

Subject card

Subject name and code	Cross- Cultural Differences, PG_00173372						
Field of study	International Business						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2027/2028		
Education level	Bachelor'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	3		Language of instruction		Polish		
Semester of study	6		ECTS credits		4.0		
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 Baładynowicz-Panfil				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	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		10.0		60.0	100
Subject objectives	To help students understand the role of communication across cultures, especially in multicultural business setting, to						
	enable students recognize cultural differences and barriers and help them to adjust to different cultures and deal with						
	culture shock, to practice communication skills. Students will learn how to effectively communicate among individuals,						
	organizations and nations in order to be able to effectively manage cross-cultural differences.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[IBL3_K01] is ready to recognise the importance of knowledge in the field of international business in identifying and solving business theoretical and practical issues; is ready to consult with experts in case of facing difficulties in solving business issues individually	student is ready to recognise the importance of knowledge in the field of cross-cultural communication in identifying and solving business theoretical and practical issues; is ready to consult with the teacher during the consultation hours in case of facing difficulties in solving business issues individually	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[IBL3_W02] knows and understands fundamental concepts and terminology of international business, international economic and financial relations and complementary disciplines	student knows and understands fundamental concepts and terminology of cross-cultural communication and cultural frameworks	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[IBL3_W06] knows and understands the relations and regularities between international business stakeholders i.a. business entities, public institutions, organisations; functioning in the national, international and intercultural realms	student knows and understands the relations and differences between international business stakeholders i.a. business entities, public institutions, organisations; functioning in the intercultural realms	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion
	[IBL3_U06] can communicate using the terminology of international business	student can effectively communicate across cultures	[SU2] presentation/project/paper/report
	[IBL3_U09] is able to work individually and within teams, also of interdisciplinary character; can plan and organize own tasks and the works of teams	student is able to work individually and within teams, also of interdisciplinary and cross-cultural character; can plan and organize own tasks and the works of cross-cultural teams; Assessment and suggestions for acquiring new skills in this aspect are discussed during consultations.	[SU2] 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	student can interpret and explain economic phenomena, analyse their causes, course and connections within these phenomena using the acquired knowledge of cross-cultural communication	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[IBL3_K04] is ready to think and act in an entrepreneurial manner	student is ready to think and act in an entrepreneurial manner;	[SK2] presentation/project/paper/report
	[IBL3_W01] has knowledge of the discipline of economics and finance, involving critical understanding of theories of international business	student has knowledge of the discipline of economics and finance, involving critical understanding of theories of cross-cultural communication	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[IBL3_U04] can use basic regulations and standards which determine business activity	student can use basic regulations and standards which determine business activity across cultures	[SU4] test/exam - oral or written

Subject contents	1. Introduction: understanding the differences. Cross-cultural game. Why is culture important in business the role of globalization 2. Self-awareness in intercultural communication. Cultural intelligence. 3. Basic definitions and characteristics, differences between national and corporate culture 4. Basic cultural frameworks/models 5. Hofstede's six dimension model 6. Verbal and non-verbal communication - definitions 7. Cross-cultural written, spoken and digital communication, role of language, small talk, being polite, saving face, disagreeing, evaluating performance and providing negative feedback 8. Cross-cultural communication from intra-organisational perspective the perspective of leadership and working in international teams 9. Cross-cultural communication from international and inter-organisational perspective: meetings, business trips 10. Culture shock, expatriate assignments and cultural training 11. Case studies 12. Presentations of students projects Defining the topic of both the group and individual projects, which conclude with a presentation, involves approximately 10 hours of consultations with the instructor. This time includes topic selection, discussion of methodological assumptions, determination of expected outcomes, followed by feedback and ongoing academic support throughout the successive stages of the project.		
Prerequisites and co-requisites	Knowledge of the basic concepts of international management, international marketing.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	activity	0.0%	10.0%
	test	51.0%	50.0%
	presentation (project)	51.0%	40.0%
Recommended reading	Basic literature		
	Hofstede, G., Hofstede, G. J., & Minkov, M. (2010). Cultures and organizations: software of the mind : intercultural cooperation and its importance for survival. 3rd ed. New York ; London, McGraw-Hill. Tuleja, E.A. (2021). Intercultural Communication for Global Business: How Leaders Communicate for Success (2nd ed.). Routledge.		

	Supplementary literature	When Cultures Collide: Leading Across Cultures, Lewis, Richard D., Nicholas Brealey Publishing; 3 edition, 2005 Magala, S. (2005). Cross-Cultural Competence (1st ed.). Routledge. K. Bałandynowicz-Panfil., The Role of Older People as Consumers - the Comparative Analysis of Old and New Member States of European Union, "Comparative Economic Research. Central and Eastern Europe", Vol 15, Nr 1/2012 Meyer, E. (2016). The culture map. PublicAffairs.
	eResources addresses	
Example issues/ example questions/ tasks being completed	Principles of intercultural communication. The importance of culture in communication.	
Work placement	Not applicable	

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