

**COURSE DATA****Data Subject**

Code	36364
Name	Psychology of the consumer and of the resources Human
Cycle	Grade
ECTS Credits	6.0
Academic year	2020 - 2021

Study (s)

Degree	Center	Acad. year	Period
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

COMPETENCES (RD 1393/2007) // LEARNING OUTCOMES (RD 822/2021)

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.

LEARNING OUTCOMES (RD 1393/2007) // NO CONTENT (RD 822/2021)

- 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

First call:

The evaluation takes place through three types of actions. The first two emphasize the learning process, and the last, the results of it:

- 1) Group practices. They take place outside of class and in groups, to put into practice some of the competences that must be acquired throughout the course. This part will have a weight of 20% in the overall evaluation. To stimulate continuous learning, group feedback will be provided to students who demand it. Students will be aware of the qualification obtained in the group practices before the exam.
- 2) Activities. It is a set of exercises that students will normally perform in their own class schedule. It can be individual or in a group, and may also involve the realization outside the classroom. This part will have a weight of 10% in the overall evaluation. To stimulate continuous learning, group feedback will be provided to students who demand it. Students will be aware of the grade obtained in the activities before the exam. These activities will not be recoverable.



3) Exam. It will be a test type test, which will be carried out at the conclusion of the subject. Its weight in the global evaluation will be 60%.

4) Visits to relevant centers, companies and institutions, based on a written report on the activity carried out, their contribution to the acquisition of skills and personal impressions about the use of the activity for student training, with a weighting of the 10% on the final grade of the subject. This evaluation will be carried out by those responsible for the visit.

In order to average the grade, students must pass each section separately. In this subject it will not be possible to anticipate the call for evaluation.

Second call:

Group practices, visits to centers and activities are not recoverable, since they refer to learning outcomes that can not be evaluated by examination in the second call. However, the grade obtained in these actions in first call is saved for the second.

Exam. In the second call a test type test will be held. Its weight in the global evaluation will be 60%. To the note of the exam it will be necessary to add the one obtained in the first call in the group practices, the visits to centers and the activities. In order to average the grade, students must pass each section separately.

In any case, the evaluation of the subject will be subject to the provisions of the Qualification Regulations of the University of Valencia (* ACGUV 12/2004)

(http://www.uv.es/graus/normatives/reglament_qualificacions.pdf) . In addition, and in accordance with article 13. d) of the University Student Statute (RD 1791/2010, of December 30), it is the duty of the student to refrain from using or cooperating in fraudulent procedures in the evaluation tests, in the works that are done or in official documents of the university. The faculty will verify with the means of the Universitat de València if plagiarism or total and partial copy has occurred, which will entail the automatic suspension of the subject without prejudice of other disciplinary measures contemplated in the 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.

ADDENDUM COVID-19

This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council