

## COURSE DESCRIPTION CARD

**1. Course title:**  
in English: **Consumer Protection Standards**  
in Polish: Ochrona interesów konsumenta

**2. Course code:**  
Number of ECTS credits: 2  
Course completion mode: Credit  
Course commenced / Year  
2019/2020

**3. Major:** E-commerce

**4. Department of major coordinator:** Department of Market and Consumption

**5. Name of course instructor:** Lecture: Prof. Sławomir Smyczek, Ph.D. Classes - Lab classes -  
**Examiner:** Prof. Sławomir Smyczek, Ph.D.

**6. Department of course instructor:** Department of Consumption Research

**7. Number of contact hours with students:**

Type of instruction	Full-time study	Part-time study
lectures	4	-
classes	-	-
foreign language classes	-	-
lab classes	-	-
seminars	-	-
e-learning	11	-
other	-	-
<b>Total hours</b>	15	-
examination (hours)	1	-

**8. Course timeframe - no. of semesters:** 1

Course commencement / Year: 2019/2020

Course commencement / Semester: 2

**9. Level of tertiary education:** II

**10. Course status**  
 Compulsory for major  
 Compulsory for specialization   
 Elective

**11. Course prerequisites**

Compulsory: No

Recommended: Microeconomics, Macroeconomics, Civil law

**12. Course objectives:** The main objective of the course is to help students understand the consumer rights in the market and the essence of their institutional and legal protection. Students will learn the specifics of consumerism and consumer policy. They will also acquire knowledge in the field of sources and types of threats to consumer interest in various markets, including the

electronic market. In particular, students will receive help in understanding various models of consumer protection, institutions dealing with protection of consumer rights, legal systems regulating the observance of consumer rights. An important aspect of the lectures will be understanding the essence of consumer market education and the possibilities of implementing knowledge about consumer rights in the company's operations, in particular those operating on the electronic market.

**13. Teaching and learning methods:**

**A. Direct student-instructor contact:**

No.	Teaching methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Lecture	Lecture with multimedia techniques	4	-
2.	E-learning	Interactive case studies, tests, teamwork and individual projects	11	-
Total			AS: 15	AN: -

**B. Self-study:**

No.	Learning methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Analysis of e-learning materials	Individual study of e-learning materials	13	-
2.	Analysis of secondary source materials	Individual study of secondary sources materials pointed by teacher	10	-
3.	Analysis of case studies	Teamwork or individual work on solving case studies	6	-
4.	Analysis of tasks	Preparation information leaflet	6	-
Total			BS:35	BN: -

Total AS+BS = 50  
 Examination (E) =  
 Total AS+BS+E=

Total AN+BN = -  
 Examination (E) = -  
 Total AN+BN+E = -

**14. Key words: consumer rights, consumerism, consumer protection law, consumer policy**

**15. Course content:**

1. Introduction to study consumer protection standards
2. models of consumer rights protection
3. Consumer policy
4. Institutional form of consume protection
5. Consumer law
6. Consumer market education
7. E-consumer rights and law

**16. Course learning outcomes as related to the learning outcomes of the major and methods for assessing student attainment**

Intended learning outcomes of the major / Symbols	Intended learning outcomes of the course	Methods for assessing student learning outcomes	Documentation
<u>Knowledge</u>			
ECe2_W06#	1. Knows law regulations and ethical norms in area of consumer rights protection, including e-consumers	Test	Test questionnaire
<u>Skills</u>			
ECe2_U05#	1. Is able to communicate with business environment with using specialised terminology in area of consumer rights protection, including e-consumers	Case studies, Development information leaflets	Report on analysed case studies, Leaflets and multimedia presentation
<u>Social competences</u>			
ECe2_K05#	1. Is ready to initiative activities for consumer protection, including e-consumers	Teamworks, Development information leaflets	Report on teamworks, Leaflets and multimedia presentation

**17. Method for determining the final course grade:**

No.	Methods for awarding credits and course completion requirements	Description	Percentage of the final course grade*
1.	Teamwok	Development of leaflets with multimedia presentation	35%
2.	Written test	Test with open questions	35%
3.	Case studies	Case studies analysis and tests solving on Moodle platform	30%

\* If students are required to obtain both a class grade and an exam grade, the class grade constitutes at least 30% of the final course grade.

**18. Reading list**

Mandatory readings:  
Smyczek, S. (ed.), 2019, Consumer Protection Standards in Europe, Warsaw: Placet

Suggested readings:  
The European Consumer Organisation, [www.beuc.eu](http://www.beuc.eu)  
Consumers International, [www.consumersinternational.org](http://www.consumersinternational.org)

**19. Language of instruction:**

English

**20. Course instructors' recommendations:**

Classroom with computers – e-learning course