

Subject card

Subject name and code	Intercultural Communication in Business, PG_00174118						
Field of study	Logistics and Mobility						
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 Humanistic-social subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		English		
Semester of study	4		ECTS credits		3.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Department of Sustainable Market Processes -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Katarzyna Bałandynowicz-Panfil				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	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		45.0	75
Subject objectives	Acquaint students with the latest research in the field of cultural determinants of business. To prepare students to communicate and operate effectively in an intercultural business environment, with a particular emphasis on working in international companies. Laying the groundwork for further intercultural education using the principles of cultural intelligence.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[LMMU2_W03] has an in-depth knowledge of relations between economic entities and organisations functioning in the national, international and intercultural spheres; understands importance logistics and mobility for their operation	The student has in-depth knowledge of the relationships of business entities in an intercultural environment.	[SW4] test/exam - oral or written
	[LMMU2_U13] can manage teamwork as well as interact and work in a team (including in an international environment) assuming a leading role in it	a student knows and understands cultural conditions related to intercultural communication in business	[SU4] test/exam - oral or written
	[LMMU2_K06] is ready to observe and develop in his/her professional life principles of business ethics and corporate social responsibility, respect others, be loyal to their employer, taking into account changing social needs.	a 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	[SK4] test/exam - oral or written
	[LMMU2_K05] correctly identifies, diagnoses and solves dilemmas and alternative solutions related to the profession	The student correctly analyzes and solves tasks related to enterprise management at the crossroads of cultures.	[SK4] test/exam - oral or written
Subject contents	1. Cultural determinants of international business 2. National cultures 3. Cultural stereotypes 4. Cultural differences and individual diversity 5. Time perception 6. The importance of gender in national cultures 7. The main religions and ideologies of the world 8. Tradition in cultures 9. Intercultural communication in business 10. Non-verbal communication 11. Cultural determinants of talks and negotiations 12. Cultural determinants of market strategies in the international environment 13. External conditions for doing business in different countries and cultures 14. Comprehensive cultural identification of selected countries During the consultation, individual questions from students will be discussed, doubts will be clarified, and additional explanations regarding the content of the subject will be provided.		

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
	exam (test)	51.0%	100.0%
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	
	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 • 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	
	eResources addresses		
Example issues/ example questions/ tasks being completed	The impact of cultural differences on the strategies of international enterprises.Cultural differences in business communication.		
Work placement	Not applicable		

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