

| International University of Logistics and Transport in Wrocław | | | | | | | | | |
|--|--|---|---|--------------|---------------|---------------------------------------|---------------------------------|--|--------|
| Leading Item | | | | | | | | | |
| Module | W | | | ECTS points | 4 | Reference number of the study program | L/2024/SPS/S/P - L/2024/SPS/N/P | | |
| Direction | | | Specialty | | | Academic year | | | |
| LOGISTICS | | | Trade and distribution logistics / Transport safety | | | updated syllabus | | | |
| Term | | | V | | Year of study | | III | | |
| Form of studies | | Stationary | | | | Part-time | | | |
| Form of classes | | Lecture | Exercises | Laboratories | Design | Lecture | Exercises | Laboratories | Design |
| Number of hours | | 16 | 10 | | 10 | 12 | 9 | | 9 |
| TOGETHER | | 36 | | | | 30 | | | |
| Objective of the course | The aim of the Consumer Behavior course is to provide students with knowledge about consumer decision-making processes, psychological and emotional factors influencing purchases, the role of marketing and distribution channels, as | | | | | | | | |
| Minimum knowledge required from the student before starting classes | | | | | | | | | |
| Basic knowledge of economics, ecology, marketing and data analysis enables understanding consumer behavior in the context of the environment. | | | | | | | | | |
| Recommended literature to study before starting classes | | | | | | | | | |
| Christopher M. 2023: Logistics and Supply Chain Management, Wydawnictwo Financial Times Prent. Londyn | | | | | | | | | |
| SUBJECT-SPECIFIC LEARNING OUTCOMES (SLE) | | | | | | KEU | | EVALUATION METHODS | |
| | CODE | FORM | | | | CODE | CODE | FORM | |
| KNOWLEDGE | W1 | Has basic knowledge of economics and marketing, knows the mechanisms of market functioning and understands the impact | | | | K1_W01_L_P | M04 | Written exam in the form of open tasks | |
| | W2 | Possesses knowledge of the economic, social, technical and legal aspects of consumer behaviour and their importance in market | | | | K1_W09_L_P | M04 | Written exam in the form of open tasks | |
| | W3 | Possesses knowledge of the functioning of logistics and commercial processes in the context of consumer shopping | | | | K1_W10_L_P | M04 | Written exam in the form of open tasks | |
| SKILLS | U01 | Is able to analyze and interpret consumer behavior and market decision-making processes, predicting their impact on the | | | | K1_U01_L_P | MO8 | Written test in the form of open tasks | |
| | U02 | Has the ability to identify marketing and consumer problems and propose solutions that take into account economic, social | | | | K1_U05_L_P | MO8 | Written test in the form of open tasks | |
| | U03 | Able to collect and analyze consumer and market data, prepare | | | | K1_U07_L_P | MO10 | Passing the project | |
| SOCIAL COMPETENCES | K01 | Is ready to make informed and responsible consumer decisions and to initiate and organize projects related to the analysis of the market and customer behavior. | | | | K1_K03_L_P | MO15 | Assessment of activity during classes | |
| Subject content | Lectures | Consumer behavior – basics and importance in logistics, Psychology of purchasing decisions and its impact on | | | | | | | |
| | Exercises | Self-assessment exercise – What kind of consumer are you?, Case study analysis – The influence of shopping | | | | | | | |
| | Design | Analysis of consumer behavior and purchasing experience on a selected product market in Poland / or another | | | | | | | |
| Teaching methods | CODE | FORM | | | | | | | |
| | MD2 | Informative lecture using multimedia techniques | | | | | | | |
| | MD16 | Laboratory exercises – solving tasks and problems | | | | | | | |
| Compulsory literature | 1 | Burchard B. 2008: The Student Leadership Guide, Morgan James Publishing, Nowy Jork | | | | | | | |
| | 2 | Zieger S. 2025: Logistics and Power: Supply Chains from Slavery to Space, Wydawnictwo University of California Press, Kalifornia | | | | | | | |
| Additional literature | 1 | Frakt A. Piper M. 2014: Microeconomics Made Simple: Basic Microeconomic Principles Explained in 100 Pages or Less, Wydawnictwo SIMPLE SUBJECTS, Warszawa | | | | | | | |
| Conditions for passing the course | | | | | | | | | |
| To pass the Consumer Behavior course, students must pass the lecture (M04 Written Exam with Open-End Questions or MO4 Written Exam with Open-End Questions) and the tutorials (MO8 Written Test with Open-End Questions). Additionally, a student's participation in the classes will be assessed. The grade is calculated according to the following formula: Lecture (W): 40% of the final grade plus Tutorials (C): 60% of the final grade. | | | | | | | | | |