

Welcome to the British Council India Masterclasses.

JOINING INSTRUCTIONS:

Live session:

Date: Monday, 04 October 2021

Time: 11.00 am - 12.00 pm (UK time)/3.30 pm - 4.30 pm (IST)

Platform: Microsoft teams

1. The platform being used for the webinar is 'Microsoft Teams'. It is recommended that you download the application in advance using this [link](#).
2. For easy navigation, we recommend that you attend the event using a laptop/desktop. If you do not have access to a laptop, using your mobile to attend the session is alright as well.
3. Please ensure you use a stable internet connection
4. **Please click the link to join the webinar, [Join Microsoft Teams Meeting](#)**
5. Please join 15 minutes prior to the actual session

PROGRAMME FLOW:

Subject: Business Management

Title: Consumer Behaviour: An Introduction to Consumer Behaviour by Dr Penny Walters.

Synopsis: Short Synopsis of the Masterclass: Understanding the way that people behave is essential for the success of any organisation. By understanding what, why and how consumers make their choices, organisations can create products that address market needs and can communicate the value and purpose of their products and services in a way that resonates with them. Consumer behaviour includes theories from several sciences: psychology, sociology, biology, economics, politics and ethics.

This introductory Consumer Behaviour session will include looking at how the Starbucks logo has changed over the years; and how a disgruntled customer produced a song complaining about his treatment when his guitar was broken during a United Airlines trip, which went viral.

Time (UK Time)	Time (IST)	Description	Responsibility
10.45 am	3.15 p.m.	Login and setup on Microsoft Teams	UK University, Indian HEI and British Council Staff

11.00 am - 11.02 am	3.30 pm – 3.32 pm	Introduction by British Council	Winya Suzanna, Senior Manager – Higher Education, South India, British Council
11.02 am - 11.45 am	3.32 pm – 4.15 pm	Webinar by University of Bristol	Dr Penny Walters, Unit Director of the Marketing Management and Consumer Behaviour Masters’ modules at the University of Bristol, School of Management.
11.45 am - 11.58 am	4.15 pm – 4.28 pm	Q & A session with students	Dr Penny Walters, Unit Director of the Marketing Management and Consumer Behaviour Masters’ modules at the University of Bristol, School of Management.
11.58 am - 12.00 pm	4.28 pm – 4.30 pm	Vote of thanks by British Council	Winya Suzanna, Senior Manager – Higher Education, South India, British Council

PROFILE OF INDIAN INSTITUTION:

Dibrugarh University

<https://dibru.ac.in/>

Dibrugarh, Assam 786004

Dibrugarh University, the easternmost University in India, was established in 1965 consequent upon the provisions of the Dibrugarh University Act, 1965, enacted by the Assam Legislative Assembly. It is a leading research and innovation driven University that acts as a spatial slot to configure the socio-cultural dynamics of North East India. The University encourages myriad enterprises that harbour on a constellation of thinking, theorizing, and reflection.

Dibrugarh University is one of the educational centres of excellence, seeking to amalgamate multi-disciplinary fields with numerous theoretical perspectives, the realm of cultural diversity with the praxis of knowledge, and region-specific issues with a global horizon. The University has a prolific and productive industrial academia interface. With its strong global links in teaching and research programmes, the University offers dynamic educational experiences that prepare the next generation to lead and make a difference and thus contribute to the society at large. The University hosts 177 affiliated colleges and institutes that spread over nine districts of Assam. Dibrugarh University is a member of the Association of Indian Universities and is recognised by all the universities in India and abroad.

It is situated at Rajabeta, five kilometres to the South of the Dibrugarh town and well connected by road, rails, air and waterways. The University has a vast sprawling campus (550 acres) set in bucolic and idyllic surroundings. Dibrugarh, which is one of the commercial and industrial hubs of North East India, also occupies a unique place in the field of art, literature and culture.

PROFILE OF UK INSTITUTION:

University of Bristol

<https://www.bristol.ac.uk/>

The University of Bristol is a red brick research university in Bristol, England. It received its royal charter in 1909, although it can trace its roots to a Merchant Venturers' school founded in 1595 and University College, Bristol, which had been in existence since 1876.

Bristol is organised into six academic faculties composed of multiple schools and departments running over 200 undergraduate courses, largely in the Tyndalls Park area of the city. The university had a total income of £682.9 million in 2019–20, of which £151.9 million was from research grants and contracts. It is the largest independent employer in Bristol. Current academics include 21 fellows of the Academy of Medical Sciences, 13 fellows of the British Academy, 13 fellows of the Royal Academy of Engineering and 44 fellows of the Royal Society. Among alumni and faculty, the university counts 9 Nobel laureates.

Bristol is a member of the Russell Group of research-intensive British universities, the European-wide Coimbra Group and the Worldwide Universities Network. Bristol is one of the most popular and successful universities in the UK, ranked in the world's top 60 in the QS World University Rankings 2021.

PROFILE OF UK SPEAKER:

Name: Dr Penny Walters, Unit Director of the Marketing Management and Consumer Behaviour Masters' modules at the University of Bristol, School of Management.

Profile: <https://www.bristol.ac.uk/people/person/Penny-Walters-98cade49-4718-4d53-b3eb-6ed58802c0eb/>

Dr Penny Walters is the Unit Director of the Marketing Management and Consumer Behaviour Masters' modules at the University of Bristol, School of Management. Penny serves on the School of Management Ethics Committee and is a member of 'staff in attendance' at the University Court. Penny is the Business Studies External Examiner for Cambridge Education Group (CATS) University Foundation Programme (UFP). Penny is a facilitator for 2 'taster' MOOCs: 'Growing as a Manager' (The Chartered Management Institute (CMI)/ OU), and 'The Digital Economy, Selling Through Customer Insight' (OU Faculty of Business & Law). Penny has contributed a chapter 'Are Generation Z Ethical Consumers?' in the recently published book: 'Generation Z Marketing and Management in Tourism and Hospitality.'

Penny guest lectures internationally in-person and via webinars and writes articles on a number of topics within genealogy. Penny is the author of 'Ethical Dilemmas in Genealogy' (2019) and 'The Psychology of Searching' (2020) and is the founder of the University of Bristol Family History Club (2019) and has designed and run a new online University of Bristol module, 'Back to the roots: understanding your history through genealogy research' (2020).



IMPORTANT CONTACTS:

Useful Telephone Numbers

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