

Valid for 2023.FS

<b>Module Name: Customer Behavior Research Methods</b>	
Module Code	w.MA.XX.CBRM.22HS
Module Description	The module provides a comprehensive overview of the various methods used to study consumer behavior, including both qualitative and quantitative approaches. The module discusses the advantages and disadvantages of methods such as focus groups, in-depth interviews, surveys, and randomized control trials. In particular, the module provides the fundamentals of designing and conducting surveys, including choosing the right survey format, creating effective questions, and managing response bias in addition to analyzing survey data using statistical techniques. By the end of the module, participants will have a solid understanding of the various methods for studying consumer behavior, and will be able to use surveys in their own research.
Program and Specialization	Banking and Finance
Legal Framework	Academic Regulations MSc in Banking and Finance dated 29.09.2011, Appendix to the Academic Regulations for the degree program in Banking and Finance, first adopted on 28.08.2012
Module Category	<b>Module Type:</b> Compulsory
ECTS	3
Organizational Unit	W Institut für Wealth & Asset Management
Module Coordinator	Kremena Bachmann (bahm)
Deputy Module Coordinator	Johannes Höllerich (hoee)
Prerequisite Knowledge	-
Contribution to Program Learning Goals (Affected by Module)	§ Professional Competence § Methodological Competence § Social Competence § Self-Competence
Contribution to Program Learning Objectives	Professional Competence § 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 § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change
Module Learning Objectives	Students... § will learn the advantages and disadvantages of various methods of studying consumer behavior. § will learn to select appropriate empirical methods to address a specific research question. § will learn how to define and operationalize constructs and variables for survey research. § will learn how to analyze data from survey research. § will learn to discuss issues associated with the theory, design, implementation, and reporting of empirical research in a competent manner.
Module Content	§ Research methods of consumer behavior § Survey methods
Links to other modules	-
Methods of Instruction	§ Lecture § Interactive Instruction § Problem-Oriented Teaching § Explorative Learning
	<b>Social Settings Used:</b> Group Work

Digital Resources	Teaching Materials		
Type of Instruction	<b>Classroom Instruction</b>	<b>Guided Self-Study</b>	<b>Autonomous Self-Study</b>
Lecture	28 h	32 h	
Excercise	-	-	
Project Work	-	-	
Seminar	-	-	
<b>Total</b>	<b>28 h</b>	<b>32 h</b>	<b>30 h</b>
Performance Assessment			
<b>End-of-module exam</b>	<b>Form</b>	<b>Length (min.)</b>	<b>Weighting</b>
-	-	-	-
<b>Permitted Resources</b>	-		
<b>Others</b>	<b>Assessment</b>	<b>Length (min.)</b>	<b>Weighting</b>
Talk/oral presentation	Pass/Fail	30	-
Written Assignment	Grade	-	100.00 %
Students are not allowed to revise and resubmit performance assessment tasks.			
Classroom Attendance Requirement	Mandatory Attendance: 100%		
Language of Instruction/Examination	English		
Compulsory Reading	-		
Recommended Reading	-		
Comments	-		