Uniwersytet Ekonomiczny w Katowicach

GLOBAL CONSUMER BEHAVIOUR

Syllabus

Basic information

Field of study International Business **Speciality** - **Organizational unit** School of Undergraduate and Graduate Studies **Study level** graduate studies **Study form** full-time **Education profile** general academic	**Didactic cycle** 2024/25 **Subject code** EKOIBNS.M4SP.0438.24 **Lecture languages** English **Mandatory** Obligatory in module **Block** Specialisation courses **Department responsible for the subject** Department of Consumption Research **Subject related to scientific research** No **Subject shaping practical skills** No

Coordinator	Sławomir Smyczek
Teacher	Sławomir Smyczek, Marta Grybś-Kabocik

Period	**Form of teaching, number of hours and method of examination**	**Number of ECTS points**
Semester 3	• lecture: 14, Exam • classes: 28, Credit	5

Sustainable Development Goals	quality of life; responsible consumption

Goals

Code	Goal
C1	Explaination of the specifics of consumer behavior in the global market, as well as the global culture of consumption and sustainable consumption
C2	Identification of the key determinants influencing consumer behavior and quality of life in the global environment
C3	Explanation of new trends – positive and negative – in consumer behavior in the global marketplace

Recommended requirements

Non

Subject's learning outcomes

Code	Outcomes in terms of	Major learning outcomes for the subject	Examination methods
Knowledge:			
W1	The student identifies various concepts of consumption, including sustainable consumption and consumer behavior in the global market	IBN.M_W01	Written examination - open-ended questions
W2	The student characterizes contemporary trends in global consumption and consumer behavior	IBN.M_W02	Written examination - open-ended questions
W3	The student recognizes the mechanisms that shape the quality of life of consumers in the global market	IBN.M_W03	Written examination - open-ended questions
Skills:			
U1	The student implements the acquired knowledge in the field of consumption and consumer behavior in international business	IBN.M_U02	End-of-course assessment - group project, End-of-course assessment - case study solved in a group
Social competences:			
K1	The student identifies problems related to shaping consumption and consumer behavior in the global market	IBN.M_K02	End-of-course assessment - group project, End-of-course assessment - case study solved in a group
K2	The student takes on market challenges resulting from different cultural conditions	IBN.M_K05	End-of-course assessment - group project, End-of-course assessment - case study solved in a group

Study content

No.	Course content	Subject's learning outcomes	Activities

No.	Course content	Subject's learning outcomes	Activities
1.	Introduction to study global consumer behavior	W1, K1	lecture
2.	Consumer decision making-process – global perspective	W1, U1, K2	lecture, classes
3.	Consumer behavior research on global market	W1, W3, K1	lecture, classes
4.	New trends in consumer behavior on global market	W2, W3, K1	lecture
5.	New technology and global consumer behavior	W2, W3, K2	lecture
6.	Negative trends in global consumer behavior	W2, W3, K1	lecture
7.	Practical implication of global consumer behavior	U1, K1, K2	classes

Course advanced

Activities	Methods of conducting classes
lecture	Lecture using multimedia techniques
classes	Working on a project, Case study

Activities	Examination method	Percentage
lecture	Written examination - open-ended questions	30%
classes	End-of-course assessment - case study solved in a group	30%
classes	End-of-course assessment - group project	40%

Activities	Credit conditions
lecture	Written answer for 10 open questions
classes	Presenting comprehensive solution to a selected case study as well as further discussion questions Written report of project and multimedia presentation

Literature

Obligatory

1. Schiffman L.G., Wisenblit J.L (2021) Consumer behavior, Pearson
2. Solomon, M.R. (2020) Consumer behavior: buying having, and being, 13th edition, Pearson
3. Hawkins, D.I., Mothersbaugh, D.L. (2020) Consumer behavior: building marketing strategy, McGraw-Hill Irwin

Optional

1. Mintel (2024), Global Consumer Trends, https://www.mintel.com/insights/consumer-research/global-consumer-trends
2. Smyczek, S. (2020), Consumer values and misbehavior in the context of sustainable consumption, Review of Business, Vol. 40, Iss. 2, p. 75-88
3. Parasuraman, A., Ball, J., Aksoy, L., Keiningham, T.L., Zaki, M. (2021), More than a feeling? Toward a theory of customer delight, Journal of Service Management, Vol. 32, Iss.1, pp. 1-26

Calculation of ECTS points

Activity form	Activity hours*
lecture	14
classes	28
Literature study	25
Preparation of the end-of-course assessment - group project	33
Preparation of the end-of-course assessment - case study solved in a group	25
Student workload	**Hours** 125
Number of ECTS points	**ECTS** 5

* hour means 45 minutes

Major learning outcomes for the subject

Code	Content
IBN.M_K02	Is ready to recognize the importance of acquired knowledge in the field of international business and related academic disciplines in solving cognitive and practical problems and to consult experts in the event of difficulties in solving the problem on its own.
IBN.M_K05	Is ready for innovative thinking and acting in an entrepreneurial, responsive and proactive manner. Recognizes and takes into account the consequences of decisions and actions taken by employees of various types of organizations, in various cultural conditions.Is ready to interact, has the ability to adapt to a working group, takes on various team roles. Is able to fulfill managerial roles - define tasks, define the scope of responsibility of subordinates for their implementation and control the implementation of goals
IBN.M_U02	Is able to apply the acquired theoretical knowledge in the field of international business and related academic disciplines to analyze and assess the situation of entities operating on national and international markets. Is able to create advanced business strategies, formulate strategic recommendations and management implications and communicate them to the environment in the form of its own oral and written statements as well as during debates and discussions.
IBN.M_W01	Knows and understands in depth selected theories related to the international business as part of paradigm and cognitive approaches used in economic sciences and organization and management sciences as well as its evolution process. Has in-depth knowledge of the location of the theoretical foundations of international business in relation to the system of social sciences and other sciences. Understands the interrelationships between fields of knowledge in international business.
IBN.M_W02	Knows and understands the main trends in the area of international business and within the paradigm and cognitive approaches used in economic sciences and organization and management sciences.
IBN.M_W03	Knows and understands the fundamental dilemmas of modern civilization and their consequences for international business with the awareness of corporate social responsibility.