

Subject card

Subject name and code	Consumer Behaviour, PG_00173359						
Field of study	International Business						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2026/2027		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		Polish		
Semester of study	4		ECTS credits		2.0		
Learning profile	academic		Assessment form				
Conducting unit	Department of Sustainable Market Processes -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Anna Nikodemka-Wołowik				
	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		5.0		15.0	50
Subject objectives	Students will be prepared to understand the determinants of consumer behaviour and the rules of purchasing process.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[IBL3_W10] knows and understands basic terms and principles of intellectual (industrial) property protection and copyright law	The student knows and understands the basic concepts and principles of intellectual property protection, especially industrial property, and copyright, especially from the consumer's perspective.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion
	[IBL3_K05] is ready to perform professional role in responsible manner, abide business ethics and business standards in working environment	Student correctly identifies, diagnoses and solves dilemmas and various options of solutions related to the profession and is ready to be guided in his/her professional life by business ethics and corporate social responsibility, to respect others and to be loyal to his/her employer.	[SK1] oral statement/conversation/discussion [SK4] test/exam - oral or written [SK8] observation of student's independent or team work
	[IBL3_W07] knows and understands fundamental dilemmas of contemporary world economy; understands the necessity of sustainable development and corporate social responsibility	The student knows and understands the basic dilemmas of the modern global economy, in which consumers play an important role; understands the need to introduce sustainable development and corporate social responsibility, taking into account the consumer's well-being.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion
	[IBL3_K04] is ready to think and act in an entrepreneurial manner	The student is ready to think and act in an entrepreneurial way, especially in relation to relations with consumers.	[SK1] oral statement/conversation/discussion [SK4] test/exam - oral or written [SK8] observation of student's independent or team work
	[IBL3_U06] can communicate using the terminology of international business	Student can communicate in an international and culturally diverse environment, using the terminology of international economic relations, particularly in the context of buying behaviour.	[SU1] oral statement/conversation/discussion [SU4] test/exam - oral or written [SU8] observation of student's independent or team work
	[IBL3_U01] can interpret and explain economic phenomena, analyse their causes, course and connections within these phenomena using the acquired knowledge of international business, economics and finance and complementary disciplines	Student can correctly interpret and explain economic and social phenomena, analyse their causes, course and connections between these phenomena using the acquired knowledge of economics, international economic relations, as regards consumer behaviour.	[SU1] oral statement/conversation/discussion [SU4] test/exam - oral or written [SU8] observation of student's independent or team work
	[IBL3_W08] knows and understands principles of economic decision making by individuals acting within social and business structures	Student has knowledge about a human being as an individual making economic decisions, acting within social structures and organisational units (in particular enterprises) or conducting individual economic activity.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion
Subject contents	1. Polish Consumers. Typology and segmentation 2. Internal influences of consumer behaviour 3. External influences of consumer behaviour 4. Consumer decision making process 5. Determinants of consumer decision 6. Types of perceived risk and cognitive dissonance 7. The role of brands and branding - a consumers perspective 8. Building consumers relations with brands 9. Theory of qualitative marketing research 10. Qualitative marketing research. Implementation and approaches 11. Tools of qualitative marketing research. Methods, techniques, instruments 12. Contemporary trends in consumer behaviour on developed markets 13. Contemporary trends in consumer behaviour on emerging markets 14. Changes in consumer behaviour influenced by the COVID-19 pandemic. 15. Ethical and legislative aspects of market activities addressed to consumers Any doubts arising during the case analysis stage regarding the conditions influencing purchasing decisions and their consequences will also be addressed during consultations.		
Prerequisites and co-requisites	Prerequisites, i.e. required courses and introductory requirements: some key areas that must be familiar - elements of marketing, marketing strategy and fundamentals of marketing research		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	written exam	51.0%	100.0%

Recommended reading	Basic literature	1. Foxall G., Advanced Introduction to Consumer Behavior Analysis, Edward Elgar Publishing, Cheltenham 2017.2. Nikodemka-Wolowik, A. M., Wach, D., Andruszkiewicz, K., & Otukoya, A. (2021). Conscious shopping of middle-class consumers during the pandemic: Exploratory study in Mexico, Nigeria, Poland, and Sri Lanka. International Journal of Management and Economics, 57(3), 209-219.3. Solomon, M., Consumer Behavior: Buying, Having, and Being, Pearson, Boston 2017.
	Supplementary literature	1. Hackett P.M.W. (ed.), Qualitative Research Methods in Consumer Psychology: Ethnography and Culture, Routledge, Taylor & Francis, New York 2016.2. Nikodemka-Wolowik A.M., F. Cumberland, H. Stubbe Solgaard, The Effects of Consumer Ethnocentrism and Country of Origin on Polish Consumers Evaluation of Foreign Manufactured Products, Journal of East-West Business", Volume 16, no. 3/2010.3. Nikodemka-Wolowik, A.M., Zientara, P. and Zamojska, A. (2021), "A family-enterprise collective certification trademark: consumer insight", Journal of Family Business Management, Vol. 11 No. 2, pp. 185-199.
	eResources addresses	Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed	For example: Social, cultural & cross-cultural determinants of consumer behaviour	
Work placement	Not applicable	

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