

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	<p>Knowledge of the principles of economics and marketing: Work through chapters 1 and 2 in Hudson (2007) and check your understanding by doing the pre-course test questions in the book.</p> <p>Basics of markets and policy in food, timber or agricultural markets.</p>
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 basic economic tools and models • explain current 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 and forestry:</p> <ul style="list-style-type: none"> • Economic principles of production and consumption • Consumer behavior, psychology and choice (incl. consumption trends and lifestyle) • Market and price theory with applications • Economics of international trade • Framework conditions: market organizations and government policies; Characteristics of agricultural, food and timber/forest products markets in different countries, with presentation of selected case studies • Market data and market analyses
Teaching / Learning Methods	Lectures, self-study, learn-team 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>Hudson D 2007. Agricultural Markets and Prices. Blackwell: Malden/USA, Oxford/UK, Carlton/Australia.</p> <p>FAO 2015. The State of Agricultural Commodity Markets 2015-2016. Trade and food security:</p>

	<p>achieving a better balance between national priorities and the collective good. 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 20219. 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	20.04.2020 / Filippo Lechthaler