

Subject card

Subject name and code	Consumer behavior on the electricity market, PG_00170146						
Field of study	International Economic Relations						
Date of commencement of studies	October 2025		Academic year of realisation of subject			2025/2026	
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				
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Aleksandra Aziewicz				
	Teachers						
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		20.0		0.0	50
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_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
	[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
Subject contents	The importance of the electricity sector for the functioning of the economy. Historical outline of the electricity sector Basic principles of functioning of the sector Electricity carriers and technologies for its production Electricity as a good offered on the energy market Consumer behavior Energetic efficiency Demand Side Response (DSR) mechanisms Intelligent power grids Energy market consumer behavior on the basis of behavioral economics Any doubts related to the lecture topics and questions regarding the course material are addressed during consultation hours. Participation in consultations enables the clarification of substantive issues and deepens the understanding of subject-related concepts.		
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	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	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
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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