



FME3541 Buying Behaviour 7.5 credits

Konsumentbeteende

This is a translation of the Swedish, legally binding, course syllabus.

If the course is discontinued, students may request to be examined during the following two academic years

Establishment

Course syllabus for FME3541 valid from Autumn 2016

Grading scale

Education cycle

Third cycle

Specific prerequisites

Enrolled at doctoral program in Industrial management or equivalent

Language of instruction

The language of instruction is specified in the course offering information in the course catalogue.

Intended learning outcomes

- have strategic understanding of consumer and organizational buyer behavior models

- Learn key theories and research from the behavioral sciences (e.g., psychology, sociology, economics) that help us understand consumer behavior
- Learn key theories and research from organizational buyer behavior
- Critically analyze journal articles in consumer and organizational buyer behavior.

Course contents

Issues and concepts that will be covered during the course

- Consumer Behavior models
- Buyer behavior in industrial markets
- Individual determinants of consumer behavior
- Environmental influences on consumer behavior
- Interpretive Approaches
- The Industrial purchasing function
- The Organizational Buying Process

Disposition

Lecture, Case analysis, and projects

Course literature

Will be announced when course starts

Examination

Based on recommendation from KTH's coordinator for disabilities, the examiner will decide how to adapt an examination for students with documented disability.

The examiner may apply another examination format when re-examining individual students.

Other requirements for final grade

Will be announced when course starts

Ethical approach

- All members of a group are responsible for the group's work.
- In any assessment, every student shall honestly disclose any help received and sources used.

- In an oral assessment, every student shall be able to present and answer questions about the entire assignment and solution.