



COURSE DATA

Data Subject

Code	36364
Name	Psychology of the consumer and of the resources Human
Cycle	Grade
ECTS Credits	6.0
Academic year	2024 - 2025

Study (s)

Degree	Center	Acad. Period	year
1212 - Degree in Gastronomic Sciences	Faculty of Pharmacy and Food Sciences	1	Second term

Subject-matter

Degree	Subject-matter	Character
1212 - Degree in Gastronomic Sciences	7 - Psychology	Basic Training

Coordination

Name	Department
PRADO GASCO, VICENTE JAVIER	306 - Social Psychology

SUMMARY

The subject Psychology of Consumption and Human Resources addresses two aspects of great relevance for companies related to gastronomy and for professionals working in this field.

On the one hand, Consumer Psychology analyzes consumer decision-making and the reasons that lead them to decide on the purchase and consumption of one or other products. These decisions are based on various psychological, emotional and psychosocial processes, and have to do with causes related to their needs and motives, their attitudes and values, the interaction with other people, cultural and social aspects, as well as the influence of Advertising, status or consumer trends.

On the other hand, the gastronomic companies rely to a great extent on the qualification and preparation of the people that compose them to offer a Quality Service to their clients. Therefore, it is essential to know which are the main processes of human resources management in order to effectively manage the human team that is part of the gastronomic companies. The motivation and direction of the people of the group, the processes of communication, participation and leadership, the design and assignment of tasks, positions and work roles, management of the organizational climate of the teams and are fundamental aspects for the provision of gastronomic services that achieve the satisfaction of users and the development of the companies that provide them.



PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements

1212 - Degree in Gastronomic Sciences

- Ser capaz de trabajar en equipo y de organizar y planificar actividades, teniendo en cuenta, siempre, una perspectiva de género.
- Resolver tareas o realizar trabajos en el tiempo asignado para ello manteniendo la calidad del resultado.
- Be able to distribute time appropriately for carrying out individual or group tasks.
- Conocer las bases psicológicas y los factores biopsicosociales que inciden sobre el comportamiento de los consumidores en la toma de decisiones respecto al consumo de alimentos.
- Ser capaz de aplicar las normas de protocolo en gastronomía
- Planificar y gestionar los recursos humanos de las empresas gastronómicas.

- Acquire knowledge of psychological factors in relationships with customers and with employees of the company
- Know how to manage human resources

DESCRIPTION OF CONTENTS

1. Introduction to Psychology: Basic Concepts

Aims of psychology study.

Psychology in relation to gastronomy.

Basic psychosocial processes: Sensation, perception, attention, motivation and Emotion.



2. Consumer psychology

- Consumer psychology: Fundamentals.
- Explanatory models of consumer behavior
- The complexity of consumer behavior
- Variables and dimensions that influence consumer behavior

3. Quality of service and consumer behavior

- Quality of service and consumer satisfaction
- Dimensions of the quality of service, antecedents and results.
- Theoretical models on quality of service
- Theoretical models on consumer satisfaction
- Relationships between quality of service and user satisfaction
- Service environment and perceptions of justice in service organizations

4. Introduction to the Psychology of Human Resources

- Direction and management of Human Resources: The function of human resources in the company
- Approaches and perspectives in Human Resources management
- Main processes and functions of the Human Resources department
- Incorporation, assignment, development and departure of staff in the company

5. Work motivation, communication, teamwork and people management

- Work motivation: definition, dimensions and motivational guidelines.
- Job satisfaction: definition, dimensions, antecedents and consequences.
- Communication in companies: functions, levels and dimensions. Communication networks.
- Work groups, team work and group tasks.
- People management and leadership: leadership roles, theories and styles

6. Introduction to psychosocial risks in gastronomic companies

- Introduction to psychosocial risks: definitions and main theories
- Tasks, jobs and job roles
- Individual-work environment adjustment
- Intrinsic characteristics of the task that influence psychosocial adjustment
- The role process and its dysfunctions.
- Assessment of psychosocial factors and risks at work: questionnaires, interview and observation

**WORKLOAD**

ACTIVITY	Hours	% To be attended
Theory classes	45,00	100
Other activities	15,00	100
Preparation of evaluation activities	60,00	0
Preparation of practical classes and problem	20,00	0
Resolution of case studies	10,00	0
TOTAL	150,00	

TEACHING METHODOLOGY

- Theoretical classes: Exhibition by the teacher with audiovisual support of the relevant concepts, definitions, models and theories, explanation of the contents of the subject.
- Realization of practical cases, exercises and activities, group dynamics, visualization of audiovisual material related to the contents of the subject.
- Preparation of reports on assumptions and practical problems, individual or group.
- Teaching, individual and group, on different theoretical and practical aspects of the subject, including supervision for the realization of reports and exercises, as well as correction and feedback on the activities carried out in the classroom.
- Realization of specific seminars on topics of the subject, with the presentation of relevant content by experts, teachers and students themselves, including discussion on the contents developed
- Visits to centers, companies and organizations relevant to the content of the subject.

