

Subject card

Subject name and code	Cultural Determinants of International Business, PG_00170109						
Field of study	International Economic Relations						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2025/2026		
Education level	Master's studies		Subject group		Obligatory subject group in the field of study Humanistic-social subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		Polish		
Semester of study	1		ECTS credits		2.0		
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 Osiecka-Brzeska				
	Teachers		dr Katarzyna Osiecka-Brzeska				
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		12.0		23.0	50
Subject objectives	To familiarize students with the latest research on cultural conditions for running a business.Preparing students for effective communication and operation in an intercultural business environment, with particular emphasis on work in international companies.Creating foundations for further intercultural education from the perspective of principles resulting from cultural intelligence.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSGMU2_U04] can use the acquired knowledge to formulate and solve complex problems related to the operation of economic entities on the international market, with particular emphasis on the European Union market	The student is able to use his knowledge of cultural conditions to formulate and solve complex problems related to the functioning of enterprises on the international market, in particular the EU market.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU3] text preparation/written work
	[MSGMU2_U08] can communicate in an international and culturally diverse environment, using advanced terminology of international economic relations; supports his/her position, doubts and suggestions with argumentation based on selected theories, opinions of various authors and/or statistical data	The student is able to communicate in an intercultural environment, using advanced terminology in the field of international economic relations and international management; in the discussion, uses argumentation based on selected theories, subject literature and statistical data	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[MSGMU2_W09] has an in-depth knowledge of selected areas of the functioning of a modern enterprise in the national and international environment; understands the conditions, principles and consequences of decisions taken in its structures aiming at the development, and the dependencies among enterprises on the international market	The student has in-depth knowledge of the functioning of a modern enterprise in an international environment, understands the cultural conditions, principles and consequences of decisions made in international enterprise structures aimed at development and the relationships between enterprises in an intercultural environment.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW3] text preparation/written work [SW5] implementation of a problem task
	[MSGMU2_W14] has an in-depth knowledge of the human being as an individual making economic decisions, acting in social structures and organisational units, in particular in enterprises operating on the international market	The student has in-depth knowledge of man as an individual making decisions in social and business structures, in particular in enterprises operating in an intercultural environment.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW3] text preparation/written work
	[MSGMU2_K03] is ready to actively participate in groups, organisations and institutions conducting professional projects concerning the functioning of economic entities in the conditions of globalisation and the development of integration processes	The student is ready to actively participate in groups and institutions implementing professional international and intercultural projects regarding the functioning of business entities in a globalizing and integrating environment.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[MSGMU2_K01] is ready to recognise the importance of knowledge of economics in the process of identifying and solving problems in the area of international economic relations and to consult experts in case of difficulties in solving them independently	The student is ready to recognize the importance of knowledge in the field of economics in the process of identifying and solving problems in the area of international economic and intercultural relations, recognizes the advisory role of experts in solving problems in this environment	[SK1] oral statement/conversation/discussion
	[MSGMU2_U12] can manage teamwork, cooperate and work in a team, in particular an international one, taking a leading role in it	The student is able to manage the work of a team and cooperate and work in a team, especially an intercultural one, taking on the leading role of the organizer and initiator of the work.	[SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[MSGMU2_K07] 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, and is professional and loyal towards the employer	The student is ready to follow and develop the principles of corporate social responsibility ethics, takes into account the changing social needs in different countries, respects the diversity of cultures, is professional and loyal to the employer	[SK1] oral statement/conversation/discussion

