

Subject card

Subject name and code	Cultural Environment in Business, PG_00144630						
Field of study	Chinese Studies						
Date of commencement of studies	October 2026		Academic year of realisation of subject			2027/2028	
Education level	Bachelor's studies		Subject group			Obligatory subject group in the field of study Subject group related to scientific research 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			credit	
Conducting unit	Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Urszula Patocka-Sigłowy				
	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		2.0		18.0	50
Subject objectives	The aim of the classes is to familiarize students with the essence of the influence of culture on running a business.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[SINL3_K05] Is ready to think and act entrepreneurially in tasks related to China.	Respecting the approach to professional activities determined by different national and cultural backgrounds, it undertakes initiatives aimed at integrating societies in the field of joint economic activity in a multicultural environment.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK5] implementation of a problem task
	[SINL3_U05] Is able to present various opinions and positions in both oral and written form, evaluate them, and engage in discussion.	Is able to present oral and written solutions aimed at establishing and developing intercultural professional relationships, including in the areas of management, marketing and negotiations.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[SINL3_W07] Knows and understands the basic principles of establishing and developing various forms of entrepreneurship related to cooperation with China and the Sinic cultural sphere.	Knows the rules for performing tasks, procedures and standards in force in international organizations, especially those that cooperate with Chinese entities.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[SINL3_W01] Knows and understands, at an advanced level, the methodologies, theories, and terminology that constitute the fundamental general knowledge in the field of cultural and religious studies.	Knows and understands theories in the field of cultural studies used in the process of identifying barriers to intercultural communication.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task
Subject contents	Cultural environment - diversity of definitions of national culture and its elements (R. Linton, E.B. Taylor, P. Cateor and P. Ghuari, G. Hofstede, E. Hall), culture and civilization, stereotypes and prejudices - barriers resulting from the cultural background, the main cultural orientations, variety of classifications and models of division of national cultures. The concept of social character and national character. The importance of the cultural environment in international business - areas of international business, forms of international orientation of enterprises. Linguistic diversity in the international activities of enterprises - communication as a process of transmitting information, linguistic diversity of the international market, diversity of verbal communication styles, context in verbal communication, impact of verbal language on the areas of international business. Non-verbal communication in the international activities of enterprises. Specificity of management in a multicultural organization. Marketing strategies on various national markets: the concept of international and global marketing, international orientation of enterprises, standardization and adaptation in marketing, the international environment of the enterprise (economic and market environment, demographic, socio-cultural, political, legal and administrative environment), country of origin effect, types international strategies (from local to global strategy), implementation of product policy. International negotiations: the nature of negotiations, techniques of shaping the place of negotiations, barriers to international negotiations, cultural diversity of negotiation styles, main areas of cultural diversity of negotiation styles.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	active participation in classes and moderated discussions	80.0%	10.0%
	partial grades received during the semester for tasks proposed by the teacher, including project tasks and group work	51.0%	90.0%
Recommended reading	Basic literature	Barker C. Studia kulturowe. Teoria i praktyka, Kraków 2003. Griffin E. Podstawy komunikacji społecznej, Gdańsk 2003. Hall E.T., Ukryty wymiar, Warszawa 2003. Hofstede G. Kultury i organizacje. Zaprogramowanie umysłu, Warszawa 2000. Mikułowski-Pomorski J., Komunikacja międzykulturowa, Kraków 1999. Mosty zamiast murów. Podręcznik komunikacji interpersonalnej, red. J. Stewart, Warszawa 2003. Ociepka B. Komunikowanie międzynarodowe, Wrocław 2002. Bartosik-Purgat M., Otoczenie kulturowe w biznesie międzynarodowym, Warszawa 2006. Burszta W. Antropologia kultury, Poznań 1998. Gesteland R. Różnice kulturowe a zachowania w biznesie, Warszawa 2000. Wołowik W., Międzynarodowy język ciała, Kraków 1998.	
	Supplementary literature	Bartmiński J., Językowy obraz świata, Lublin 1999. Dylematy wielokulturowości, red. W. Kalaga, Kraków 2004. Hampden-Turner C., Trompenaars A. Siedem wymiarów kultury, Warszawa 2002. Komunikacja międzykulturowa: zderzenie i spotkania. Antologia tekstów, red. A. Kapciak, A. Tyszka, Warszawa 1996. Nęcki Z., Komunikacja międzyludzka, Kraków 2000.	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

Document generated electronically. Does not require a seal or signature.