

Module Name	Module Code
Modeling Consumer Behavior	AEF-agr068e
Module Coordinator	
Prof. Dr. Awudu Abdulai	
Organizer	
Institut für Ernährungswirtschaft und Verbrauchslehre - Ernährungsökonomie	
Faculty	
Faculty of Agricultural and Nutritional Sciences	
Examination Office	
Prüfungsamt Agrar- und Ernährungswissenschaftliche Fakultät	

ECTS Credits	6
Evaluation	Graded
Duration	ein 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) and Industrial Organization of the Food Industry (ök020) or equivalent.			
Module Courses			
Course Type	Course Name	Compulsory/Optional	SWS
Practical exercise	Modellierung von Konsumentenverhalten Übung	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	50
Seminar Paper with Assignment: Modeling Consumer Behavior	Seminar Course-work	Graded	Compulsory	50
Further Information on the Examination(s)				
1.+2. period in summer semester 1. period in winter semester examiner: Prof. Dr. Abdulai QIS:52402 with 52440+52450				

Course Content
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.
Learning Outcome
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.
Reading List
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.
Additional Information
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.

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