COURSE DESCRIPTION CARD

1. Course title: **Customer Behaviour**

2. Course code:
Number of ECTS credits: 3
Course completion mode:
Course commenced / Year: 2019/2020

3. Major: EuroClasses / Erasmus+

4. Department of major coordinator: Department of Consumption Research

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	15	
classes		
foreign language classes		
lab classes		
seminars		
e-learning		
other		
Total hours	15	
examination (hours)		

8. Course timeframe - no. of semesters: 1

Course commencement / Year: 2020/2021

Course commencement / Semester: winter

9. Level of tertiary education: Bachelor

10. Course status
- ☐ Compulsory for the major -
- ☐ Compulsory for the specialization -
- ☐ Elective - X

11. Course prerequisites
Compulsory: ---
Recommended: ---

12. Course objectives:
The main objective of this course is to help students to understand consumer behavior on market, including international perspective. They will learn about consumer decision-making process, roles

of consumer in this process, consumer needs, types of consumer decisions, and consumer risks on market. They will get knowledge especially about determinants of consumer behavior, including economic, cultural, sociological and psychological. Students will also clearly understand process and different methods of consumer behavior research. They will also learn how to apply knowledge about consumer behavior into business.

13. Teaching and learning methods:

A. Direct student-instructor contact:

No.	Teaching methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Lectures	Lectures are provided in an interactive way	6	-
2.	Group discussion	Student in groups of 3-4 discuss CB related problems	4	-
3.	Case studies	The case study method is used to illustrate related CB problems, students work in group of 3-4, prepare collages etc.	5	-
Total			AS: 15	AN:-

B. Self-study:

No.	Learning methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Literature studies	Studying compulsory and recommended literature	20	-
2.	Reading source material	Getting familiar with videos and further reading recommended by the teachers and indicated in the compulsory textbook	20	-
3.	Case study decision preparation	Students prepare one comprehensive case study during the course	20	-
…				
Total			BS: 60	BN:-

Total AS+BS = 75
Examination (E) = …
Total AS+BS+E= 75

Total AN+BN = …….
Examination (E) =…….
Total AN+BN+E = …….

14. Key words: consumer, behaviour, consumer decision, consumer needs, determinants of consumer behaviour

15. Course content:

1. Introduction to study consumer behavior
2. Consumer decision-making process
3. Consumer needs
4. Economic determinants of consumer behaviour
5. Cultural and sociological determinants of consumer behaviour
6. Psychological determinants of consumer behaviour

7. Consumer behaviour applications to 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
	Knowledge		
IB1_K01#	1.Knows and understands, to a greater extent, theories of consumption and consumer behaviour which are necessary for international business	Written test	List of exam questions
IB1_K05#	2. Knows and understands relation between economy subjects, like consumers and households and companies, analysed in international and multicultural context. Knows develop strategic recommendations and managerial implications and knows how to communicate in proper oral and written form and discussion	Case studies	Case studies analysis report
	Skills		
IB1_S02#	1.Is able to apply the acquired theoretical knowledge in the field of consumers behaviour to analyse and assess the their situation on market. Is able to use this knowledge in companies activities on domestic and international markets. Is able to formulate strategic recommendations and managerial implications and communicate them in oral and written form	Case studies	Case studies analysis report
IB1_S10#	2.Is ready to think in entrepreneurial way. Is able to social interactions, have ability to adjust to working group, undertaking different roles in team	Team works	Team work analysis report
	Social competences		
IB1_C05#	1. Is ready for entrepreneurial thinking and acting. Is ready to social interact, has the ability to adapt to a working group, takes on various team roles.	Case studies and team works	Case studies analysis report

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.	Written exam	Written answer for 10 open questions	30
2.	Case studies	Presenting comprehensive solution to a selected case study as well as further discussion questions	40
3.	Activity during lectures	Taking active part in group work and discussions	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:

Solomon M.R. (2017) *Consumer Behaviour. Buying, Having and Being*, Pearson Education, Inc.

Suggested readings:

Arnould E.J., Price L.L., Zinkhan G.M., (2014) *Consumers,* New York: McGraw-Hill/Irwin

Smyczek S. (2012) *Consumer Behaviour – International Perspective,* Warszawa: Placet

Schiffman L.G., Kanuk L.L., (2014) *Consumer behavior,* Upper Saddle River: Pearson Prentice Hall

19. Language of instruction: English

20. Course instructors' recommendations: ---