

管院學士班課程大綱

BA/BBA Program Syllabus

2023.09.20 修訂

系所 Department	資訊管理學系 Information Management	必選修 compulsory/elective	選修 Elective
課程名稱 Course title	Consumer Behavior (消費者行為)	學分數 Credit(s)	3
課號 Course Code	5303236	全英文授課 English Taught (EMI)	是(Yes)
學年/學期 academic year/Semester	114/01	上課地點 Classroom	College of Management616A
講授教師 Instructor	Kankham Sarawut (沙拉溫)	上課時間 Time	Monday and Wednesday, 08:45 to 10:00
教師辦公室&諮詢時間 Instructor office & office hour	By appointment	教師聯絡資訊 Instructor Contact	Phone: 05-2720411#34604 Email: bensarawut@ccu.edu.tw
助教 Teaching Assistant	陳新城	助教 聯絡資訊 TA contact	Email: city22050aa@gmail.com
先修課程 Pre-requisite courses	- Introduction to Information Management		
學習目標 Learning Objective	- Analyze how psychological, social, and cultural factors influence consumer decision-making in digital and traditional environments. - Apply consumer behavior theories to the design and evaluation of information systems, digital platforms, and marketing strategies. - Interpret consumer data from online platforms (e.g., social media and e-commerce) to generate actionable business insights.		
課程概述 Course Descriptions	As Management Information Systems (MIS) represent a multidisciplinary field that integrates both technical and behavioral approaches—commonly referred to as a sociotechnical system—this course emphasizes the behavioral perspective. Undergraduate students will explore the psychological, cultural, and technological factors that shape consumer decision-making. Core topics include the foundations of consumer behavior—buying, having, and being—as they relate to choosing and using products to create and communicate identity. The course also highlights the critical role of MIS environments—such as online communities, social networks, information search systems, internet retailing, and artificial intelligence (AI)—in analyzing and influencing consumer behavior.		

		Through this multidisciplinary lens, undergraduate students will gain the behavioral foundations necessary to design effective digital systems and support strategic, data-informed business decisions.			
		This course consists of two main components each week: content sessions on Mondays and case discussions on Wednesdays. Undergraduate students will learn to apply their knowledge to real-world problems through a variety of case studies.			
對應 AOL 職能素養(AOL Competency)					
職能素養 4(Competency 4): 全球視野 Global Perspective			職能素養 2(Competency 2): 創新思考 Creative Thinking		
課程類別 Course Attributes	☐ 人文關懷課程(Humanities Caring) ☐ 競賽專題課程(Competition) ☒ 問題導向課程(Problem-solving) ☐ 專題導向課程(Project-based) ☒ 實作課程(Practice-based) ☒ 總整課程(Capstone)				
教材編選 Teaching materials	☒ 自製簡報(self-made PPTs) ☒ 課程講義(Teaching Notes) ☐ 自編教科書(self-made textbooks) ☐ 教學程式(programming) ☐ 自製教學影片(self-made video) ☐ 其他(Others)				
教學資源 Teaching Resources	☐ 課程網站(Website) ☐ 實習網站(Intern Web) ☒ 教材電子檔供下載(Downloadable Files)				
教科書/參考書 Textbooks/References	1. (Main) Solomon, M. R. (2024). <i>Consumer Behavior: Buying, Having and Being</i> (14th ed.). Pearson. 2. (Supplement) Mothersbaugh, D. L., & Hawkins, D. I. (2024). <i>Consumer behavior: Building marketing strategy</i> (15th ed.). McGraw Hill Education.				
評量方式(請填百分比) Assessment	課堂參與 Participation	15%	個案討論 Case study		
	作業 Homework	%	專題 Project		
	小考 Quiz	25%	其他 1 other ()		
	期中考 Midterm	%	其他 2 other ()		
	期末考 Final	35%	其他 3 other ()		
	報告 Presentation	25%	其他 4 other ()		
其他說明 Other description	- Given that each week includes a case discussion, arriving more than 15 minutes late will result in dismissal. - The instructor reserves the right to make changes to this syllabus, such as class schedule, grading policy, etc., if necessary. - There is no midterm exam/presentation in this course. - <u>Undergraduate students with limited English skills are welcome—this course is also a great way to practice and improve your English while learning.</u>				

課程規劃表 Course Schedule

週次 week	日期 Date	內容 Description	教材章節 Textbook	其他說明 Remark
1.	09/08	Course Overview		
	09/10	An Introduction to Consumer Behavior	Chapter 1	
2.	09/15	Consumer Ethics, the marketplace, and the Planet	Chapter 2	
	09/17			
3.	09/22	Perceiving and Making Meaning	Chapter 3	
	09/24			
4.	*09/29	Learning, Remembering, and Knowing	Chapter 4	*09/29 is a make-up holiday for Confucius's birthday (Day off).
	10/01			
5.	*10/06	Motivation	Chapter 5	*10/06 is a moon festival (Day off).
	10/08			
6.	10/13	Attitudes and How to Change Them	Chapter 6	
	10/15			
7.	10/20	Deciding	Chapter 7	
	10/22			
8.	10/27	Buying, Using, and Disposing	Chapter 8	(Assign Final Presentation)
	10/29			
9.	11/03	Identity and the Self	Chapter 9	
	11/05			
10.	11/10	Personality, Values, and Lifestyles	Chapter 10	
	11/12			
11.	11/17	Social and Cultural Identity	Chapter 11	
	11/19			
12.	11/24	How Groups Define Us	Chapter 12	
	11/26			
13.	12/01	Social Class and Status	Chapter 13	
	12/03			
14.	12/08	Culture (End)	Chapter 14	
	12/10			
15.	12/15	<u>Final Presentation</u>		
	12/17			
16.	12/22	<u>Final Exam</u>		

*The schedule and content may be subject to change.