

## COURSE DESCRIPTION CARD

NOTE: If the course includes lectures and classes, the Course Description Card applies to both types of instruction.

<p><b>1. Course title:</b> in Polish / in English <b>E-consumer behavior</b> <b>Zachowania e-konsumentów</b></p>	<p><b>2. Course code:</b> Number of ECTS credits: 3 Course completion mode: credit Course commenced / Year 2020/2021</p>																														
<p><b>3. Major:</b> E-commerce</p>																															
<p><b>4. Department of major coordinator:</b> Market and Consumption</p>																															
<p><b>5. Name of course instructor:</b> Lecture Aleksandra Burgiel, PhD                      Classes...                      Lab classes ... <b>Examiner</b> Aleksandra Burgiel, PhD</p>																															
<p><b>6. Department of course instructor:</b> Department of Consumption Research</p>																															
<p><b>7. Number of contact hours with students:</b></p> <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th style="width: 33%;">Type of instruction</th> <th style="width: 33%;">Full-time study</th> <th style="width: 33%;">Part-time study</th> </tr> </thead> <tbody> <tr> <td>lectures</td> <td>15</td> <td></td> </tr> <tr> <td>classes</td> <td></td> <td></td> </tr> <tr> <td>foreign language classes</td> <td></td> <td></td> </tr> <tr> <td>lab classes</td> <td></td> <td></td> </tr> <tr> <td>seminars</td> <td></td> <td></td> </tr> <tr> <td>e-learning</td> <td></td> <td></td> </tr> <tr> <td>other</td> <td></td> <td></td> </tr> <tr> <td><b>Total hours</b></td> <td>15</td> <td></td> </tr> <tr> <td>examination (hours)</td> <td></td> <td></td> </tr> </tbody> </table>		Type of instruction	Full-time study	Part-time study	lectures	15		classes			foreign language classes			lab classes			seminars			e-learning			other			<b>Total hours</b>	15		examination (hours)		
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<p><b>8. Course timeframe - no. of semesters:</b> 1 Course commencement / Year 2 Course commencement / Semester 3</p>																															
<p><b>9. Level of tertiary education:</b> ... Master studies</p>	<p><b>10. Course status</b> <input type="checkbox"/> Compulsory for the major... <input type="checkbox"/> Compulsory for the specialization ... <input checked="" type="checkbox"/> Elective for E-commerce major</p>																														
<p><b>11. Course prerequisites</b> Compulsory: Recommended: Consumer behavior</p>																															
<p><b>12. Course objectives:</b></p> <ul style="list-style-type: none"> <li>• To familiarize students with the specificity of consumer behavior on the Internet by indicating the scope, ways and forms of using the web by modern consumers.</li> <li>• To present e-consumer decision-making process and its determinants, as well as consumer behavior trends resulting from the use of the Internet.</li> <li>• To indicate areas and possibilities of implementing knowledge in the field of e-consumer behavior in marketing practice.</li> </ul>																															
<p><b>13. Teaching and learning methods:</b></p>																															

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

No.	Teaching methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Interactive lecture	Lecture with the use of multimedia techniques and elements of group discussions	15	0
...				
Total			AS: 15	AN:0

**B. Self-study:**

No.	Learning methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Project preparation		30	
2.	Analysis of lecture notes		15	
3.	Cause-effect study using literature		15	
...				
Total			BS: 60	BN:

Total AS+BS = 75

Examination (E) = .....

Total AS+BS+E= .....

Total AN+BN = .....

Examination (E) =.....

Total AN+BN+E = .....

**14. Key words:** trends in consumption, virtualization of the economy, consumer behavior

**15. Course content:**

1. Basic concepts in the area of consumer behavior;
2. Specificity and scope of consumer behavior on the Internet;
3. Characteristics of the e-consumer decision-making process and its conditions;
4. Factors determining consumer behavior on the Web, with particular emphasis on behavior in virtual sales channels;
5. New conditions and new trends in e-consumer behavior;
6. Areas and possibilities of using knowledge about e-consumer behavior in marketing practice.

**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_W01#	1. knows and uses basic categories of consumer behavior on the Web, 2. identifies and describes in detail models of consumer behavior in virtual sales channels	Final test	Answer sheets
<u>Skills</u>			
ECe2_U05#	1. is able to communicate with the business environment using specialized terminology in the field of e-consumer behavior, including social media.	Group project including micro-market research	Reports

<u>Social competences</u>			
ECe2_K01#	1. evaluates the progress of his own work and the team in which he implements the research project	Group project including micro-market research	Notes on discussing progress in the implementation of tasks on the research project
<b>17. Method for determining the final course grade:</b>			
No.	Methods for awarding credits and course completion requirements	Description	Percentage of the final course grade*
1.	Project	Mini-e-consumer behavior study	50,00%
2.	Written test		30,00%
3.	Activeness during the classes		20,00%
* 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.			
<b>18. Reading list</b>			
Mandatory readings:			
1. M. Jaciow, R. Wolny, A. Stolecka-Makowska: E-consumer in Europe: comparative analysis of behaviours . Wyd. Helion, Gliwice 2013.			
2. Jaciow M., Wolny R. : E-consumer in Poland: Behaviours & Typology. Wyd. Uniwersytet Ekonomiczny w Katowicach, Katowice, 2011.			
3. Dennis, Ch., Merrilees B., Jayawardhena Ch., Wright Len Tiu: E-consumer behavior (w:) European Journal of Marketing, 2009, Vol. 43 Issue: 9/10, pp.1121-1139.			
Suggested readings:			
1. Rowley, J.: Product Search in E-Shopping: A Review and Research Propositions (w:) Journal of Consumer Marketing, 2000, Vol. 17(1), pp. 20-35.			
2. Phau, I. and Poon, S. M.: Factors Influencing the Types of Products and Services Purchased over the Internet (w:) Internet Research: Electronic Networking Applications and Policy, 2000, Vol. 10 No. 2, pp. 102-13.			
3. Wolfenbarger, M. and Gilly, M.C.: Shopping online for freedom, control, and fun (w:) California Management Review, 2001, Vol. 43 No. 2, pp. 34-22.			
<b>19. Language of instruction: ENG</b>			
<b>20. Course instructors' recommendations: lecture room with multimedia</b>			