	Course outcome	Subject outcome	Method of verification
	[MSGMU2_K05] is ready to initiate actions in the public interest, inspire and organise projects for the benefit of the environment and the international business community, in accordance with the idea of sustainable development and the resulting legal, economic, ecological, political and social requirements	The student is ready to initiate activities for the public interest, inspire and organize projects for the intercultural environment of international business, in accordance with the idea of sustainable development and the resulting social and humanitarian requirements.	[SK2] presentation/project/paper/report
	[MSGMU2_W10] has an in-depth knowledge of the legal, cultural and financial conditions related to business operations, in particular those of an international nature	The student has in-depth knowledge of cultural conditions related to running a business in an international and intercultural environment.	[SW1] oral statement/conversation/discussion [SW3] text preparation/written work
Subject contents	1. Cultural conditions in the international activities of enterprises:a/ basic areas of using knowledge of cultural differences, cultural indicator, cultural tolerance, acquiring intercultural communication skills, the idea of intercultural understanding, barriers to international communication;b/ definitions and scope of national culture, selected classifications of culture, globalization and regionalization of culture, homogenization of consumer needs and cultural heterogeneity;c/macDonaldization, cultural convergence and divergence.2. Managing cultural differences in international business:a/strategies for managing a diverse cultural environment;b/ areas of business activity and cultural conditions;c/ adaptation and standardization in the context of cultural differences.3. Cultural stereotypes:a/ the essence and causes of stereotypes, stereotypes and prejudices, ethnocentrism;b/ discrimination due to cultural differences, stages of getting to know another culture.4. Cultural differences and individual diversity:a/ factors determining individual differences in personality, culture and personality;b/ conditions of an individual's behavior, the importance of personality in business.5. The concept of approach to time:a/ the importance of time for the functioning of an individual, perception of time by representatives of different cultures;b/ polychronic and monochronic cultures, the role of time in business.6. The importance of gender in national cultures:a/ social roles of women and men, differences in gender perception in different cultures, gender discrimination and its consequences;b/ perception of gender in international business relations.7. Basic world religions and ideologies:a/ the importance of religion in particular cultures and countries;b/ characteristics of the most important world religions;c/ ideology as a factor determining an individual's behavior;d/ religious and ideological differences in intercultural communication.8. Tradition in culture:a/ traditions, holidays and rituals in selected cultures (countries);b/ the impact of rituals on business culture;c/ the importance of tradition in conducting international business.9. Intercultural communication in business activities:a/ the essence of communication, verbal communication as a process of transmitting information;b/ characteristics of the most important languages in the world;c/ the role of language in communication, communication barriers at the crossroads of cultures, principles of effective intercultural communication.10. Non-verbal communication:a/ the importance of contexts in communication, basic elements of non-verbal communication;b/ expressive and reserved cultures;c/ the importance of non-verbal communication for business.11. Concepts of power and hierarchy in different cultures:a/ national culture and organizational culture;b/ individualistic and collectivistic cultures: society, school, businessc/ establishing and maintaining business contacts, solving cultural dilemmas in the field of international management.12. Cultural conditions for conducting business conversations and negotiations:a/ pro-partner and pro-transaction cultures;b/ the importance of using free time in business contacts, separating private and professional life;c/ social gatherings, elements of recreation and sports in various cultures.13. Cultural determinants of market activities in an international environment:a/ the role of market activities in the international environment;b/ culture as a factor determining international action strategies;c/ approach to the consumer and his needs, communication with the environment;d/ examples of selected market strategies in different cultures.14. External conditions of doing business in different countries and cultures:a/ selected classifications of external factors;b/ bureaucracy, corruption, interpenetration of politics and business, the role of trade unions;c/ ethics and law in business.15. Comprehensive cultural identification of selected countries:a/ methods of obtaining information;b/ identification of national culture through the prism of selected dimensions of culture;c/ examples of countries and Poland on the map of world cultures.16. How to achieve cultural effectiveness:a/ the importance of particular ways of learning about cultures;b/ the learning process and its determinants in the context of culture. Any doubts related to the lecture topics and questions regarding the course material are addressed during consultation hours. Participation in consultations enables the clarification of substantive issues and deepens the understanding of subject-related concepts.		
Prerequisites and co-requisites	Knowledge of the basic principles of operation of global enterprises, management strategies in an international environment, marketing and the ability to observe the world.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	presentation	0.0%	30.0%
	activity	0.0%	20.0%
	group project	0.0%	50.0%

Recommended reading	Basic literature	1. ZENDEROWSKI Radosław, Koziński Bartosz : <i>Różnice kulturowe w biznesie</i>. Warszawa 2012. CeDeWu. 2. HOFSTEDE Geert : <i>Kultury i organizacje: zaprogramowanie umysłu</i>. Warszawa 2007. PWE. 3. GESTELAND Richard R. : <i>Różnice kulturowe a zachowanie w biznesie</i>. Warszawa 2000. PWN. 4. WINKLER Renata : <i>Zarządzanie komunikacją w organizacjach zróżnicowanych kulturowo</i>. Kraków 2008. Oficyna Wolders Kluwer. 5. HAMPDEN-TURNER Charles, TROMPENAARS Alfons : <i>Siedem kultur kapitalizmu</i>. Kraków 2006. Dom Wydawniczy ABC. 6. MOLE John : <i>W tyglu Europy. Wzorce i bariery kulturowe w przedsiębiorstwach</i>. Warszawa 2000. Prószyński i S-ka. 7. ROGERS Everet M., STIENFATT Thomas M. : <i>Intercultural Communication</i>. Illinois 1999. Waveland Press Inc.
	Supplementary literature	1. BAŁANDYNOWICZ-PANFIL Katarzyna : <i>Wpływ zgodności kulturowej podmiotów na procesy połączeniowe w sektorze bankowym (w:) Problemy współczesnej gospodarki światowej</i>. Sopot 2004. Fundacja Rozwoju Uniwersytetu Gdańskiego. 2. BARTOSIK-PURGAT Małgorzata : <i>Otoczenie kulturowe w biznesie międzynarodowym</i>. Warszawa 2010. PWE. 3. VERLUYTEN S. Paul : <i>Intercultural Communication in Business and Organisations</i>. Leuven 2009. ACCO.
	eResources addresses	
Example issues/ example questions/ tasks being completed	Differences between cultures according to selected models.The importance of cultural differences in modern business.Social roles in a cultural context.	
Work placement	Not applicable	

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