

Veranstalter	Annette Deutschendorf
Thema	Consumer/Organisational Psychology: The Power of Habits and Routines
Art der Veranstaltung	Wirtschaftsenglisch D [ENG-22]
Veranstaltungsnummer	53-645
Zeit	2st. Fr 10-12
Raum	Phil 701
Beginn	17. Oktober 2014

Most of the time what we do is what we do most of the time.

Sometimes we do something new. (Townsend & Bever, 2001)

Course description:

Some studies suggest that nearly half of our daily activities are based on habits rather than decisions. Habits and routines determine to a large degree how and where we shop, how we act at our workplaces and how organisations function.

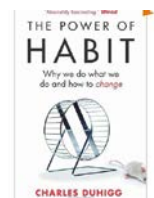
In *The Power of Habit* Charles Duhigg describes how habits emerge and what happens in our brains as they do. Several case studies in the book illustrate how profitable it can be for manufacturers of FMCGs (fast-moving consumer goods, i.e. most of the products sold in supermarkets) to study consumer habits carefully. Furthermore, Duhigg describes how institutions as diverse as hospitals, aluminium manufacturing plants and London Underground have worked on creating organisational habits (routines) to improve patient or workplace safety, sometimes in reaction to a crisis.

In this course we are going to discuss selected chapters from his book and work on extending your general and topic-related vocabulary as well as practice reading, writing and discussion skills.

Participants are expected to give a presentation (individually or in teams of two) that shows how the seminar topic can be applied to their professional background.

Course requirements:

- Business English courses A, B and C (Bachelor) or equivalent
- Presentation
- Regular attendance and active participation
- End-of-term exam or essay



Required reading:

Charles Duhigg, *The Power of Habit*, paperback edition, Random House Books, ISBN 978-1847946249

Please try to read parts I and II before term starts so you can suggest a topic you'd like to research for your presentation in the first session.

Sprechstunde während der Vorlesungszeit:	Mo 16-17 Uhr, Phil 1151
Sprechstunden während der vorlesungsfreien Zeit:	Nach Vereinbarung per e-mail

