

Valid from 2025.FS

Module description: Customer Insights			
Module Code	w.BA.XX.2CI.XX		
ECTS Credits	3		
Language of Instruction/Examination	English		
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 planning to write an empirical Bachelor's thesis.		
Organizational Unit	Fachst. Customer Management & e-Commerce		
Module Coordinator	Steffen Müller		
Deputy Module Coordinator	Corina Helbling		
Program and Specialization	<ul style="list-style-type: none"> • Business Administration - Specialization in Accounting, Controlling, Auditing • Business Administration - Specialization in Banking and Finance • Business Administration - Specialization in Banking and Finance (FLEX) • Business Administration - Specialization in Economics and Politics • Business Administration - Specialization in Financial Management • Business Administration - Specialization in General Management • Business Administration - Specialization in General Management (Flex) • Business Administration - Specialization in Politics and Management • Business Administration - Specialization in Risk and Insurance • Business Information Technology - Specialization in Business Information Systems • Business Information Technology - Specialization in Data Science 		
Legal Framework	Academic Regulations BSc dated 29.01.2009, for the degree programs in Business Administration, International Management, Business Information Technology, Business Law, Business Law and Applied Law, first adopted on 12.05.2009		
Module Category	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%;">Module Type Compulsory Elective</td> <td style="width: 40%;">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		
Prerequisite Knowledge			
Contribution to Program Learning Objectives (by the concerned Module)	<ul style="list-style-type: none"> • Professional Competence • Methodological Competence • Social Competence • Self-Competence 		

Module description: Customer Insights

Contribution to Program Learning Objectives	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	Students... <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	This module is linked to the following modules: <ul style="list-style-type: none"> w.BA.XX.2AMark.XX w.BA.XX.2Mark.XX 																														
Digital Learning Resources	<ul style="list-style-type: none"> Teaching Videos Teaching Materials Case Studies (with Key) 																														
Methods of Instruction	<ul style="list-style-type: none"> Case Studies Interactive Instruction Project Work 		Social Settings Used: <ul style="list-style-type: none"> Group Work Individual Work 																												
Type of Instruction	<table border="1"> <thead> <tr> <th></th> <th>Classroom Instruction</th> <th>Guided Self-Study</th> <th>Autonomous Self-Study</th> </tr> </thead> <tbody> <tr> <td>Large Class</td> <td>-</td> <td>-</td> <td></td> </tr> <tr> <td>Small Class</td> <td>28 h</td> <td>8 h</td> <td></td> </tr> <tr> <td>Group Instruction</td> <td>-</td> <td>-</td> <td></td> </tr> <tr> <td>Practical Work</td> <td>-</td> <td>-</td> <td></td> </tr> <tr> <td>Seminar</td> <td>-</td> <td>-</td> <td></td> </tr> <tr> <td>Total</td> <td>28 h</td> <td>8 h</td> <td>54 h</td> </tr> </tbody> </table>				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
	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																												

Module description: Customer Insights

Performance Assessment	End-of-module exam		Form	Length (min.)	Weighting	
	Written exam		open book	60	60.00	
	Permitted Resources		Free choice calculator	With dictionary		
	Others		Assessment	Format	Length (min.)	Weighting
	Capstone project with presentation		Grade	Gruppenarbeit	20	40.00
Classroom Attendance Requirement	None					
Compulsory Reading	<ul style="list-style-type: none"> 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.					