

## Organizational & Consumer Behavior



### SCHOOL

IAE School of Management



### CAMPUS

Saint-Serge



### LEVEL

1st year Master's degree



### OPEN TO EXCHANGE STUDENTS

Yes



### SEMESTER

Fall (S1)

- > **Degree course:** Management & Commerce International
- > **Teaching unit:** UE1-2 Management des ressources humaines
- > **Course language:** English
- > **Duration (hours):** 24
- > **ECTS:** 3
- > **Teacher(s):** Emeline Martin & Sihem Mammari El Hadj
- > **Assessment:**
  - Continuous assessment
  - Final exam
- > **Teaching methods:**
  - Lecture course 16 hours
  - Tutorial course 8 hours
  - Practical work hours
  - Case study
  - Project

## COURSE DESCRIPTION

### Organizational Behavior:

#### Introduction: What is OB?

The course will focus on different concepts and theories explaining organizational behaviour. From an individual standpoint, Chapter 1: Personality, perception, and employee attitudes. Then we will study group behaviour, Chapter 2: Understanding groups and teams? behaviours. Finally, from a collective standpoint, Chapter 3: Motivational needs, processes, and applications.

Activities: examples, exercises, reading of a research paper, case studies.

### Consumer Behavior:

#### Introduction: What is CB?

The course will focus on different concepts and theories explaining consumer behaviour, such as value and the Consumer Value Framework (Chapter 1), decision-making (Chapter 2), attitudes and attitude change (Chapter 3), as well as perception and learning (Chapter 4).

Activities: examples, exercises, case study.

Teaching methods: Lecture and teamwork

## OBJECTIVES

Understanding behaviors is the key to success in today's complex marketplace. This course involves a number of goals:

Business knowledge

Understand how consumers and employees form attitudes and behave in organizations and in the marketplace.

Understand the role of society and culture in the consumption and working process.

Ethical decision making

Understand the ethical aspects of ways firms can influence consumer and employee behavior

Provide a framework for ethical practices

Written communication skills

Develop the ability to write logically and persuasively

Develop the use of proper grammar

## PREREQUISITES

Principles of Management

Principles of Marketing

## SELECTIVE BIBLIOGRAPHY

Babin B. J. and Harris E. G. (2015), CB7: Consumer Behavior, 7th edition, Cengage Learning.

Darpy D. and Guillard V. (2020), Comportements du Consommateur. Tous les Principes et Outils à Connaître, 5th edition, Dunod.

Martin E. and Tellier A. (2022) Tout savoir sur le marketing avec la série Mad Men, Editions EMS.

Robbins, S. P., & Judge, T. (2018). Comportements organisationnels. Pearson France.