

Subject card

Subject name and code	Consumer behavior on the electricity market, PG_00151951						
Field of study	Economics, International Economic Relations						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2024/2025		
Education level	Master's studies		Subject group		Obligatory subject group in the field of study Optional subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		Polish		
Semester of study	1		ECTS credits		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Aleksandra Aziewicz				
	Teachers		dr Aleksandra Aziewicz				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan	Participation in consultation hours	Self-study	SUM		
	Number of study hours	30	0.0	0.0	30		
Subject objectives	Introduce students to consumer behavior on the electricity market. The aim of the course is to draw the attention of lecture participants to the importance of the electricity sector in the context of the functioning of the economy and the challenges the sector faces in the context of the implementation of new technologies and sustainable development policy.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSGMU2_K05] is ready to initiate actions in the public interest, inspire and organise projects for the benefit of the environment and the international business community, in accordance with the idea of sustainable development and the resulting legal, economic, ecological, political and social requirements	the student is ready to initiate actions for the environment in accordance with the idea of sustainable development	[SK1] oral statement/conversation/discussion
	[MSGMU2_W09] has an in-depth knowledge of selected areas of the functioning of a modern enterprise in the national and international environment; understands the conditions, principles and consequences of decisions taken in its structures aiming at the development, and the dependencies among enterprises on the international market	The student has knowledge of selected areas of operation of energy enterprises in the national environment, understands the conditions, principles and consequences of market decisions	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion
	[EKONMU2_U02] can use acquired knowledge to describe and analyse the causes and course of economic and social processes and phenomena, and can formulate his/her own opinions and critically select data and analysis methods based on the achievements of economic and social sciences	The student uses the acquired knowledge to describe and analyze the causes and course of economic processes and phenomena on the electricity market and is able to formulate his or her own opinions.	[SU1] oral statement/conversation/discussion [SU4] test/exam - oral or written
	[EKONMU2_W05] has an extended knowledge of the human being as a manufacturer and consumer and extended knowledge of the human being as a creator of culture and social structures	The student has knowledge about humans as producers and consumers in relation to the electricity market	[SW4] test/exam - oral or written
	[EKONMU2_K03] inspires and organises preparation of economic and social projects, following the idea of sustainable development, reconciling legal, economic, ecological, political and social requirements	The student is ready to inspire projects in accordance with the idea of sustainable development, reconciling economic, ecological and social requirements in relation to the electricity sector	[SK1] oral statement/conversation/discussion [SK4] test/exam - oral or written
	[MSGMU2_U02] can observe, evaluate and critically analyse the causes and course of processes and phenomena taking place in the open economy; can formulate his/her own opinions on the subject, interpret statistical data and economic indicators necessary in this respect, and also forecast economic processes and phenomena using advanced methods and tools applied in economic sciences	The student is able to observe, evaluate and critically analyze the causes and course of processes and phenomena taking place on the electricity market and is able to formulate his or her own opinions on this subject.	[SU1] oral statement/conversation/discussion [SU4] test/exam - oral or written

Subject contents	<p>The importance of the electricity sector for the functioning of the economy.</p> <p>Historical outline of the electricity sector</p> <p>Basic principles of functioning of the sector</p> <p>Electricity carriers and technologies for its production</p> <p>Electricity as a good offered on the energy market</p> <p>Consumer behavior</p> <p>Energetic efficiency Demand Side Response (DSR) mechanisms</p> <p>Intelligent power grids</p> <p>Energy market consumer behavior on the basis of behavioral economics</p>		
Prerequisites and co-requisites	none		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	test	51.0%	100.0%
Recommended reading	Basic literature	<ul style="list-style-type: none"> • A. Aziewicz, "Wykorzystanie ekonomii behawioralnej do wyjaśnienia zachowań konsumentów na rynku energii elektrycznej", Studia i Materiały Wydziału Zarządzania Uniwersytetu Warszawskiego, 2021 (1). • A. Aziewicz, "Mechanizmy reakcji strony popytowej a zachowania gospodarstw domowych na rynku energii elektrycznej", Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2023 • 2013. F. Krawiec, "Energia", Difin 2012. 	
	Supplementary literature	<p>A. Aziewicz "Modele postępowania konsumentów na rynku a wybrane czynniki wpływające na zachowania konsumentów na rynku energii elektrycznej w Polsce" Ekonomia Międzynarodowa nr 44, 2023 A. Pamuła, "Zaangażowanie odbiorców z grupy gospodarstw domowych w zarządzanie popytem na energię", Wydawnictwo Uniwersytetu Łódzkiego</p>	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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