

# TOROS ÜNİVERSİTESİ

Faculty Of Economic, Administrative And Social Sciences  
International Finance ( English )

## Course Information

BEHAVIORAL FINANCE					
Code	Semester	Theoretical	Practice	National Credit	ECTS Credit
		Hour / Week			
INF312	Spring	3	0	3	5

Prerequisites and co-requisites	none
Language of instruction	English
Type	Elective
Level of Course	Bachelor's
Lecturer	Ass. Prof. Yrd. Doç. Dr. Aslıhan YAVUZALP MARANGOZ
Mode of Delivery	Face to Face
Suggested Subject	-
Professional practise ( internship )	None
Objectives of the Course	To explain the basic consumer behavior issues with the actual cases.
Contents of the Course	consumer concept, consumer behavior, affecting factors, buying process, decision types.

## Learning Outcomes of Course

#	Learning Outcomes
1	Identifies consumer behavior concepts
2	Analyzes the effecting factors of consumer behavior
3	Evaluates market research findings
4	Segments the market

## Course Syllabus

#	Subjects	Teaching Methods and Technics
1	Consumer behavior concept, definiton, introduction.	Lecture
2	Models of Consumer Behavior	Lecture
3	Culture- sub culture	Lecture
4	Social class, reference groups	Lecture
5	Family as a consumption unit	Lecture
6	Motivation	Lecture
7	Perception	Lecture
8	Review and Mid-term exam	Interactive
9	Learning	Lecture
10	Personality, Attitudes	Lecture
11	Consumer decision types	Lecture
12	Personal factors	Lecture
13	Presentations	Interactive
14	Presentations	Interactive

15	Presentations	Interactive
16	Final Exam	

## Course Syllabus

#	Material / Resources	Information About Resources	Reference / Recommended Resources
1	Consumer Behavior, Solomon		
2	Consumer Behavior, Schiffman, Kanuk		

## Method of Assessment

#	Weight	Work Type	Work Title
1	40%	Mid-Term Exam	Mid-Term Exam
2	60%	Final Exam	Final Exam

## Relationship between Learning Outcomes of Course and Program Outcomes

#	Learning Outcomes	Program Outcomes	Method of Assessment
1	Identifies consumer behavior concepts	13	1,2
2	Analyzes the effecting factors of consumer behavior	9	1,2
3	Evaluates market research findings	12	1,2
4	Segments the market	11,12	1,2

PS. The numbers, which are shown in the column Method of Assessment, presents the methods shown in the previous table, titled as Method of Assessment.

## Work Load Details

#	Type of Work	Quantity	Time (Hour)	Work Load
1	Course Duration	14	3	42
2	Course Duration Except Class (Preliminary Study, Enhancement)	14	3	42
3	Presentation and Seminar Preparation	1	10	10
4	Web Research, Library and Archival Work	0	0	0
5	Document/Information Listing	0	0	0
6	Workshop	0	0	0
7	Preparation for Midterm Exam	1	26	26
8	Midterm Exam	1	2	2
9	Quiz	0	0	0
10	Homework	1	6	6
11	Midterm Project	0	0	0
12	Midterm Exercise	0	0	0
13	Final Project	0	0	0
14	Final Exercise	0	0	0
15	Preparation for Final Exam	1	20	20
16	Final Exam	1	2	2
				<b>150</b>