



DESCRIPTION OF THE OBJECT

FIELD OF STUDY	Management
SPECIALISATION	Trade and services
MODE OF STUDY	Full-time studies / Part-time studies
SEMESTER	5

Name of the subject	Consumer behaviour
Hourly dimension of particular forms of classes	Full-time studies – 30 Part-time studies – 18
	• lectures Full-time studies – 10 Part-time studies – 8
	• other forms Full-time studies – 20 Part-time studies – 10

Learning objectives:	<ul style="list-style-type: none"> – To familiarise students with the processes that guide purchasing behaviour and with issues concerning market segmentation, types of customers – To acquaint students with the issues concerning the behaviour of different segments of buyers and different markets – To provide students with the practical skills to analyse buyer behaviour and the implications of this behaviour
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Learning outcomes for the subject			
Number	Learning outcomes, a student who has successfully completed the course will be able to:	Reference of learning outcomes for the programme	The reference to the learning outcomes for the area
EK_W01	has basic knowledge about buyers' behaviours on the market, in particular its role in the functioning of economic organisations, identifies internal and external factors conditioning buyers' behaviours. Students will also be able to indicate basic social relations occurring between an organisation and its customers.	K_W06 K_W13	P6S_WG P6S_WK
EK_U02	the ability to prepare oral presentations and typical written materials in Polish on the behaviour of buyers from various segments or markets, using theoretical approaches and a variety of sources	K_U12	P6S_UO
EK_U03	can correctly interpret the behaviour of buyers in different markets using basic economic concepts from the field of management and economic sciences	K_U02	P6S_UW
EK_K04	is convinced of the necessity to behave in a professional manner and to observe the rules of professional ethics; perceives and formulates moral problems and ethical dilemmas related to his own and others' work as well as relations between the organisation and consumers	K_K09	P6S_KR

Content number	Educational/ curricular content	Reference to learning outcomes for the subject
	Lectures/Exercises	
T_01	The behaviour and decision-making process of customers in the marketplace (including impulse buying, fashion and custom formation, expectations versus experience, consumer reactions, savings). Ethical aspects of the company/organisation/buyer relationship	EK_W01 EK_K04
T_02	Market segmentation - benefits, procedure, stages, criteria, methods. Customer characteristics and their influence on purchases. Types of clients	EK_W01 EK_K04
T_03	Budget management. Consumers' financial behaviour (banking services - saving, credit, insurance services, investments) and in financial retirement provision	EK_W01 EK_U02 EK_U03 EK_K04
T_04	Behaviour of children and young people and seniors as buyers (young people as consumers, markets for products for seniors, market segmentation, risks, research findings, etc.).	EK_W01 EK_U02 EK_U03 EK_K04
T_05	Purchasing behaviour in case of dissatisfaction with previous product/service purchase	EK_W01 EK_U02 EK_U03 EK_K04
T_06	Purchasing behaviour of education, medical services and luxury products	EK_W01 EK_U02 EK_U03 EK_K04
T_07	Institutional buyer behaviour	EK_W01 EK_U02 EK_U03 EK_K04
T_08	Purchasing behaviour in highly developed countries	EK_W01 EK_U02 EK_U03 EK_K04

Methods and forms of teaching	Educational and curricular content
Lecture with multimedia presentation of selected issues	
Conversation lecture	T_01 - 08
Problem-based lecture	
Informative lecture	
Discussion	
Working with text	
Case study method	
Problem-based learning	
Didactic/simulation game	
Exercise method	T_01 - 08

Workshop method	
Project method	
Multimedia presentation	
Audio and/or video demonstrations	
Activation methods (e.g. brainstorming, SWOT analysis technique, decision tree technique, „snowball” method, constructing „mind maps”)	
Other (which ones?) - ...	
...	

