

Module	Consumer Science and Sustainable Consumption
Language	English
Credits	6
Stud. workload	180h, of which 60h contact
Frequency (WS / SS)	yearly, SS
Contents	Selected subjects from economic and social sciences focussing on the consumer.
Qualification targets	Students are able to <ul style="list-style-type: none"> - explain various relevant theories of sociology and lifestyle research as well as the social and psychological basis for consumer behaviour - explain recent developments in consumption and to deduct future trends, with emphasis on sustainability - explain various micro- and macro-economic theories relevant to the market for consumer goods and the attitude of consumers - explain various theories of consumer policy, the present status and future needs - develop novel products and services for various target groups - develop novel concepts for the dialogue with the consumers.
Literature	Lecture based materials
Learning methods	Instructions (including e-learning), seminar
Examination type	Written examination
Study system usability	Compulsory module for students with focus on sustainable supply chain, see § 7, Examination Regulations MSc Sustainable Food Systems
Entrance requirements	see § 7, Examination Regulations MSc Sustainable Food Systems