

**Subject card**

<b>Subject name and code</b>	Intercultural Communication in Business, PG_00192265						
<b>Field of study</b>	International Business						
<b>Date of commencement of studies</b>	October 2026	<b>Academic year of realisation of subject</b>			2027/2028		
<b>Education level</b>	Master's studies	<b>Subject group</b>			Obligatory subject group in the field of study Subject group related to scientific research in the field of study		
<b>Mode of study</b>	full-time studies	<b>Mode of delivery</b>			at the university		
<b>Year of study</b>	2	<b>Language of instruction</b>			English		
<b>Semester of study</b>	4	<b>ECTS credits</b>			3.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>			credit		
<b>Conducting unit</b>	Department of Sustainable Market Processes -> Faculty of Economics -> Rector						
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr Katarzyna Balandynowicz-Panfil				
	<b>Teachers</b>						
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	15.0	0.0	0.0	15.0	0.0	30
	E-learning hours included: 0.0						
<b>Learning activity and number of study hours</b>	<b>Learning activity</b>	Participation in didactic classes included in study plan	Participation in consultation hours	Self-study	SUM		
	<b>Number of study hours</b>	30	0.0	45.0	75		
<b>Subject objectives</b>	<p>Acquaint students with the latest research in the field of cultural determinants of business.</p> <p>To prepare students to communicate and operate effectively in an intercultural business environment, with a particular emphasis on working in international companies.</p> <p>Laying the groundwork for further intercultural education using the principles of cultural intelligence.</p>						
<b>Learning outcomes</b>	<b>Course outcome</b>	<b>Subject outcome</b>			<b>Method of verification</b>		
	[IBMU2_W09] knows and understands strategies and management models of enterprises operating in the international environment.	a student knows and understands in depth cultural conditions related to intercultural communication in business			[SW2] presentation/project/paper/report [SW5] implementation of a problem task		
	[IBMU2_W05] knows and understands the dilemmas of international business related to globalization, integration, internationalization and sustainable development.	a student knows and understands in depth the dilemmas of international business related to intercultural communication in a global environment			[SW1] oral statement/conversation/discussion [SW3] text preparation/written work [SW5] implementation of a problem task		

Subject contents	<p>1. Cultural determinants of international business</p> <p>2. National cultures</p> <p>3. Cultural stereotypes</p> <p>4. Cultural differences and individual diversity</p> <p>5. Time perception</p> <p>6. The importance of gender in national cultures</p> <p>7. The main religions and ideologies of the world</p> <p>8. Tradition in cultures</p> <p>9. Intercultural communication in business</p> <p>10. Non-verbal communication</p> <p>11. Cultural determinants of talks and negotiations</p> <p>12. Cultural determinants of market strategies in the international environment</p> <p>13. External conditions for doing business in different countries and cultures</p> <p>14. Comprehensive cultural identification of selected countries</p> <p>Defining the topic of the group project and preparing the presentation involves 15 hours of consultations with the teacher. 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.</p>														
Prerequisites and co-requisites	Knowledge of the basic concepts of international management, international marketing.														
Assessment methods and criteria	<table border="1"> <thead> <tr> <th data-bbox="456 1424 794 1451">Subject passing criteria</th> <th data-bbox="801 1424 1139 1451">Passing threshold</th> <th data-bbox="1145 1424 1482 1451">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="456 1460 794 1487">activity</td> <td data-bbox="801 1460 1139 1487">51.0%</td> <td data-bbox="1145 1460 1482 1487">15.0%</td> </tr> <tr> <td data-bbox="456 1496 794 1523">presentation</td> <td data-bbox="801 1496 1139 1523">51.0%</td> <td data-bbox="1145 1496 1482 1523">25.0%</td> </tr> <tr> <td data-bbox="456 1532 794 1559">group task (project)</td> <td data-bbox="801 1532 1139 1559">51.0%</td> <td data-bbox="1145 1532 1482 1559">60.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	activity	51.0%	15.0%	presentation	51.0%	25.0%	group task (project)	51.0%	60.0%
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activity	51.0%	15.0%													
presentation	51.0%	25.0%													
group task (project)	51.0%	60.0%													
Recommended reading	Basic literature	<ul style="list-style-type: none"> <li>• Intercultural communication, Everett M. Rogers, Thomas M. Steinfatt, Waveland Press, Remland 2007</li> <li>• Cross-Cultural Business Behavior, Gesteland, Richard R., Copenhagen Business School Press, 2012</li> <li>• When Cultures Collide: Leading Across Cultures, Lewis, Richard D., Nicholas Brealey Publishing; 3 edition, 2005</li> <li>• Mind Your Manners, J. Mole, Nicholas Brealey; 3 edition, 2003</li> <li>• Cultures and Organizations, G. Hofstede, McGraw-Hill Education; 3 edition, 2010</li> </ul>													
	Supplementary literature	<ul style="list-style-type: none"> <li>• R. Koudelova, J. Whitelock, A cross-cultural analysis of television advertising in the UK and the Czech Republic, International Marketing Review 18(3), 2001</li> <li>• 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</li> <li>• K. Balandynowicz-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</li> </ul>													
	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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