Evaluation criteria in relation to particular learning outcomes				
Learning outcome	For assessment 2	For assessment 3	For assessment 4	For assessment 5
EK_W01	The student has no basic knowledge of buyers' behaviours on the market. He/she cannot indicate basic social relations occurring between the organisation and its customers	Student has basic knowledge about buyers' behaviours on the market. The student is also able to indicate basic social relations occurring between the organisation and its customers.	The student has basic knowledge about buyers' behaviours on the market, their role in the functioning of economic organisations, also identifies internal and external factors conditioning buyers' behaviours. He/she can also indicate basic social relations occurring between an organisation and its customers.	Student has expanded knowledge of buyers' behaviours on the market, their role in the functioning of economic organisations, also identifies internal and external factors conditioning buyers' behaviours. He or she is also able to indicate basic social relations occurring between an organisation and its customers and their consequences for the enterprise.
EK_U02	The student does not have the ability to prepare oral statements and typical written papers in Polish on the behaviour of buyers from different segments or on different markets, using theoretical approaches and a variety of sources	The student have the ability to prepare oral statements and typical written compositions in Polish on the basics of buyer behaviour in an exemplary segment or market, using a variety of sources	The student have the ability to prepare oral presentations and typical written papers in Polish on the basic and specific aspects of buyer behaviour in different segments or markets, using a variety of sources	The student have the ability to prepare oral presentations and written papers in Polish on typical and specific buyer behaviour of different segments or markets, using theoretical approaches and a variety of sources
EK_U03	The student is not able to interpret correctly the behaviour of buyers in different markets using basic economic concepts from the field of management science and economic sciences	The student is able to correctly interpret buyer behaviour on a sample market or in a segment using basic economic concepts	The student is able to correctly interpret buyer behaviour on different markets or segments using basic economic concepts and theories	The student is able to interpret correctly the behaviour of buyers from different segments and on different markets using basic concepts and theories from economics and management sciences
EK_K04	The student does not know and does not use the principles of behaving in a professional manner and observing the principles of professional ethics, does not perceive and is not able to formulate moral problems related to the behaviour of purchasers	The student is to a basic extent convinced of the necessity to behave in a professional manner and to observe the rules of professional ethics; he/she perceives and formulates ethical dilemmas related to buyer behaviour	The student is duly convinced of the necessity to behave in a professional manner and to observe the rules of professional ethics; he/she perceives and formulates ethical dilemmas related to buyer behaviour	The student is fully convinced of the necessity to behave in a professional manner and to observe the rules of professional ethics; he/she perceives and formulates ethical dilemmas related to buyer behaviour and makes attempts to solve them

Verification of learning outcomes	EK symbols for the module/subject			
	W01	U02	U03	K04
Written examination				

Oral examination				
Written credit	X	X	X	X
Oral credit				
Written colloquium				
Oral colloquium				
Test				
Project				
Written work				
Report				
Multimedia presentation				
Work during exercise	X	X	X	X
Other (which?) -				

Hourly teaching load and student workload	Full-time studies	Part-time studies
1. Lectures (joint participation of academics and students)	10	8
2. Other forms (joint participation of academic staff and students)	20	10
3. Consultation with the teacher	-	-
Total 1+2+3	30	18
4. Internships (carried out by students on their own)	—	—
5. Student's own work (including homework and project work, preparation for a credit/exam)	20	32
Total 4+5	20	32
SUMMARY 1+2+3+4+5	50	50
Total ECTS credits according to the study plan	2	

Reference literature	<p>1. Antonides G., W.F. van Raaij, <i>Zachowanie konsumenta. Podręcznik akademicki</i>, WN PWN, Warszawa 2003.</p> <p>2. Kieźel E. (red.), <i>Konsument i jego zachowania na rynku europejskim</i>, PWE, Warszawa 2010.</p>
Complementary literature	<p>3. Pradeep A.K., <i>The brain on a shopping spree</i>, Wydawnictwo Helion, Gliwice 2011.</p> <p>4. Rudnicki L., <i>Consumer behaviour on the market</i>, PWE, Warszawa 2000.</p> <p>5. M.R. Solomon: <i>Consumer behaviour and habits</i>. Issue VI. Wydawnictwo Helion, Gliwice 2006.</p> <p>5. <i>Consumer behaviour. European concepts and research</i>. Red. M. Lambkin, G. Foxall, F. van Raaij, B. Heilbrunn. Wyd. Naukowe PWN, Warszawa 2001</p>