
Programme: Bachelor of Business Administration

Semester V

BBA 511-18

CONSUMER BEHAVIOUR

Objective: This course aims at enabling students to understand the various aspects of consumer behaviour, the external and internal factors that influence consumer behaviour and to apply this understanding for the development of marketing strategy.

Course Outcomes (COs)

Sr. No.	At the end of the course, the student will be able to:
CO1	Understand the concept of consumer behaviour and the emerging trends.
CO2	Acquire knowledge on factors affecting the behaviour and perception of the consumers.
CO3	Learn and understand the impact of social and cultural setting on consumer behavior.
CO4	Understand the process of consumer decision making.

(Source: IKGPTU Syllabus for Bachelor of Business Administration (Affiliated Colleges), 2021.
<https://ptu.ac.in/wp-content/uploads/2023/02/BBA-upto-6th-Sem.-batch-2022-onwards.pdf>)