

DESCRIPTION OF ELECTIVE COURSE

Name of the school: Haute école de gestion de Genève	Academic Year 2026-2027
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FIRST PART: DESCRIPTION OF MODULE	
1. Domain	Business and Services
2. Department	International Business Management
3. Minor name	Consumer Science and Analytics
4. Code	31041
5. Type of education	<input checked="" type="checkbox"/> Bachelor <input type="checkbox"/> Master <input type="checkbox"/> MAS <input type="checkbox"/> CAS / DAS
6. Number of ECTS Credits	5
7. Prerequisites	<input checked="" type="checkbox"/> Validation of the modules in semesters 1 and 2 <input checked="" type="checkbox"/> Attendance of the modules in semesters 3 and 4 for full-time students, and semesters 5 and 6 for part-time students <input checked="" type="checkbox"/> Mastery of the following elements will be tested during first lecture <ul style="list-style-type: none"> - the statistical concepts and tests studied in semester 1 to 4 (full-time students) and 1 to 6 (part-time students) - the main market research approaches studied in semester 1 to 4 (full-time students) and 1 to 6 (part-time students)
8. Teaching language	<input type="checkbox"/> French <input type="checkbox"/> German <input checked="" type="checkbox"/> English <input type="checkbox"/> Other :
9. Objectives	<p>This course provides students with a solid foundation in consumer science, enabling them to engage effectively with business functions in areas such as marketing, communication, consumer insights, and market research.</p> <p>The overall goal of the course is to help students to develop a consumer-centric mindset i.e. to consider the consumer as the focal point of all decisions related to designing and delivering communication, products, services and experiences to create satisfaction, loyalty, and advocacy. Beyond commercial behaviours, the module introduces students to the knowledge and skills required to understand and predict consumers/citizens behaviour in specific situation while adopting a scientific approach to designing behaviour change interventions.</p>

10. Contents (General themes and descriptions, the accurate content may change)	<p>The course will cover broad domains of consumer science, focusing on their application to consumer understanding, communication design, product innovation, and behaviour change initiatives.</p> <p>This will include topics such as:</p> <ul style="list-style-type: none"> • Perceptions • Affective responses • Behaviour formation and change <p>Students will practice key approaches to building relevant consumer insights, including:</p> <ul style="list-style-type: none"> • Desk Research • Data collection • Data analysis <p>The course combines theory, practical exercises, and case studies, providing students with hands-on experience in consumer and behavioural sciences.</p>
11. Evaluation	The module grading will be based on a mix of individual assignments and group work. Further details will be shared by the teacher at the beginning of the semester.
12. Remediation/repetition	<input checked="" type="checkbox"/> Compulsory remediation if the module grade is between 3.5 and 3.9 / 6. When subject to a remediation, only the grade of the remedial exam will be taken into account (maximum grade 4.0). A repeated module cannot benefit from a remedial exam. <input type="checkbox"/> No remediation
13. Main instructor	New Professor
SECOND PART: LOCATION OF THE MODULE IN THE STUDY PLAN	
14. Level	<input type="checkbox"/> Basic module <input type="checkbox"/> Advanced module <input checked="" type="checkbox"/> Specialized module
15. Characteristics	<input checked="" type="checkbox"/> Module is mandatory (which could lead to final dismissal from the program, cf. art.15, al.1, « Statut des étudiant-e-s bachelor »)
16. Type	<input checked="" type="checkbox"/> Main module <input type="checkbox"/> Module linked to main module <input type="checkbox"/> Optional module
17. Time organization	<input checked="" type="checkbox"/> Module over 1 semester <input type="checkbox"/> Module over 2 semesters <input type="checkbox"/> Spring semester <input checked="" type="checkbox"/> Fall semester Other