

**Subject card**

<b>Subject name and code</b>	Cross- Cultural Differences, PG_00129863						
<b>Field of study</b>	International Business						
<b>Date of commencement of studies</b>	October 2024	<b>Academic year of realisation of subject</b>			2026/2027		
<b>Education level</b>	Bachelor's studies	<b>Subject group</b>			Obligatory subject group in the field of study		
<b>Mode of study</b>	full-time studies	<b>Mode of delivery</b>			at the university		
<b>Year of study</b>	3	<b>Language of instruction</b>			Polish English 100%		
<b>Semester of study</b>	6	<b>ECTS credits</b>			4.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>					
<b>Conducting unit</b>	Department of Sustainable Market Processes -> Faculty of Economics -> Rector						
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr Katarzyna Baładynowicz-Panfil				
	<b>Teachers</b>						
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	0.0	30.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
<b>Learning activity and number of study hours</b>	<b>Learning activity</b>	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	<b>Number of study hours</b>	30		15.0		55.0	100
<b>Subject objectives</b>	<p>To help students understand the role of communication across cultures, especially in multicultural business setting, to</p> <p>enable students recognize cultural differences and barriers and help them to adjust to different cultures and deal with</p> <p>culture shock, to practice communication skills. Students will learn how to effectively communicate among individuals,</p> <p>organizations and nations in order to be able to effectively manage cross-cultural differences.</p>						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[IBL3_W01] has knowledge of the discipline of economics and finance, involving critical understanding of theories of international business	student has knowledge of the discipline of economics and finance, involving critical understanding of theories of cross-cultural communication	[SW4] test/exam - oral or written [SW5] implementation of a problem task
	[IBL3_K01] is ready to recognise the importance of knowledge in the field of international business in identifying and solving business theoretical and practical issues; is ready to consult with experts in case of facing difficulties in solving business issues individually	student is ready to recognise the importance of knowledge in the field of cross-cultural communication in identifying and solving business theoretical and practical issues; is ready to consult with experts in case of facing difficulties in solving business issues individually	[SK1] oral statement/conversation/discussion [SK3] text preparation/written work
	[IBL3_U06] can communicate using the terminology of international business	student can effectively communicate across cultures	[SU2] presentation/project/paper/report
	[IBL3_U04] can use basic regulations and standards which determine business activity	student can use basic regulations and standards which determine business activity across cultures	[SU4] test/exam - oral or written
	[IBL3_W06] knows and understands the relations and regularities between international business stakeholders i.a. business entities, public institutions, organisations; functioning in the national, international and intercultural realms	student knows and understands the relations and differences between international business stakeholders i.a. business entities, public institutions, organisations; functioning in the intercultural realms	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion
	[IBL3_K04] is ready to think and act in an entrepreneurial manner	student is ready to think and act in an entrepreneurial manner;	[SK5] implementation of a problem task
	[IBL3_W02] knows and understands fundamental concepts and terminology of international business, international economic and financial relations and complementary disciplines	student knows and understands fundamental concepts and terminology of cross-cultural communication and cultural frameworks	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[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 interpret and explain economic phenomena, analyse their causes, course and connections within these phenomena using the acquired knowledge of cross-cultural communication	[SU1] oral statement/conversation/discussion [SU3] text preparation/written work [SU5] implementation of a problem task
	[IBL3_U09] is able to work individually and within teams, also of interdisciplinary character; can plan and organize own tasks and the works of teams	student is able to work individually and within teams, also of interdisciplinary and cross-cultural character; can plan and organize own tasks and the works of cross-cultural teams;	[SU2] presentation/project/paper/report [SU5] implementation of a problem task

Subject contents	<p>1. Introduction: understanding the differences. Cross-cultural game. Why is culture important in business</p> <p>the role of globalization</p> <p>2. Self-awareness in intercultural communication. Cultural intelligence.</p> <p>3. Basic definitions and characteristics, differences between national and corporate culture</p> <p>4. Basic cultural frameworks/models</p> <p>5. Hofstede's six dimension model</p> <p>6. Verbal and non-verbal communication - definitions</p> <p>7. Cross-cultural written, spoken and digital communication, role of language, small talk, being polite, saving face, disagreeing, evaluating performance and providing negative feedback</p> <p>8. Cross-cultural communication from intra-organisational perspective the perspective of leadership and working in international teams</p> <p>9. Cross-cultural communication from international and inter-organisational perspective: meetings, business trips</p> <p>10. Culture shock, expatriate assignments and cultural training</p> <p>11. Case studies</p> <p>12. Presentations of students projects</p>														
Prerequisites and co-requisites	Knowledge of the basic concepts of international management, international marketing.														
Assessment methods and criteria	<table border="1"> <thead> <tr> <th data-bbox="456 1429 798 1458">Subject passing criteria</th> <th data-bbox="802 1429 1141 1458">Passing threshold</th> <th data-bbox="1145 1429 1487 1458">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="456 1464 798 1494">test</td> <td data-bbox="802 1464 1141 1494">51.0%</td> <td data-bbox="1145 1464 1487 1494">50.0%</td> </tr> <tr> <td data-bbox="456 1500 798 1529">presentation (project)</td> <td data-bbox="802 1500 1141 1529">51.0%</td> <td data-bbox="1145 1500 1487 1529">40.0%</td> </tr> <tr> <td data-bbox="456 1536 798 1563">activity</td> <td data-bbox="802 1536 1141 1563">0.0%</td> <td data-bbox="1145 1536 1487 1563">10.0%</td> </tr> </tbody> </table>	Subject passing criteria	Passing threshold	Percentage of the final grade	test	51.0%	50.0%	presentation (project)	51.0%	40.0%	activity	0.0%	10.0%		
Subject passing criteria	Passing threshold	Percentage of the final grade													
test	51.0%	50.0%													
presentation (project)	51.0%	40.0%													
activity	0.0%	10.0%													
Recommended reading	Basic literature	<p>Hofstede, G., Hofstede, G. J., &amp; Minkov, M. (2010). Cultures and organizations: software of the mind : intercultural cooperation and its importance for survival. 3rd ed. New York ; London, McGraw-Hill.</p> <p>Tuleja, E.A. (2021). Intercultural Communication for Global Business: How Leaders Communicate for Success (2nd ed.). Routledge.</p>													

	Supplementary literature	<p>When Cultures Collide: Leading Across Cultures, Lewis, Richard D., Nicholas Brealey Publishing; 3 edition, 2005</p> <p>Magala, S. (2005). Cross-Cultural Competence (1st ed.). Routledge.</p> <p>K. Bałandynowicz-Panfil., The Role of Older People as Consumers - the Comparative Analysis of Old and New</p> <p>Member States of European Union, "Comparative Economic Research. Central and Eastern Europe", Vol 15, Nr 1/2012</p> <p>Meyer, E. (2016). The culture map. PublicAffairs.</p>
	eResources addresses	Adresy na platformie eNauczenie:
Example issues/ example questions/ tasks being completed	Principles of intercultural communication.The importance of culture in communication.	
Work placement	Not applicable	

Document generated electronically. Does not require a seal or signature.