOR APPROVAL



Dr.Nivethitha

Dr.P.Sridevi

**Course Faculty Dr.G.Muruganantham CC-Chairperson Dr.Nivethitha \_ HOD Dr.P.Sridevi**

#### **Guidelines:**

- a) The number of assessments for a course shall range from 4 to 6.
- b) **Every course shall have a final assessment on the entire syllabus with at least 30% weightage.**
- c) **One compensation assessment for absentees in assessments (other than final assessment) is mandatory. Only genuine cases of absence shall be considered.**
- d) **The passing minimum shall be as per the regulations.**

B.Tech. Admitted in				P.G.
2018	2017	2016	2015	

35% or class average/2 whichever is greater.	Peak/3 or class average/2 whichever is lower	40%
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- e) **Attendance policy and the policy on academic dishonesty & plagiarism by students are uniform for all the courses.**
- f) **Absolute grading policy shall be incorporated if the number of students per course is less than 10.**
- g) Necessary care shall be taken to ensure that the course plan is reasonable and is objective.