

Module Name		Module Code
Modeling Consumer Behavior		egAEF068-01a
Module Coordinator		
Prof. Dr. Awudu Abdulai		
Organizer		
Institute of Food Economics and Consumption Studies - Food Economics		
Faculty		
Faculty of Agricultural and Nutritional Sciences		
Examination Office		
Faculty of Agricultural and Nutritional Sciences - Examination Office		
ECTS Credits	6	
Evaluation	Graded	
Duration	One semester	
Frequency	Only takes place during summer semesters	
Workload per ECTS Credit	30 hours	
Total Workload	180 hours	
Contact Time	60 hours	
Independent Study	120 hours	
Teaching Language	English	
Recommended Requirements		
Basic knowledge in microeconomic theory. Bachelor modules Fundamentals in Management and Price Theory (ök009 / ökAEF009-01a) and Industrial Organization of the Food Industry (ök020 / ökAEF020-01a) or equivalent.		
Requirements according to the examination regulations		
no		
Prerequisites for Admission to the Examination(s)		
The prerequisite for admission to the examination is a passed and graded seminar paper. The grade is included in the examination grade at a rate of 50% to improve the grade.		
Module Courses		

Course Type	Course Name	Compulsory/Optional	SWS
Practical exercise	Modellierung von Konsumentenverhalten	Compulsory	2
Lecture	Modellierung von Konsumentenverhalten	Compulsory	2

Examination(s)				
Examination Name	Type of Examination	Evaluation	Compulsory / Optional	Weighting
Written Examination: Modeling Consumer Behavior	Written Examination	Graded	Compulsory	100
Further Information on the Examination(s)				
<p>1.+2. period in summer semester 1. period in winter semester examiner: Prof. Dr. Abdulai QIS:xxxxxxxxx with xxxxxxxxxxxxxxxxxxxx</p>				
Course Content				
<p>Theory of consumer demand, Modeling of utility and cost functions, econometric estimation of single equation models and demand systems, empirical applications of stated preferences methods (choice experiments, contingent valuation) including limited dependent variables, specific consideration of heterogeneous consumer preferences, product heterogeneity in demand as well as asymmetric information, introduction to the statistical software package Stata for applications in the field of demand analysis.</p>				
Learning Outcome				
<p>Students understand the methodology of applied microeconomic demand analysis. They are aware of potential concerns related to the empirical modeling of real world problems and are able find practical solutions. Thus, students acquire the skills to analyze consumer demand under both perfect and imperfect market conditions, and to predict the consequences of market interventions. They are taught how to use the econometric software Stata to estimate models of consumer demand.</p>				
Reading List				
<p>Deaton, A. and J. Muellbauer 1993. Economics and Consumer Behavior, Cambridge Louviere, J.J., Hensher, D.A. and J.D. Swait 2000. States Choice Methods, Cambridge Abdulai, A. and D. Aubert 2004. A cross-section analysis of household demand for food and nutrients in Tanzania, Agriculture Economics 31(1), 67-79.</p>				
Additional Information				
<p>Free admission, but enrollment for mandatory research tutorial is required. Enrollment in OLAT within the 2nd examination period of the preceding semester. Regular Participation in computer tutorial is a prerequisite for admission to the examination.</p>				

Use	Compulsory / Optional	Semester
Master, 1-subject, Agricultural Sciences, Agricultural Economics, (Version 2017)	Optional	-
Master, 1-subject, Agricultural Sciences, Agricultural Economics, (Version 2013)	Optional	-
Master, 1-subject, Agricultural Sciences, Agribusiness, (Version 2017)	Optional	-
Master, 1-subject, Agricultural Sciences, Agribusiness, (Version 2013)	Optional	-
Master, 1-subject, Agricultural Sciences, Crop Sciences, (Version 2017)	Optional	-
Master, 1-subject, Agricultural Sciences, Crop Sciences, (Version 2013)	Optional	-
Master, 1-subject, Agricultural Sciences, Animal Sciences, (Version 2017)	Optional	-
Master, 1-subject, Agricultural Sciences, Animal Sciences, (Version 2013)	Optional	-
Master, 1-subject, Agricultural Sciences, Environmental Sciences, (Version 2017)	Optional	-
Master, 1-subject, Agricultural Sciences, Environmental Sciences, (Version 2013)	Optional	-
Master, 1-subject, Dairy Science, (Version 2017)	Optional	-
Master, 1-subject, Nutritional and Food Science, (Version 2013)	Optional	-
Master, 1-subject, Nutritional and Consumer Economics, (Version 2017)	Compulsory	-
Master, 1-subject, Nutritional and Consumer Economics, (Version 2013)	Compulsory	-