

BUS5102 Supplier and Consumer Behaviour

Unit Description

Customer centricity is critical in sustaining and nurturing any 21st Century enterprise. This unit focuses on the interrelationship between supplier and consumer behaviour and on the application of these drivers to overall organisational performance and sustainability. This unit considers the key elements that contribute to an organisation's success. By taking the view that any enterprise is dependent upon, and therefore must be supportive of its entire ecosystem, Supplier and Consumer Behaviour focuses on a contemporary understanding of end-to-end configuration of the enterprise for optimum customer satisfaction in a complex and adapting marketplace. Building on theories of complex adaptive systems, theory of constraints, data driven continuous improvement, and consumer and seller psychology, this unit explores the complex and inter-relational nature of contemporary enterprises. On completion of this unit, students will be able to explain and apply the principles of supplier and consumer behaviour in complex organisational ecosystems.

Credit Points	8 credit points
Duration	12 weeks (10 teaching weeks and 2 revision and assessment weeks)

Unit Learning Outcomes

On successful completion of this unit, students will be able to:

1. Explain the role and significance of consumer behaviour in marketing and business decision-making.
2. Identify and evaluate the factors that shape consumer decisions, including psychological, social, cultural, and demographic influences.
3. Assess the impact of social circles, cultural norms, values, and demographics that shape consumption patterns.
4. Discuss how consumers adopt new products and technologies and the implications for marketing strategies.
5. Assess the ethical considerations in marketing and their social impact.