



SUBJECT: Consumer Behaviour		
MASTER DEGREE: Master in Business Administration Profesor: Vladimir Melnyk	ECTS: 3	SEMESTER: 4

WEEK	SESSION	DESCRIPTION OF CONTENTS	Indicate special space needs	STUDENT WORK DURING THE WEEK	
				DESCRIPTION	CONTACT HOURS
1	1	Introduction to CB and Perception		Case studies preparation	3
2	2	The Self & Motivation		Case studies preparation	3
3	3	Learning and Attitude Formation		Case studies preparation	3
4	4	Social and Cultural Influences		Case studies preparation	3
5	5	Individual Decision Making		Course assignment presentation	3
TOTAL NUMBER OF HOURS					15