

2019.HS

Module Name: Customer Insights			
Module Code	w.BA.XX.2CI.XX		
Module Description	To develop products and services that meet customer needs, companies need to take decisions based on customer insights. This module covers different quantitative and qualitative methods to generate customer insights. It focuses on real-world applications. Students will work with data from experiments, surveys, and social media. This module is recommended for students who plan to write an empirical bachelor's thesis.		
Program and Specialization	<ul style="list-style-type: none"> § Business Administration - Accounting, Controlling, Auditing § Business Administration - Banking and Finance § Business Administration - Banking and Finance (FLEX) § Business Administration - Banking and Finance (PIE) § Business Administration - Economics and Politics § Business Administration - General Management § Business Administration - General Management (Flex) § Business Administration - Risk and Insurance § Business Information Technology 		
Legal Framework	Academic Regulations BSc dated 29.01.2009, Appendix to the Academic Regulations for the degree programs in Business Administration, Business Information Technology, and Business Law, first adopted on 12.05.2009		
Module Category	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">Module Type: Compulsory Elective</td> <td style="width: 50%;">Program Phase: Main Study Period</td> </tr> </table>	Module Type: Compulsory Elective	Program Phase: Main Study Period
Module Type: Compulsory Elective	Program Phase: Main Study Period		
ECTS	3		
Organizational Unit	W Institut für Marketing Management Ltg.		
Module Coordinator	Steffen Müller (muef)		
Deputy Module Coordinator	-		
Prerequisite Knowledge	-		
Contribution to Program Learning Goals (Affected by Module)	<ul style="list-style-type: none"> § Professional Competence § Methodological Competence § Social Competence § Self-Competence 		
Contribution to Program Learning Objectives	<ul style="list-style-type: none"> Professional Competence <ul style="list-style-type: none"> § Knowing and Understanding Content of Theoretical and Practical Relevance § Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance § Evaluate Content of Theoretical and Practical Relevance Methodological Competence <ul style="list-style-type: none"> § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence <ul style="list-style-type: none"> § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence <ul style="list-style-type: none"> § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change 		
Module Learning Objectives	<p>Students...</p> <ul style="list-style-type: none"> § can apply quantitative and qualitative methods to generate customer insights. § can develop appropriate study designs and questionnaires. § can conduct experiments, surveys, and qualitative interviews. § can analyze data, including social media data. § can communicate results. § are prepared to write an empirical bachelor's thesis. 		
Module Content	<ul style="list-style-type: none"> § Quantitative and qualitative methods to generate customer insights. § Developing, conducting, and analyzing experiments. § Developing, conducting, and analyzing surveys. § Analyzing social media data. § Developing, conducting, and analyzing qualitative interviews. § Capstone project. 		

Links to other modules	The content of this module is linked to the following modules: w.BA.XX.2AMark.XX		
	w.BA.XX.2Mark.XX		
Methods of Instruction	§ Interactive Instruction § Case Studies § Project Work	Social Settings Used: § Individual Work § Group Work	
Digital Resources	§ Teaching Videos § Teaching Materials § Case Studies (with Key)		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Large Class	-	-	
Small Class	28 h	8 h	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
Total	28 h	8 h	54 h
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
Written exam	Open book	60	60.00 %
Permitted Resources	Approved calculator according to "Guidelines on Supplementary Materials"	With dictionary	
Others			
	Assessment	Length (min.)	Weighting
Capstone project incl. presentation	Grade	20	40.00 %
Classroom Attendance Requirement	-		
Language of Instruction/Examination	English		
Compulsory Reading	Aaker, D., Kumar, V., Leone, R. & Day, G. (2012). Marketing Research. 11th edition. Hoboken: Wiley. ISBN 978-1-118-32181-2.		
Recommended Reading	-		
Comments	Further reading materials will be provided on Moodle.		