

Module description: Customer Behavior Research Methods	
Module Code	w.MA.XX.CBRM.22HS
ECTS Credits	3
Language of Instruction/Examination	English
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.
Organizational Unit	Institut für Wealth & Asset Management
Module Coordinator	Kremena Bachmann
Deputy Module Coordinator	Johannes Höllerich
Program and Specialization	<ul style="list-style-type: none"> 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	Module Type Compulsory
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
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

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Module Learning Objectives	Students... <ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• Research methods of consumer behavior• Survey methods																																	
Links to other modules	This module is linked to the following modules:																																	
Digital Learning Resources	<ul style="list-style-type: none">• Teaching Materials																																	
Methods of Instruction	<ul style="list-style-type: none">• Problem-Oriented Teaching• Explorative Learning• Interactive Instruction• Lecture			Social Settings Used: <ul style="list-style-type: none">• Group Work																														
Type of Instruction	<table><tr><td></td><td>Classroom Instruction</td><td>Guided Self-Study</td><td colspan="2">Autonomous Self-Study</td></tr><tr><td>Lecture</td><td>28 h</td><td>32 h</td><td colspan="2"></td></tr><tr><td>Excercise</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Project Work</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Seminar</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Total</td><td>28 h</td><td>32 h</td><td colspan="2">30 h</td></tr></table>					Classroom Instruction	Guided Self-Study	Autonomous Self-Study		Lecture	28 h	32 h			Excercise	-	-			Project Work	-	-			Seminar	-	-			Total	28 h	32 h	30 h	
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Performance Assessment	<table><tr><td colspan="2">End-of-module exam</td><td>Form</td><td>Length (min.)</td><td>Weighting</td></tr><tr><td colspan="2">-</td><td></td><td></td><td></td></tr><tr><td colspan="2">Permitted Resources</td><td colspan="3"></td></tr></table> <table><tr><td>Others</td><td>Assessment</td><td>Format</td><td>Length (min.)</td><td>Weighting</td></tr><tr><td>Written Assignment</td><td>Grade</td><td>Gruppenarbeit</td><td>0</td><td>100.00</td></tr><tr><td>Talk/oral presentation</td><td>Pass/Fail</td><td>Gruppenarbeit</td><td>30</td><td>0.00</td></tr></table>				End-of-module exam		Form	Length (min.)	Weighting	-					Permitted Resources					Others	Assessment	Format	Length (min.)	Weighting	Written Assignment	Grade	Gruppenarbeit	0	100.00	Talk/oral presentation	Pass/Fail	Gruppenarbeit	30	0.00
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Classroom Attendance Requirement	None																																	
Compulsory Reading																																		
Recommended Reading																																		
Comments																																		