

Subject card

Subject name and code	Intercultural Communication in Business, PG_00129957						
Field of study	International Business						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2025/2026		
Education level	Master'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 English 100%		
Semester of study	4	ECTS credits			3.0		
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 Katarzyna Bałandynowicz-Panfil				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	0.0	0.0	0.0	15
	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	15		25.0		35.0	75
Subject objectives	<p>Acquaint students with the latest research in the field of cultural determinants of business.</p> <p>To prepare students to communicate and operate effectively in an intercultural business environment, with a particular emphasis on working in international companies.</p> <p>Laying the groundwork for further intercultural education using the principles of cultural intelligence.</p>						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[IBMU2_K01] Is ready to recognise the importance of knowledge of international business in the process of identifying and solving business problems and the need to consult experts in cases of complex issues	a student is ready to recognise the importance of knowledge of principles of intercultural communication in the process of identifying and solving business problems and the need to consult experts in cases of complex issues.	[SK1] oral statement/conversation/discussion [SK5] implementation of a problem task
	[IBMU2_U03] can accurately select and use sources of information on international business, evaluate, critically analyse and creatively interpret them, and can present them in an innovative way	a student can accurately select and use sources of information on intercultural communication in business, evaluate, critically analyse and creatively interpret them, and can present them in an innovative way	[SU1] oral statement/conversation/discussion [SU5] implementation of a problem task
	[IBMU2_W09] knows and understands legal and cultural conditions related to international business,	a student knows and understands cultural conditions related to intercultural communication in business	[SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[IBMU2_U08] can manage teamwork, cooperate and work in a team, in particular an international one, taking a leading role in it	a student can manage teamwork, cooperate, communicate and work in an international team, taking a leading role in it	[SU3] text preparation/written work [SU5] implementation of a problem task
	[IBMU2_K06] is ready to observe and develop the principles of professional ethics and corporate social responsibility, takes into account changing social needs, respects the diversity of opinions and cultures	a student is ready to observe and develop the principles of business ethics and corporate social responsibility, takes into account changing social needs, respects the diversity of opinions and cultures	[SK1] oral statement/conversation/discussion
	[IBMU2_W05] knows and understands the fundamental dilemmas of international business related to globalisation, integration, internationalization and sustainable development	a student knows and understands the fundamental dilemmas of international business related to intercultural communication in global environment	[SW1] oral statement/conversation/discussion [SW3] text preparation/written work [SW5] implementation of a problem task

Subject contents	1. Cultural determinants of international business 2. National cultures 3. Cultural stereotypes 4. Cultural differences and individual diversity 5. Time perception 6. The importance of gender in national cultures 7. The main religions and ideologies of the world 8. Tradition in cultures 9. Intercultural communication in business 10. Non-verbal communication 11. Cultural determinants of talks and negotiations 12. Cultural determinants of market strategies in the international environment 13. External conditions for doing business in different countries and cultures 14. Comprehensive cultural identification of selected countries														
Prerequisites and co-requisites	Knowledge of the basic concepts of international management, international marketing.														
Assessment methods and criteria	<table border="1" data-bbox="450 1265 1489 1400"> <thead> <tr> <th data-bbox="450 1265 794 1299">Subject passing criteria</th> <th data-bbox="794 1265 1139 1299">Passing threshold</th> <th data-bbox="1139 1265 1489 1299">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="450 1299 794 1332">group task (project)</td> <td data-bbox="794 1299 1139 1332">0.0%</td> <td data-bbox="1139 1299 1489 1332">60.0%</td> </tr> <tr> <td data-bbox="450 1332 794 1366">presentation</td> <td data-bbox="794 1332 1139 1366">0.0%</td> <td data-bbox="1139 1332 1489 1366">25.0%</td> </tr> <tr> <td data-bbox="450 1366 794 1400">activity</td> <td data-bbox="794 1366 1139 1400">0.0%</td> <td data-bbox="1139 1366 1489 1400">15.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	group task (project)	0.0%	60.0%	presentation	0.0%	25.0%	activity	0.0%	15.0%
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group task (project)	0.0%	60.0%													
presentation	0.0%	25.0%													
activity	0.0%	15.0%													
Recommended reading	Basic literature	<ul style="list-style-type: none"> • Intercultural communication, Everett M. Rogers, Thomas M. Steinfatt, Waveland Press, Remland 2007 • Cross-Cultural Business Behavior, Gesteland, Richard R., Copenhagen Business School Press, 2012 • When Cultures Collide: Leading Across Cultures, Lewis, Richard D., Nicholas Brealey Publishing; 3 edition, 2005 • Mind Your Manners, J. Mole, Nicholas Brealey; 3 edition, 2003 • Cultures and Organizations, G. Hofstede, McGraw-Hill Education; 3 edition, 2010 													
	Supplementary literature	<ul style="list-style-type: none"> • R. Koudelova, J. Whitelock, A cross-cultural analysis of television advertising in the UK and the Czech Republic, International Marketing Review 18(3), 2001 • P.K.Morris, J.A. Waldman, Culture and Metaphors in Advertising: France, Germany, Italy, the Netherlands, and the United States, International Journal of Communication 5, 2011 • K. Baładynowicz-Panfil., The Role of Older People as Consumers - the Comparative Analysis of Old and New Member States of European Union, "Comparative Economic Research. Central and Eastern Europe", Vol 15, Nr 1/2012 													
	eResources addresses	Adresy na platformie eNauczanie:													

Example issues/ example questions/ tasks being completed	The impact of cultural differences on the strategies of international enterprises.Cultural differences in business communication.
Work placement	Not applicable

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