

Subject card

Subject name and code	Cultural Awareness, PG_00174008						
Field of study	Logistics and Mobility						
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	Division of Culture Studies -> Institute of Culture Studies -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Giuseppe Cirella				
	Teachers		dr Giuseppe Cirella				
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
	[LML3_U10] has the ability to prepare oral presentations on issues related to logistics and mobility, using specialized terminology, theoretical approaches, principles of collecting various sources of data, their description and interpretation, and inference based on scientific literature, is able to actively participate in the debate	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
	[LML3_K02] is aware of the level of his knowledge in the field of logistics and mobility, understands the need to deepen and update this knowledge throughout life	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.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[LML3_W06] knows to an advanced degree selected methods and tools, including statistical techniques, to describe and model logistics and mobility processes and systems	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
	[LML3_U03] is able to analyze the causes and course of specific logistics and mobility processes and systems, and accurately analyze these processes and systems with the help of adequate economic and social methods and tools	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
	[LML3_U01] is able to correctly interpret economic and social phenomena and apply knowledge of economics, finance, management sciences, logistics and mobility to explain economic phenomena	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
	[LML3_U15] is able to independently supplement and improve the acquired knowledge and economic skills, uses various methods of learning	The student demonstrates a readiness to critically evaluate their understanding of cultural dimensions in professional and organizational settings. They acknowledge the limits of their own cultural perspectives and are open to continuous learning and self-improvement. When encountering unfamiliar cultural concepts, the student proactively engages in consultation with the instructor, using feedback and dialogue to deepen their comprehension and refine their analytical approach to course material.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU3] text preparation/written work
	[LML3_K06] is ready to be guided in his professional life by business ethics and corporate social responsibility, respect for others and be loyal to his employer	The student demonstrates a high level of responsibility in performing professional tasks, applying the principles of cultural ethics and respect for diversity. They are able to critically assess their actions through an ethical lens and navigate complex workplace scenarios with cultural sensitivity. Furthermore, they show initiative in raising thoughtful questions related to course materials and assignments, actively seeking clarification and deeper understanding through constructive engagement with the instructor.	[SK1] oral statement/conversation/discussion
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
	oral exam	51.0%	25.0%
	test	51.0%	50.0%
	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 Anthropology's 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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