EVALUATION

The assessment of this course has two parts:

- Theoretical contents' assessment (60% of final marks), done through a written exam (including test-type questions and/or open questions).
- Assessment of practical activities (40% of final marks). This part includes a final assignment (20% of final marks) focused on the acquisition of competencies through application of theoretical contents to practice. The lecturer will determine the specific task to be done at the beginning of the course, and if the assignment is individual or by groups. This part also includes several practical activities and exercises (10% of final marks) to be developed during the lectures, despite some tasks could require working off-classroom. The lecturer will determine the number and specific content of such activities at the beginning of the course, as well as if the activities should be done individually or in work teams. Finally, several visits to relevant centers, companies or institutions are included (10% of final marks). The Academic Commission for Gastronomic Sciences will determine the visits to make every academic year. Student



should elaborate a memory for every visit, including its description, the acquired competences, and a personal summary of the learning outcomes, that would be evaluated by the people in charge of this visits.

-The course could have an intermediate exam, that will eliminate its contents for the final exam in case of passing it. Thus, final exam will cover only the rest of contents, and the final mark will be the average of intermediate and final exam. Students who do not pass the intermediate exam, should be examined in a final exam for the overall contents (thus, the final exam will be the final mark of the theoretical part).

-To pass this course, it is required to obtain a minimum of 5 over 10 points, both in the theoretical part (exam) and the practical evaluation (at least 5 over 10, in the weighted average of final assignment, classroom activities and visits).

-To pass this course there are two opportunities, first and second calls. In the second call, the visits and the classroom activities are not recoverable (students only can do it in the period assigned).

In any case, the evaluation must comply with the Qualifications Regulations of the University of Valencia (ACGUV 12/2004) (http://www.uv.es/graus/normatives/reglament_qualificacions.pdf), Article 13 d) of the University Student Statute (RD 1791/2012, of December 30), regarding fraudulent procedures in evaluation tests. In particular, in the event of plagiarism or partial or total copying, it will entail failure in the subject, as well as other disciplinary measures in accordance with current regulations.

REFERENCES

Basic

- Referència b1: Quintanilla, I. (2002) *Psicología del Consumidor*. Prentice Hall.
- Referència b2: Martínez-Tur, V.; Peiró, J.M.; y Ramos, J. (2001). *Calidad de servicio y satisfacción del cliente*. Síntesis
- Referència b3: Quintanilla, I. (2013). *Psicología Social del Trabajo*. Pirámide.
- Referència b4: Peiró, J.M. y Prieto, F. (1996). *Tratado de Psicología del Trabajo*. Síntesis
- Referència b5 Martínez-Tur, V.; Ramos, J.; y Moliner, C. (2015). *Psicología de las Organizaciones*. Pirámide.
- Referència b6 Ordóñez Ordóñez, M. (Coord.) (1997). *Psicología del trabajo y gestión de recursos humanos*. Madrid: AEDIPE.
- Referència b7 Quintanilla, I. (2002) *Empresas y personas. Gestión del conocimiento y capital humano*. Madrid: Díaz de Santos.
- Referència b8 Peiró, Martínez-Tur, V. y Ramos, J. (1999). El triángulo de la calidad de servicio: una aproximación psicosocial. *Papeles del Psicólogo*, 74, 18-24.
- Referència b9 Martínez-Tur, V., Moliner, C., Ramos, J., Luque, O. y Gracia, E. (2014). *Calidad y bienestar en organizaciones de servicios: el papel del clima de servicio y de la justicia organizacional*. *Papeles del Psicólogo*, 35, 96-106.
- Referència b 10 García Fernández-Abascal, E.; Martín Díaz, M.D. Domínguez, J. (2001). *Procesos psicológicos*. Madrid: Pirámide.



Additional

- Referència c1: Munduate, L. (1992). *Psicosociología de las Relaciones Laborales*. Barcelona: PPU.
- Referència c2: Bowen, E. & Schneider, B. (2014). A service climate synthesis and future research agenda. *Journal of Service Research*, 17 (1), 5-22.
- Referència c3: Zeithaml, V.; Berry, L. L. & Parasuraman, A. (1992). *Calidad total en la gestión de servicios*. Díaz de Santos.

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