

**The Hong Kong Polytechnic University**

**Subject Description Form**

*Please read the notes at the end of the table carefully before completing the form.*

<b>Subject Code</b>	MM6771
<b>Subject Title</b>	Current Topics on Consumer Judgment and Decision Making
<b>Credit Value</b>	3
<b>Level</b>	6
<b>Pre-requisite/ Co-requisite/ Exclusion</b>	MM6001 Research Methodology MM6004 Research Methods for Behavioral Research
<b>Objectives</b>	<ol style="list-style-type: none"> <li>1. Introduce students to the current topics of consumer judgement and decision making.</li> <li>2. Help students hone research skills, such as generating ideas, designing empirical tests, and writing.</li> </ol>
<b>Intended Learning Outcomes</b> (Note 1)	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> <li>a) Understand and internalize theories in the selected topics</li> <li>b) Provide critical reviews and insights for research in the selected topics</li> <li>c) Develop original research ideas and testable hypotheses to advance the literature</li> <li>d) Design empirical studies to test the research ideas</li> <li>e) Improve the research paper writing and presentation skills</li> </ol>
<b>Subject Synopsis/ Indicative Syllabus</b> (Note 2)	<p><b><u>PART 1: Consumer decision in the digital world</u></b></p> <p>Week 1: Privacy Week 2: Persuasion in the digital world Week 3: Digital devices and consumer choice Week 4: Consumer responses to digital technology Week 5: Consumer behavior in the digital economy</p> <p><b><u>PART 2: Consumer decision in consequential domains</u></b></p> <p>Week 6: Conflict of interest Week 7: Medical decision making Week 8: Financial decision Week 9: Sustainability Week 10: Gender, political ideology, and consumer activism</p> <p><b><u>PART 3: Developing research ideas</u></b></p> <p>Week 11: Idea workshop Week 12: Idea presentation Week 13: Idea presentation</p>

<b>Teaching/Learning Methodology</b> <i>(Note 3)</i>	<div>1. Paper reading (self-study)</div> <div>2. Interactive lectures</div> <div>3. Generate the idea paper</div> <div>4. Written research proposal</div> <div>5. Present research proposal</div>								
<b>Assessment Methods in Alignment with Intended Learning Outcomes</b> <i>(Note 4)</i>	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)						
			a	b	c	d	e		
	Continuous Assessment*								
	1. Class preparation and participation	25%	✓	✓					
	2. Assigned reading presentation	25%	✓	✓					
	3. Idea Paper	30%			✓	✓	✓		
	4. Idea paper presentation	20%			✓	✓	✓		
	Total	100 %							
	<i>*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</i>								
	To pass this subject, students are required to obtain Grade D or above in the overall subject grade which is based on the sum of the four Continuous Assessment components.								
<b>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</b>									
Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:									
Methods 1 and 2 fulfill the first learning objective (i.e., introduce students to the current topics of consumer judgement and decision making).									
Methods 3 and 4 fulfill the second learning objective (i.e., help students hone research skills, such as generating ideas, designing empirical tests, and writing).									
<b>Student Study Effort Expected</b>	Class contact:								
	▪ Interactive lectures						30 Hrs.		
	▪ Presentations						9 Hrs.		
	Other student study effort:								
	▪ Paper reading						60 Hrs.		

	<ul style="list-style-type: none"> <li>Generate research idea, write it up, and prepare for the presentation</li> </ul>	18 Hrs.
	Total student study effort	117 Hrs.
<b>Reading List and References</b>	The focus will be on reading and discussing recent journal articles, so the required readings will be updated from time to time.	

*Note 1: Intended Learning Outcomes*

Intended learning outcomes should state what students should be able to do or attain upon subject completion. Subject outcomes are expected to contribute to the attainment of the overall programme outcomes.

*Note 2: Subject Synopsis/Indicative Syllabus*

The syllabus should adequately address the intended learning outcomes. At the same time, overcrowding of the syllabus should be avoided.

*Note 3: Teaching/Learning Methodology*

This section should include a brief description of the teaching and learning methods to be employed to facilitate learning, and a justification of how the methods are aligned with the intended learning outcomes of the subject.

*Note 4: Assessment Method*

This section should include the assessment method(s) to be used and its relative weighting, and indicate which of the subject intended learning outcomes that each method is intended to assess. It should also provide a brief explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes.

(Form AR 140) 8.2020