

Course ID number
(filled by
the (XXXXXX) Office)

Course syllabus

General information

Module title:	ConsuMEE - Enhancing the consumer awareness on EU market				
University/Faculty name:				Programme of study:	
Subject name (please tick)	<input type="checkbox"/> Consumption in EU <input type="checkbox"/> Companies' Behavior and Customer Awareness <input type="checkbox"/> consumer Protection in Europe	Study level	Bachelor	Academic year:	
Number of ECTS points:	X/6			Course completion method: (please tick)	<input type="checkbox"/> With an exam <input checked="" type="checkbox"/> Without an exam
Language of instruction:	English			Course teaching team:	
				Course leader:	
				Lectures:	
				Classes:	
				Platform classes:	-
Department of the course teaching team:				Prerequisite	Consumer behaviour
Course status: (please tick)	<input type="checkbox"/> Compulsory <input checked="" type="checkbox"/> Elective			Course time frame: (no. of semesters)	
				Duration	1 semester

Course forms	Number of hours
Lectures	10
Workshops, Brainstorming, Discussion, Presentations	20
Platform work	30
Total number of hours	60

Course objective and key words

Course objective:

The objective of this course is to offer the students an understanding of the marketplace and how to function in it as wise and thoughtful consumers. Topics include: consumption, companies' behaviours, consumer protection and rights, institutions and systems of consumer protection.

Course key words: Customer awareness, customer protection, consumption, companies' behaviours

Course content

- 1. Consumption in Europe. General Characteristics and Customer Awareness Importance**
 - a. Understanding Consumption and Consumer Values
 - b. Customer Awareness Importance
- 2. Companies' Behaviour and Customer Awareness Relevance**
 - a. Understanding the Market and Companies' Behaviour
 - b. Companies' Practices Requiring Consumers' Protection
 - c. Customer Awareness Relevance and Strategies
- 3. Consumer Protection in Europe**
 - a. Customer Awareness Relevance and Strategies
 - b. Customer Awareness Understanding in Tangible Goods Sector
 - c. Customer Awareness Understanding in Services Sector
 - d. Models of Customer Policy in the Contemporary Economy
 - e. Institutions of Customer Rights Protection
 - f. Building Customer Awareness

Teaching and learning methods

Learning outcomes

Code of the learning outcomes	Student learning outcome achieved in the course	Methods of assessing the outcomes	Documentation
Knowledge: Student knows and understands			
1	the basic theories of selected paradigms and approaches applied in different aspects of consumption, customer protection and consumer awareness and their evolution. Possesses the applied knowledge in different aspects of consumption, customer protection and consumer awareness and relate to the social sciences system. Additionally, has a basic knowledge of the level of consumer awareness on EU market.	Written report discussions, test	Report samples, discussion topics list, test sample
2	the basic tools and methods of obtaining, storing, analyzing, and interpreting data used in order to make	Written report, discussions, test	Report samples, discussion

	inferences. How to draw sound conclusions about consumption processes and phenomena occurring at the European scale.		topics list, test sample
3	the basic knowledge of relationships between economic entities and other social entities, organizations and institutions in field of consumption from European perspective. Has knowledge of the norms and rules (legal, organizational, moral and ethical) leading the structures and social institutions, its management strategies and concepts in consumption.	Written report, discussions, test	Report samples, discussion topics list, test sample
4	simple legal instruments and binding to entities operating in field of consumption on European markets. Has knowledge sufficient to understand essential problems of consumer rights and protection.	Written report, discussions, test	Report samples, discussion topics list, test sample
Skills: Student is able to			
1	identify and interpret phenomena and consumption, consumer protection processes occurring in the European scale, along with their conditions	Case studies, written assignments	Examples of case studies and written assignments
2	use basic theoretical knowledge concerning consumption, consumer protection and rights and associated disciplines in order to interpret and analyse the circumstances on European markets.	Case studies, written assignments	Examples of case studies and written assignments
3	analyse and interpret systems of norms applicable to different consumption and customer protection circumstances in EU	Case studies, written assignments	Examples of case studies and written assignments
Social competences: student can			
1	participate in developing complex projects taking into account different consumption aspects.	Self-work on assignments, case study reports, written test	Examples of assignments
2	participate and work in teams	case study reports,	Examples of reports

Assessment methods

Assessment mode	Description	Weight (percentage of the final grade)
1. Case study report	Presenting a comprehensive solution to a selected case study as well as further discussion questions	35
2. Self-work on assignments	Preparing reports in the form of a written assignment	15
3. Test	Evaluation the theoretical part of students' knowledge	50

Course literature

- **Mandatory**

S. Smyczek (ed.), 2019, Customer protection standards in Europe. Warsaw: Placet