



Syllabus CDHK					
Faculty	Sino-German School for Postgraduate Studies (CDHK)				
Title	Comparative Studies of Consumer Behavior: China, India and Germany				
Course Form	Lecture <input checked="" type="checkbox"/>	Exercise <input checked="" type="checkbox"/>	Seminar <input checked="" type="checkbox"/>	Workshop <input checked="" type="checkbox"/>	Others <input type="checkbox"/>
Semester	Year 2018/19	SS <input type="checkbox"/>	WS <input checked="" type="checkbox"/>		
Responsible	Chair: Dr. Sigrun Abels		Lecturer: Prof. Dr. Pei Wang-Nastansky		
Contact data	Email: pei.wang-nastansky@h-ab.de		Tel./Fax.: 0086-21-6598-0765		
Consulting Hour	By appointment, during seminar week				

1. Date/Time/Room

16.10.: 09:00-16:00; 17.10.: 09:00-16:00; 18.10.: 12:30 - 16:30
CDHK, Siping Campus, Room 307

2. Learning Target

The overall goal of this course is to offer students an insight and knowledge of consumer behavior on international marketplaces in order to balance challenges of globalization and regionalization in the context of international business. An emphasis is placed on the Asian emerging markets, such as China & India. A comparison will be drawn between the two big Asian economic giants and Germany, the European economical powerhouse.

In addition, students will gain intercultural communication competence of consumer products in target countries. After successfully completing the course, students should be able to :

1. Describe core decision process modules and communication concepts related to consumer behavior.
2. Identify and compare psychological, social, and cultural differences between European and Asian consumers with respect to purchasing and consumption processes.
3. Analyze and establish how theories and models of consumer behavior can be applied for choosing appropriate marketing strategies in different countries.
4. Develop and formulate intercultural marketing and communication strategies in targeted market(s) based upon analyses of consumer behavior, product & service portfolios, and assessment of the role of consumption.

The course covers...(in%-Sum=100)

Prof. competence	50	Method. competence	30	System competence	10	Social competence	10
------------------	----	--------------------	----	-------------------	----	-------------------	----

3. Course Content Description

This course offers German/foreign and Chinese students a profound understanding of consumer behavior in three countries, China, India, and German, which are distinct from one and another with respect to cultural, history and economical development. Via case analysis, research findings, and in-class experiments, the course content pertains to cultural, psychological, economical, technological development as well as influences in family and society as a whole in three countries.

This course encompasses both, the macro-level research findings and the micro level of consumer behavior (i.e. the psychological as well as the sociological perspectives) via country specific consumer behavior case



studies. It consists of two complementary sections:

- In section one, it presents existing research outcomes and models regarding consumer behavior as well as its state-of-the-art marketing implementation.
- The second section consists of case studies and research findings regarding how cultural and other social aspects influence consumers' decision processes in targeted countries.

Furthermore, ethical challenges are analyzed in emerging Asian markets as well as in European countries, the consumption-based societies in which both positive and negative aspects are open for examination.

4. Language

English & German

5. Workload

- Preparation and review work: Attendance in all three sessions.
- 2 task assignments

<i>ECTS Credit Points</i>	2 (= 60 hours student workload)
---------------------------	---------------------------------

Note:

The European Credit Transfer and Accumulation System (ECTS) is a student-centered system based on the student workload required to achieve the objectives of a program of study. One ECTS stands for around 30 student working hours. Student workload in ECTS consists of the time required to complete all planned learning activities such as: attending lectures, seminars, laboratory classes; independent study; preparation of projects, dissertations, examinations and so forth.

6. Exam Form / Assessment

15% active participation during seminar hours and discussion
15% work assignment (e.g. presentation) during the three day seminar session
70% final report due three weeks after seminar

7. Literature, Scripts

Print-material available?	<input type="checkbox"/>	at:	
Digital material available?	<input checked="" type="checkbox"/>	at:	http://gcc.upb.de/K-Pool/CB_WS2015

Obligatory Lecture:

16.10.: 09:00-16:00;
17.10.: 09:00-16:00;
18.10.: 12:30 - 16:30

8. Others

Max. number of participant: 25.

Version 2. 24.07.2018