

SEMSETER-II

GANPAT UNIVERSITY									
FACULTY OF MANAGEMENT STUDIES									
Program	MBA		Branch/Spec.		Tech MBA (MBA Technology Management)				
Semester	II				Version	1.0.0.0			
Effective from Academic Year			2025-26		Effective for the batch Admitted in			January 2025	
Subject code		IIA08CBA		Subject Name		Customer & Behavioral Analytics			
Teaching scheme					Examination scheme (Marks)				
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	4	0	0		4	Theory	60	40	100
Hours	4	0	0		4	Practical			
Objective: To equip students with a dual-lens approach to understanding customers, combining the psychological drivers of consumer behavior with the analytical techniques needed to translate data into actionable strategies for marketing, retail, and overall business growth.									
Course Outcome: CO 1: The students will be able to explain the consumer decision-making process and analyze the core psychological drivers, such as personality, perception, and attitude, using established behavioral models. CO 2: The students will be able to evaluate the impact of socio-cultural factors (e.g., culture, social class) and psychographic profiles (e.g., AIO, VALS) on consumer choices and brand perception. CO 3: The students will be able to apply core marketing and customer analytics metrics (e.g., CAC, CLV, Churn, NPS) to measure business performance and assess customer value. CO 4: The students will be able to analyze customer purchase patterns using retail and behavioral segmentation techniques to formulate data-driven strategies for personalization, engagement, and innovation adoption.									
Theory syllabus									
Unit	Content								Hrs
1	Foundations of Consumer Behavior Introduction: Scope and importance of understanding consumer behavior in the age of data. Consumer Decision-Making: The consumer decision process; Four views of consumer decision-making. Comprehensive Models (Conceptual): Nicosia Model, Howard-Sheth Model, Engel-Kollat-Blackwell Model. Psychological Drivers: Personality (Freudian, Neo-Freudian, Trait Theory), Perception (Elements, Consumer Imagery, Perceived Risk), and Attitude (Tri-component model, Multi-attribute model).								12
2	Socio-Cultural & Psychographic Influences: Culture & Sub-culture: Characteristics and measurement of culture. Social & Group Dynamics: Social Class, Reference Groups, and Family Life Cycle (FLC). Psychographics: Lifestyle profiling using AIO (Activities, Interests, Opinions) and the VALS™ framework. Cause-Related Marketing: Understanding how CSR and cause-related campaigns influence consumer perception and behavior.								12

Note: Version 1.0.0.0 (First Digit= New syllabus/Revision in Full Syllabus, Second Digit=Revision in Teaching Scheme, Third Digit=Revision in Exam Scheme, Forth Digit= Content Revision)

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3	Core Marketing & Customer Analytics: Introduction to Marketing Analytics: The marketing funnel (Awareness, Interest, Desire, Action) and key metrics at each stage. Customer Acquisition & Value Metrics: Customer Acquisition Cost (CAC), Customer Lifetime Value (CLV), and the CLV:CAC ratio. Customer Retention & Loyalty Metrics: Customer Churn/Attrition models (conceptual), Net Promoter Score (NPS), and Customer Satisfaction Score (CSAT). Lead & Conversion Analysis: Calculating touchpoints, lead conversion rates, and average days to convert.	12
4	Retail Analytics & Purchase Pattern Analysis: Introduction to Retail Analytics: Using data to optimize pricing, promotions, and inventory management. Market Basket Analysis: The concept of association rule mining ("What gets bought together?"). Applications in product bundling, store layout design, and targeted promotions. Behavioral Segmentation: Moving beyond demographics to RFM Analysis (Recency, Frequency, Monetary value) for identifying high-value customers. Case Studies: Analyzing how retailers like Amazon and Walmart use purchase data to drive sales.	12
5	Strategic Applications & Modern Approaches: Customer Engagement Analysis: Measuring and understanding customer engagement across digital and physical touchpoints. Diffusion of Innovations: The Bass Model for forecasting new product adoption. Personalization Strategy: Using behavioral insights to create personalized customer experiences. The role of AI/ML in personalization (conceptual overview). Capstone Case: Developing a customer analytics-driven strategy for a given business scenario to improve acquisition, engagement, and retention.	12
Practical content		
Reference Books		
1.	Schiffman, Leon G., and Wisenblit, Joseph L. Consumer Behavior. 12th Edition, Pearson, 2018.	
2.	Grigsby, Mike. Marketing Analytics: A Practical Guide to Improving Consumer Insights. 2nd Edition, Kogan Page, 2018.	
3.	Sauro, Jeff, and Lewis, James R. Quantifying the User Experience: Practical Statistics for User Research. 2nd Edition, Morgan Kaufmann, 2016.	
4.	Kumar, V. Customer Lifetime Value: The Path to Profitability. Now Publishers Inc., 2018.	
5.	Siegel, Eric. Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die. Wiley, 2016.	
6.	Davenport, Thomas H., and Harris, Jeanne G. Competing on Analytics: The New Science of Winning. Harvard Business Review Press, 2017.	
7.	Müller, J., and Broecke, S. Data-Driven-Marketing with Python. Springer, 2021. (For conceptual understanding of applications).	
8.	Ariely, Dan. Predictably Irrational: The Hidden Forces That Shape Our Decisions. Harper Perennial, 2010.	
9.	Thaler, Richard H., and Sunstein, Cass R. Nudge: The Final Edition. Penguin Books, 2021.	
10.	Sivarajah, Uthayasankar, and Irani, Zahir. Retail Analytics: A Managerial Perspective. Routledge, 2022.	
11.	Solomon, Michael R. Consumer Behavior: Buying, Having, and Being. 13th Edition, Pearson, 2019.	

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