



Master in Life Sciences

A cooperation between
BFH, FHNW, HES-SO, ZFH

Module	Consumer Behaviour, Markets and Trade
Code	MSLS_AF-12
Degree Program	Master of Science in Life Sciences (MSLS)
ECTS Credits	5
Workload	150 h: Contact 50 h; Group Exercise 10 h; Self-study 90 h
Module Coordinator	<p>Name Dr. Filippo Lechthaler</p> <p>Phone +41 31 910 22 01</p> <p>Email Filippo.lechthaler@bfh.ch</p> <p>Address Bern University of Applied Sciences, School of Agricultural, Forest and Food Sciences, Laenggasse 85, 3052 Zollikofen</p>
Lecturers	<ul style="list-style-type: none"> • Dr. Jürgen Blaser • Ulrike Brämwig • Dr. Filippo Lechthaler • Guest lecturers
Entry Requirements	Basics of markets and policy in food, timber or agricultural markets.
Learning Outcomes and Competences	<p>After completing the module students will be able to:</p> <ul style="list-style-type: none"> • describe and analyse the characteristics and functioning of selected agricultural, food and forest products using economic tools and models • explain current and future developments on these markets, from a perspective of producers, consumers, and investors and against the background of international trade, market structures and government policies • use economic thinking to analyse the impact of national and international policies on agricultural, food and forest products • analyze and explain the influence of selected marketing and pricing strategies • draw conclusions for the management of value chains
Module Content	<p>The module will deal with the following topics by drawing on examples from agriculture, food and forestry:</p> <ul style="list-style-type: none"> • Market theory: economic principles of production and consumption • Consumer behavior, psychology and choice (incl. consumption trends and lifestyle) • Markets and price determination (with practical applications) • Markets and government policies • Markets and the economics of international trade • Characteristics of agricultural, food and timber/forest products markets in different countries, with presentation of selected case studies
Teaching / Learning Methods	Synchronous and asynchronous lectures, self-study, coaching, seminars with representatives of selected industries, and organizations, as well as students' presentations and joint discussions.
Assessment of Learning Outcome	<ol style="list-style-type: none"> 1) Individual market analysis and its presentation (50%) 2) Written exam (50%)
Bibliography	<p>Barkley A, Barkley PW 2020. The Principles of Agricultural Economics, 3rd edition. Routledge: London/UK.</p> <p>Hudson D 2007. Agricultural Markets and Prices. Blackwell: Malden/USA, Oxford/UK, Carlton/Australia.</p> <p>FAO 2020. The State of Agricultural Commodity Markets 2020. Agricultural Markets and sustainable development: Global Value Chains, Smallholder Farmers and Digital Innovatoin. Food and Agriculture Organization of the United Nations: Rome/Italy.</p>

	<p>Mankiw NG 2015. Principles of Economics. Cengage Learning: Stamford/USA.</p> <p>Blackwell RD, Paul WM, James FE 2006. Consumer Behavior. International Student Edition (10th edition), Thomson Higher Education: Mason/USA.</p> <p>UNECE/FAO 2019. Forest Products Annual Market Review 2018-2019. https://www.unece.org/fileadmin/DAM/timber/publications/SP48.pdf</p> <p>Costanza R, d'Arge R, de Groot R, Farber S, Grasso M, Hannon B, Limburg K, Naeem S, O'Neill R, Paruelo J, Raskin RG, Sutton P, van den Belt M 1997. The value of the world's ecosystem services and natural capital. Nature, 387: 253-260.</p> <p>In addition, a list with selected references and readings will be made available before the start of the module.</p>
Language	English
Comments	The sequences with guest lecturers and the seminars where market studies are presented are compulsory for students. The detailed schedule with the dates of the compulsory sequences will be uploaded on Moodle 4 weeks before the start of the module.
Last Update	07.04.2021 / Filippo Lechthaler