

**COURSE DESCRIPTION CARD**

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

**1. Course title:**  
**International Consumption Comparisons**

**2. Course code:**  
Number of ECTS credits: 4  
Course completion mode: without exam  
Course commenced / Year ...

**3. Major:** International Business

**4. Department of major coordinator:** Department of Consumption Research

**5. Name of course instructor:**  
Lecture: Prof. Aleksandra Burgiel, Ph.D.  
**Examiner:** Prof. Aleksandra Burgiel, 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	28	
classes		
foreign language classes		
lab classes		
seminars		
e-learning		
other		
<b>Total hours</b>	<b>28</b>	
examination (hours)		

**8. Course timeframe - no. of semesters:** 1  
Course commencement / Year ...  
Course commencement / Semester ...

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

**10. Course status**  
Elective

**11. Course prerequisites**  
Compulsory:  
Recommended: Customer behavior

**12. Course objectives:**

- to familiarize students with the nature of international comparisons in the consumption field and with methods used in comparative studies of consumption;
- to characterize determinants of consumption and consumption patterns in selected European countries as well as selected trends and anticipated changes in consumption on the European market;
- to indicate causes and manifestations of consumption diversity across the countries;
- to show trends and predicted directions of changes in consumption on the European market;

- to develop students' skills to analyze international consumption, select sources of information and methods appropriate for such research, as well as interpret their results;
- to prepare students for responsible implementation of their tasks, in both situations - as a part of their individual and group work.

**13. Teaching and learning methods:**

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

No.	Teaching methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Interactive lectures	Lectures provided in an interactive way with the use of multimedia techniques	20	
2.	Active participation in group discussions and class work	Group exercises and individual work during classes: students search for the data about consumption and consumption trends; then discuss and compare results	8	
<b>Total</b>			<b>AS: 28</b>	<b>AN:</b>

**B. Self-study:**

No.	Learning methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Assessment preparation (team work on final project)	Preparation of a written report and presentation: searching for and analyzing the data describing consumption in selected countries based on secondary sources of information, preparing a graphic presentation of the observed patterns of consumption and its dynamics	32	
2.	Literature studies	Preparing for the classes, group discussions and final test through the analysis of the literature, collected materials, lecture notes, etc.	20	
3.	Individual work on assignments and cases	Working individually on homework assignments	20	
<b>Total</b>			<b>BS: 72</b>	<b>BN:</b>

Total AS+BS = 100

Total AN+BN = .....

Examination (E) = .....

Examination (E) = .....

Total AS+BS+E= 100

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

**14. Key words:** consumption, consumption studies, international comparisons, trends in consumption, international consumption diversification

**15. Course content:**

1. The essence of consumption, its place in economic theory and role in the modern economy. Households and consumers as basic subjects of consumption.
2. Laws and regularities of consumption and their verification.
3. Determinants of consumption and of its changes on the national and international scale.
4. International research and comparisons of consumption
  - Essence, meaning, goals, ranges of international comparative consumption studies
  - Genesis of research, directions of their development, emerging research gaps
  - Information sources and specific methods used in international comparisons of consumption
  - Methodological problems and ways of solving them in comparative studies of consumption
  - Possibilities and areas of using the results of international consumption comparisons
5. Sources of information and the specific methods and measures used in international consumption comparisons.

6. Consumption patterns realized in various European countries - comparative characteristics.
7. Dilemmas of contemporary consumption in developed and developing countries.
- Consumption and meeting needs - problems of overconsumption and its negative effects
  - Wealth disparities and poverty of consumers - the essence, evaluation methods, level and dimensions in selected European countries
  - c. Consumerism and ethical (sustainable, responsible) consumption as alternative forms of needs satisfaction

**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>			
IB1_K03#	Student knows and understands consumption processes on a national and international scale, knows how to identify and analyze them	Final test; oral answers during exercises	worksheets, class notes regarding student responses
IB1_K04#	Student knows the basic methods and tools for obtaining and collecting data on consumption, as well as their analysis, interpretation and inference about consumption and its selected aspects both nationally and internationally	Final test; solving tasks	worksheets, files with tasks performed by students
<u>Skills</u>			
IB1_S02#	Student is able to apply the acquired theoretical knowledge in the field of international management and related academic disciplines to analyze and assess the situation of households operating on national and international markets	Case studies, tests and tasks solved in and outside class; final project	exercises forms, case study sheets, students' essays; reports on group projects
IB1_S06#	Student is able to use the acquired knowledge to analyze issues of consumption on an international scale and present oral and written results of analyzes	Case studies, tests and tasks solved in and outside class; final project	exercises forms, case study sheets, students' essays; reports on group projects
IB1_S01#	Student is able to use his knowledge in the process of formulating and solving complex problems of modern consumption, including hyper-consumption and wasteful consumption	Case studies	exercises forms
<u>Social competences</u>			
IB1_C02#	Student is ready to recognize the importance of acquired knowledge in the field of consumption economics and consult experts in the event of difficulties in solving the problem on his own	Assessment of work done during the preparation of group projects; final group projects	group work evaluation forms; reports on group projects

**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.	Team project	Group work: written reports and their oral presentations of analyses conducted on data reflecting structure, level and dynamics of consumption in	40

		selected European countries	
2.	Written test	Evaluation of the theoretical part of students' knowledge through multiple choice (30%) and open questions (70%)	30
3.	Presentation	Oral presentations of the conducted analyses	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:

1. Selvanathan E. A., Selvanathan S.: International Consumption Comparisons: OECD versus LDC. Wyd. World Scientific Publ. Co., Singapore, 2003.
2. Clements K., Wu Y., Zhang J.: Comparing International Consumption Patterns, , (w:) "Empirical Economics" vol. 31(1), March. 2006.
3. Solomon M., Bamossy G., Askegaard S., Hogg M.: Consumer Behaviour: A European Perspective. Wyd. Pearson Education, 2009.
4. Wolf Ch.: Advances in cross-national comparison: a European working book for demographic and socio-economic variables . Wyd. Springer, 2003.

#### Suggested readings:

1. Clements K., Theil H.: A Cross-Country Analysis of Consumption Patterns (w:) Studies in Global Economics (red.) H. Theil. Wyd. Kluwer, Dordrecht, 1996.
2. Chen D.: World Consumption Economics. Wyd. World Scientific Publ. Co., , Singapore, 1999.
3. Ritzer G.: Enchanting a disenchanted world. Revolutionizing the Means of Consumption. Wyd. Sage Publications, 2004.
4. Clements K., Ye Q.: : The Economics of Global Consumption Patterns (w:) Journal of Agricultural and Applied Economics (Supplement), No. 35. 2003.

### 19. Language of instruction: English

### 20. Course instructors' recommendations:

- Half of the lectures must be conducted in a computer lab because students will collect and analyse statistical data