

Subject card

Subject name and code	Cultural Awareness, PG_00132358						
Field of study	International Business						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2024/2025		
Education level	undergraduate studies	Subject group			Obligatory subject group in the field of study Optional subject group Humanistic-social subject group		
Mode of study	full-time studies	Mode of delivery			at the university		
Year of study	1	Language of instruction			English		
Semester of study	1	ECTS credits			6.0		
Learning profile	academic	Assessment form					
Conducting unit	Zakład Kulturoznawstwa -> Instytut Badań nad Kulturą -> Faculty of Languages						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Aleksandra Wierucka				
	Teachers		dr Aleksandra Wierucka				
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		30.0		90.0	150
Subject objectives	The aim is to present cultural diversity of the world. Students will become acquainted with the origins of the culture, its functions and modern changes, with relations between environment and cultural practices as well as with modern issues of global economy within the scope of anthropology.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[IBL3_U07] can take part in a debate, is able to present, evaluate and discuss various viewpoints in the field of international business	The student is able to participate in a debate, is able to present, evaluate and discuss various points of view in the field of cultural studies.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU4] test/exam - oral or written
	[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 cultural dilemmas of the modern world economy; understands the need to introduce sustainable development and corporate social responsibility.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[IBL3_U03] is able to perform tasks in uncertain conditions, solve complex issues of international business by appropriate selection information sources, conducting critical analysis and synthesis on the collected information and data	The student is able to perform tasks in conditions of uncertainty, solve cultural problems by making the appropriate selection of sources, carrying out a critical analysis and synthesis of the collected information and data.	[SU1] oral statement/conversation/discussion [SU3] text preparation/written work [SU4] test/exam - oral or written
	[IBL3_K02] is ready to critically assess own knowledge in the field of international business, economics and finance and complementary disciplines	The student is ready to critically evaluate his own knowledge of anthropology.	[SK1] oral statement/conversation/discussion [SK4] test/exam - oral or written
	[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	The student is able to interpret and explain cultural phenomena, analyze their causes, course and relationships between them, using the acquired knowledge of the basics of anthropology.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU4] test/exam - oral or written
	[IBL3_W09] knows and understands the basic economic, legal and other conditions of various activities related to the given qualification	The student knows and understands the basic cultural principles of various activities related to the given qualification.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
[IBL3_K05] is ready to perform professional role in responsible manner, abide business ethics and business standards in working environment	The student is ready to perform his professional role in a responsible manner, observing business ethics and business standards in the work environment	[SK1] oral statement/conversation/discussion	
Subject contents	Culture and nature, origins of culture, anthropogenesis, cultural diversity of the world, economic systems, social division, marriage and family, colonialism/decolonization/postcolonialism, cultural and economic activity of corporations, climate change, indigenous cultures of the world, contemporary anthropological issues.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	test	51.0%	50.0%
	written exercise	51.0%	25.0%
	oral exam	51.0%	25.0%
Recommended reading	<p>Basic literature</p> <p>W. Haviland, Cultural Anthropology. The Human Challenge, Wadsworth 2005.</p> <p>W. Balee, Inside Cultures. A New Introduction to Cultural Anthropology, Left Coast Press 2012.</p> <p>J. Eller, Cultural Anthropology. Global forces, local lives, Routledge 2020.</p>		

	Supplementary literature	<p>A. Barnard, History and Theory in Anthropology, Cambridge University Press 2021.</p> <p>C. Geertz, Interpretation of Culture, Basic Books 2017.</p> <p>J. Fornas, Defending Culture, Palgrave Macmillan 2017.</p> <p>R. Perry, Five Key Concepts in Anthropological Thinking, Pearson Education 2003.</p> <p>Faces of Anthropology, ed. K.A. Refferty, D. Chinwe Ukaebu, Pearson 2007.</p>
	eResources addresses	Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed	Two written exercises of anthropological analysis.	
Work placement	Not applicable	

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