

Subject card

Subject name and code	Cultural Awareness, PG_00173329						
Field of study	International Business						
Date of commencement of studies	October 2025		Academic year of realisation of subject			2025/2026	
Education level	Bachelor's 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			exam	
Conducting unit	Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Giuseppe Cirella				
	Teachers						
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		15.0		105.0	150
Subject objectives	This course introduces students to the complexity and richness of global cultural diversity through an anthropological perspective. It explores the origins, structures, and evolving functions of culture, emphasizing how cultural practices are shaped by and, in turn, shape environmental, historical, and social contexts. Students will examine the relationship between culture and the natural environment, the impact of globalization on cultural identity, and the ways in which cultural norms influence global economic systems and communication. The course also addresses contemporary challenges such as cultural adaptation, hybridity, and sustainability in an interconnected world. By the end of the course, students will gain a deeper understanding of cultural dynamics and develop critical skills for analyzing and engaging with diverse cultural contexts in both academic and professional settings.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[IBL3_W09] knows and understands the basic economic, legal and other conditions of various activities related to the given qualification	The student possesses knowledge and a comprehensive understanding of the cultural foundations and influences affecting various types of professional activities. This includes familiarity with anthropological and sociological perspectives on human behavior, communication patterns, and cultural norms that shape workplace expectations and international professional interactions. The student is able to link these cultural insights to broader economic, legal, and institutional frameworks.	[SW1] oral statement/conversation/discussion [SW3] text preparation/written work
	[IBL3_W07] knows and understands fundamental dilemmas of contemporary world economy; understands the necessity of sustainable development and corporate social responsibility	The student understands the fundamental cultural dilemmas and contradictions that emerge in the context of globalization, international markets, and cross-cultural interactions. They are able to identify cultural conflicts that affect global economic relations and recognize the value of integrating cultural awareness into sustainable development strategies and corporate social responsibility policies. They can also analyze these issues from an anthropological point of view, taking into account local traditions, belief systems, and ethical considerations.	[SW1] oral statement/conversation/discussion [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	The student is capable of interpreting and explaining key cultural phenomena and their implications within broader social, historical, and institutional processes. Using fundamental knowledge from cultural studies, they are able to identify the origins and evolution of cultural practices and how these influence decision-making, communication, and cooperation in multicultural settings. This also includes analyzing relationships between culture and economic behavior, particularly in cross-border business contexts.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU3] text preparation/written work
	[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 demonstrates the ability to carry out tasks in unfamiliar or ambiguous cultural contexts, identifying and solving culturally sensitive problems by selecting appropriate and credible information sources. They are able to critically evaluate and integrate cross-cultural data, synthesize diverse viewpoints, and formulate contextually informed solutions to challenges involving intercultural dynamics in the business or organizational environment.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU3] text preparation/written work

	Course outcome	Subject outcome	Method of verification
	[IBL3_K05] is ready to perform professional role in responsible manner, abide business ethics and business standards in working environment	The student actively participates in structured debates and class discussions, demonstrating the ability to present, evaluate, and critically reflect on multiple cultural perspectives and anthropological theories. They engage constructively with opposing views and apply theoretical knowledge to practical scenarios involving intercultural collaboration, identity, and conflict resolution. Their arguments are evidence-based and grounded in an understanding of cultural diversity and global citizenship.	[SK1] oral statement/conversation/discussion
	[IBL3_K02] is ready to critically assess own knowledge in the field of international business, economics and finance and complementary disciplines	The student demonstrates the ability to carry out tasks in unfamiliar or ambiguous cultural contexts, identifying and solving culturally sensitive problems by selecting appropriate and credible information sources. They are able to critically evaluate and integrate cross-cultural data, synthesize diverse viewpoints, and formulate contextually informed solutions to challenges involving intercultural dynamics in the business or organizational environment.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK3] text preparation/written work
	[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 actively participates in structured debates and class discussions, demonstrating the ability to present, evaluate, and critically reflect on multiple cultural perspectives and anthropological theories. They engage constructively with opposing views and apply theoretical knowledge to practical scenarios involving intercultural collaboration, identity, and conflict resolution. Their arguments are evidence-based and grounded in an understanding of cultural diversity and global citizenship.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU3] text preparation/written work
Subject contents	• The relationship between culture and nature; cultural adaptation and human-environment interaction • Origins and development of culture; anthropogenesis and early cultural expressions • Global cultural diversity and classification of world cultures across regions and traditions • Social organization, including kinship systems, marriage, family structures, and roles • Comparative economic systems and cultural understandings of value, labor, and exchange • Social stratification, power structures, and cultural perspectives on inequality • Colonialism, decolonization, and postcolonial theory in the context of cultural transformation • The role of global corporations in shaping cultural and economic landscapes • Indigenous knowledge systems, traditional lifeways, and cultural resilience • Anthropological perspectives on contemporary global issues: migration, cultural tourism, identity politics • The cultural dimensions of climate change, sustainability, and environmental justice		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	student presentation	51.0%	60.0%
	class activity	51.0%	15.0%
	written exercise	51.0%	25.0%

Recommended reading	Basic literature	Eriksen, Thomas Hylland (2015). <i>Small Places, Large Issues: An Introduction to Social and Cultural Anthropology</i> (4th ed.). Pluto Press. A clear, engaging introduction to cultural anthropology, covering both classic theory and current global issues. Miller, Barbara D. (2020). <i>Cultural Anthropology in a Globalizing World</i> (4th ed.). Pearson. Focuses on how global processes influence local cultures, with case studies and accessible language. Bourdieu, Pierre (1986). The Forms of Capital. In <i>Handbook of Theory and Research for the Sociology of Education</i>. Explains cultural, social, and symbolic capital relevant to discussions on inequality and power.
	Supplementary literature	Comaroff, Jean & Comaroff, John (2012). Theory from the South: Or, How Euro-America is Evolving Toward Africa. In <i>Anthropological Forum</i>, 22(2). Reverses the gaze to examine how Western societies are increasingly reflecting dynamics once attributed to the Global South. Sahlins, Marshall (1999). <i>What is Anthropological Enlightenment? Some Lessons of the Twentieth Century</i>. <i>Annual Review of Anthropology</i>, 28: ix-xiii. A reflective piece on the history and purpose of anthropology, with implications for cultural self-awareness and ethics. Smith, Linda Tuhiwai (2012). <i>Decolonizing Methodologies: Research and Indigenous Peoples</i> (2nd ed.), Introduction & Chapter 1. Zed Books. A powerful critique of Western knowledge systems and a call for decolonized approaches to research and cultural representation. Holmes, Seth M., and Céline Gounder (2019). <i>Structural Vulnerability and Marginalization in Migration: Medical Anthropologists Contributions to Policy and Action</i>. <i>The Lancet</i>, 393(10171): 1264-1272. Connects cultural awareness to real-world issues of migration, healthcare, and structural inequality. MacCannell, Dean (1973). <i>Staged Authenticity: Arrangements of Social Space in Tourist Settings</i>. <i>American Journal of Sociology</i>, 79(3): 589-603. A classic analysis of how cultures are packaged and performed for tourism, relevant to discussions on authenticity and representation. Benson, Peter, and Stuart Kirsch (2010). <i>Capitalism and the Politics of Resignation</i>. <i>Current Anthropology</i>, 51(4): 459-486. Examines the tension between corporate culture and moral critique, particularly in relation to extractive industries.
	eResources addresses	
Example issues/ example questions/ tasks being completed	Two written exercises of anthropological analysis.	
Work placement	Not applicable	

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