

Subject card

Subject name and code	Cultural Environment in Business, PG_00135656						
Field of study	Eastern 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 Humanistic-social subject group 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	3		ECTS credits			3.0	
Learning profile	academic		Assessment form			exam	
Conducting unit	Institute of Russian and Eastern Studies -> 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		43.0	75
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
	[SWSCHL3_K02] Is ready to fulfill social responsibilities, including active participation in organizations engaged in activities for the benefit of the community, making use of the knowledge and skills acquired during studies	Is ready to take action to integrate cultures.	[SK1] oral statement/conversation/discussion [SK5] implementation of a problem task
	[SWSCHL3_K06] Recognizes and respects differences in points of view determined by diverse national and cultural backgrounds, and is ready to engage in activities promoting cultural integration	Recognizes and respects differences in points of view determined by different cultural backgrounds in the activities of various organizations.	[SK1] oral statement/conversation/discussion
	[SWSCHL3_W09] Has advanced knowledge of the connections between cultural and religious studies and history with political science and administration, economics and finance, and socio-economic geography	Has structured basic knowledge about intercultural and international communication and knows its basic mechanisms and areas in which problems arise in linguistic and social communication.	[SW1] oral statement/conversation/discussion [SW3] text preparation/written work [SW5] implementation of a problem task
	[SWSCHL3_W05] Knows and understands the basic principles of the creation and development, as well as the structure, of various forms of social and economic institutions, and the rationale behind the functioning of their individual components	Has basic knowledge of the structures of various organizations, its immediate and distant environment.	[SW1] oral statement/conversation/discussion [SW5] implementation of a problem task
	[SWSCHL3_U12] Presents the results of their work in Polish, Russian, and the second language of the study programme in a clear, structured, and well-considered form, using a variety of modern methods and techniques	Is able to present in oral and written form the effects of his work regarding the activities of various organizations in a multicultural environment.	[SU3] text preparation/written work [SU5] implementation of a problem task
	[SWSCHL3_U08] Is able to identify processes and barriers in intercultural communication	Is able to independently acquire knowledge about intercultural contacts and develop professional skills.	[SU1] oral statement/conversation/discussion [SU3] text preparation/written work [SU5] implementation of a problem task
Subject contents	Cultural environment: national culture, main cultural orientations. Intercultural communication. Stereotypes and prejudices in communication. Principles of stereotype formation. National identity. Cultural identity and the phenomenon of ethnocentrism in international discourse. Cultural determinants in the international activities of enterprises. Cultural diversity of the world. Dimensions of culture by G. Hofstede. Typology of cultures according to E. Hall. The importance of the cultural environment in international business: forms of international orientation, standardization and differentiation. Non-verbal communication in the international activities of enterprises. Overcoming culture shock.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	team project	51.0%	50.0%
	oral presentation of the prepared project and discussion of the proposed solutions	51.0%	50.0%
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	• 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. Tyszką, Warszawa 1996. • Nęcki Z., Komunikacja międzyludzka, Kraków 2000.
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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