

ECONOMICS OF SUSTAINABLE CONSUMPTION

Module description	Economics of Sustainable Consumption
Module description in English	Economics of Sustainable Consumption
Level of qualification/degree program hosting the module	Master Business and Psychology
Module number	88-021-WM02-H-0724
Responsible faculty	WFI - Ingolstadt School of Management
Module coordinator	Prof. Alexander Danzer
Credit points (ECTS credits)	5 ECTS credits
Skills	▪ Students of the course deepen their knowledge and understanding about advanced microeconomic theories of sustainable consumption. ▪ Students develop detailed and reflected views on potential biases in consumption choices and consumer research. ▪ They are able to understand the challenge of scientifically test consumer theories taking into account scientific considerations. ▪ Students acquire knowledge of experimental studies and their technical implementation in the field of sustainable consumer research.
Content/topics	Students learn about different methods to study consumer behavior. They also work on different topics related to sustainable consumption decisions. Experimental approaches ▪ Experiments as gold-standard ▪ Lab vs. field experiments ▪ Treatment Advanced topics in sustainable consumption ▪ Inter-temporal consumption: Time discounting ▪ Decisions under uncertainty: Nudging, cognitive load ▪ Ethical consumer behavior ▪ Regulation of consumer behavior through different instruments: carbon taxes, certificates and nudges
Formal requirements for participation	None
Recommended requirements for participation	Microeconomics, Statistics
Teaching and examination language	English
Teaching and learning methods/course types	Seminar

ECTS awarding criteria	The students present their research at an intermediary stage at mid-term. They finally submit their term paper.
Requirements for the awarding of ECTS credits:	Proof of performance assessed as at least with the grade 4,0
Workload/Allocation of ECTS credits	45 h = attendance time for seminar or self-study 45 h = preparation and follow-up research seminar 60 h = term paper 150 h = total workload
Module grade	Term Paper (100%)
Course rotation	Winter semester