

Subject card

Subject name and code	Cross-Cultural Business Behaviour, PG_00129959						
Field of study	International Business						
Date of commencement of studies	October 2025		Academic year of realisation of subject			2026/2027	
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	
Semester of study	4		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 Magdalena Jażdżewska-Gutta				
	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		15.0		20.0	50
Subject objectives	To help students recognize cross-cultural differences in business behaviors and learn how they impact the effective communication; to familiarize students with cultural beliefs, values and norms, to develop communication skills in cross-cultural setting and practice communication activities in business context.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[IBMU2_W05] knows and understands the fundamental dilemmas of international business related to globalisation, integration, internationalization and sustainable development	Student knows and understands the fundamental dilemmas of international business related to effective cross-cultural business behaviors in global environment	[SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[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	Student is ready to recognise the importance of knowledge of cross-cultural business behaviors 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 [SK2] presentation/project/paper/report [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	Student can accurately select and use sources of information on cross-cultural business behaviors in international 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 [SU6] demonstration of practical skills
	[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	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 [SK2] presentation/project/paper/report [SK5] implementation of a problem task
	[IBMU2_W09] knows and understands legal and cultural conditions related to international business,	Student knows and understands cultural conditions related to effective behaviors in international business	[SW2] presentation/project/paper/report [SW5] implementation of a problem task
Subject contents	[IBMU2_U08] can manage teamwork, cooperate and work in a team, in particular an international one, taking a leading role in it	Student can manage teamwork, cooperate and work in a cross-cultural team, taking a leading role in it;	[SU1] oral statement/conversation/discussion [SU5] implementation of a problem task [SU6] demonstration of practical skills
	1. Introduction. Cross-cultural game. Stereotypes. Iron rules of cross-cultural business. 2. How to interpret cross-cultural business behaviors using models of culture? Case studies 3. How to reach different cultures with advertising? 4. Practicing cross-cultural verbal and non-verbal behaviors. 5. Language-related differences in business environment. 6. Gender-related cultural differences in business environment 7. Religion-related cultural differences in business environment 8. Negotiations in cross-cultural setting. Simulation game 9. Comprehensive cultural identification of chosen countries During consultation hours, individual questions will be discussed, doubts clarified, and additional explanations concerning the course content will be provided.		
	Knowledge of the basic concepts of international management, intercultural communication. Gained knowledge confirmed by passing the course: International Business, Intercultural communication in Business.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Simulation	51.0%	20.0%
	Case study	51.0%	20.0%
	Projekt	51.0%	40.0%
	Active participation	51.0%	20.0%

Recommended reading	Basic literature	• 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 • N.J. Adler, Communicating across Cultural Barriers, International Dimensions of Organizational Behavior (2nd ed.). Boston, MA: PWS-KENT Publishing Company, 1991 For self-study • Worlds business cultures and how to unlock them, B. Tomalin, M. Nicks, Thorogood; 2 edition, 2010 • J. House and others, Culture, leadership, and organizations: the GLOBE study of 62 societies, SAGE Publications, Inc; 1 edition, 2004
	Supplementary literature	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
	eResources addresses	Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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