



DEPARTMENT OF ACADEMIC STUDIES

Theory of Consumer Behaviour

COURSE / DEPT:	Academic Studies	FACULTY / AUTHOR:	Faculty Member
SUBJECT / PAPER:	General	DESIGNATION:	Department Faculty
SEMESTER / YEAR:	I	DATE PUBLISHED:	19 May 2020

1. TOPIC OVERVIEW & LECTURE SUMMARY

By Marzia Mosharraf, Guest Faculty

2. KEY CONCEPTS & LEARNING MODULES

- Theoretical foundations, fundamental theorems, and core analytical principles associated with Theory of Consumer Behaviour.
- Practical applications, model problem sets, and case study formulations aligned with the university CBCS curriculum.
- Examination guidance, short-answer questions, and references for semester term-end evaluations.

3. STUDENT STUDY GUIDELINES & INSTRUCTIONS

Students are advised to review these study notes alongside prescribed reference textbooks in the departmental library. For interactive doubts, tutorial discussions, and assignments, reach out during departmental consultation hours or through the official student portal.