

## Subject card

|                                             |                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                          |                                         |                                     |                                                                                   |            |     |
|---------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------------|-------------------------------------|-----------------------------------------------------------------------------------|------------|-----|
| Subject name and code                       | Cultural Determinants of International Business, PG_00170513                                                                                                                                                                                                                                                                                                                                                     |                                                          |                                         |                                     |                                                                                   |            |     |
| 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<br>Humanistic-social subject group |            |     |
| Mode of study                               | part-time studies                                                                                                                                                                                                                                                                                                                                                                                                |                                                          | Mode of delivery                        |                                     | at the university                                                                 |            |     |
| Year of study                               | 1                                                                                                                                                                                                                                                                                                                                                                                                                |                                                          | Language of instruction                 |                                     | Polish                                                                            |            |     |
| Semester of study                           | 2                                                                                                                                                                                                                                                                                                                                                                                                                |                                                          | 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                                                                                                                                                                                                                                                                                                                                                                                            | 12.0                                                     | 0.0                                     | 0.0                                 | 0.0                                                                               | 0.0        | 12  |
|                                             | 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                                                                                                                                                                                                                                                                                                                                                                                            | 12                                                       |                                         | 9.0                                 |                                                                                   | 29.0       | 50  |
| Subject objectives                          | To familiarize students with the latest research in the field of 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_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 about functioning modern enterprise in an international environment, understands the conditions cultural, rules and consequences decisions made in international structures enterprises, aimed at development and dependencies taking place between enterprises in the environment intercultural. | [SW4] test/exam - oral or written |
|                   | [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 benefit of the business public, inspiring and organizing projects for intercultural environment international business, in line with the idea of sustainability development and resulting therefrom social requirements and humanitarian                                         | [SK4] test/exam - oral or written |
|                   | [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 be active participating in groups and implementing institutions professional international i intercultural projects regarding functioning business entities in globalizing environment and integrating                                                                                                       | [SK4] test/exam - oral or written |
|                   | [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 for recognition importance of knowledge in the field economics in the identification process and solving problems in international area economic relations and intercultural, recognizes the role advisory board of experts in problem solving including environment.                                           | [SK4] test/exam - oral or written |
|                   | [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 knowledge in the field cultural conditions to formulating and solving complex related problems with functioning enterprises on the market international, with specific EU market                                                                                                                          | [SU4] test/exam - oral or written |
|                   | [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 knowledge of conditions cultural related running a business economic environment international and intercultural.                                                                                                                                                                                 | [SW4] test/exam - oral or written |
|                   | [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 knowledge about man as an individual making decisions in social structures and business, in particular in companies operating in intercultural environment.                                                                                                                                       | [SW4] test/exam - oral or written |

|                  | Course outcome                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Subject outcome                                                                                                                                                                                                                                                                   | Method of verification            |
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|                  | [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 following and developing the rules social ethics corporate responsibility, takes into account changing social needs in various countries, respects diversity cultures, is professional and loyal towards the employer                                     | [SK4] test/exam - oral or written |
|                  | [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 setting, with using advanced terminology in the field international relations economic and management international; in the discussion uses argumentation based on selected theories, literature item and data statistical | [SU4] test/exam - oral or written |
|                  | [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 work team and cooperate and work in a team, v especially intercultural, taking a leading role in it organizer and initiator of the work                                                                                                             | [SU4] test/exam - oral or written |
| Subject contents | <p>1. Cultural conditions in the international activities of enterprises:a/ basic areas of using knowledge of cultural differences, cultural indicator, tolerancecultural, 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 the perception of gender in different cultures, discrimination fromgender 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 communicationintercultural.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 sphereinternational 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 life iprofessional;c/ social gatherings, elements of recreation and sports in various cultures</p> <p>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.</p> |                                                                                                                                                                                                                                                                                   |                                   |

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|----------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|
| Prerequisites and co-requisites                          | Knowledge of the basic principles of operation of global enterprises and management strategiesinternational environment, marketing and the ability to observe the world. |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                               |
| Assessment methods and criteria                          | Subject passing criteria                                                                                                                                                 | Passing threshold                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Percentage of the final grade |
|                                                          | exam (test)                                                                                                                                                              | 51.0%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 100.0%                        |
| Recommended reading                                      | Basic literature                                                                                                                                                         | 1. ZENDEROWSKI Radosław, Koziański Bartosz : Różnice kulturowe w biznesie. Warszawa 2012. CeDeWu. 2. HOFSTEDE Geert : Kultury i organizacje: zaprogramowanie umysłu. Warszawa 2007. PWE. 3. GESTELAND Richard R. : Różnice kulturowe a zachowanie w biznesie. Warszawa 2000. PWN. 4. WINKLER Renata : Zarządzanie komunikacją w organizacjach zróżnicowanych kulturowo. Kraków 2008. Oficyna Wolders Kluwer. 5. HAMPDEN-TURNER Charles, TROMPENAARS Alfons : Siedem kultur kapitalizmu. Kraków 2006. Dom Wydawniczy ABC. 6. MOLE John : W tyglu Europy. Wzorce i bariery kulturowe w przedsiębiorstwach. Warszawa 2000. Prószyński i S-ka. 7. ROGERS Everet M., STIENFATT Thomas M. : Intercultural Communication. Illinois 1999. Waveland Press Inc. |                               |
|                                                          | Supplementary literature                                                                                                                                                 | 1. BAŁANDYNOWICZ-PANFIL Katarzyna : Wpływ zgodności kulturowej podmiotów na procesy połączeniowe w sektorze bankowym (w:) Problemy współczesnej gospodarki światowej. Sopot 2004. Fundacja Rozwoju Uniwersytetu Gdańskiego. 2. BARTOSIK-PURGAT Małgorzata : Otoczenie kulturowe w biznesie międzynarodowym. Warszawa 2010. PWE. 3. VERLUYTEN S. Paul : Intercultural Communication in Business and Organisations. 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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