University of Gdańsk

Subject card

Subject name and code	Intercultural Communication in Business, PG_00192265						
Field of study	International Business						
Date of commencement of studies	October 2026		Academic year of realisation of subject	2027/2028			
Education level	Master'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	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	15.0	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		0.0	45.0	75	
Subject objectives	The aim of the course is to familiarize students with the cultural determinants influencing the operation of companies in an international environment and to develop their ability to identify and analyse cultural differences affecting communication, cooperation and business relationships. The course prepares students to function effectively in a culturally diverse business environment.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[IBMU2_W09] knows and understands strategies and management models of enterprises operating in the international environment.	The student knows and understands the cultural determinants of communication and their impact on the functioning and strategies of companies operating in an international environment.	[SW2] presentation/project/paper/ report [SW5] implementation of a problem task
	[IBMU2_K05] is ready to observe and develop the principles of professional ethics, corporate social responsibility and sustainable development, respecting cultural diversity.	The student demonstrates readiness to act responsibly in a culturally diverse business environment, respecting cultural diversity and different ways of perceiving and approaching business situations.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report
	[IBMU2_U05] can communicate in an international and culturally diverse environment using specialist terminology in international business, and conduct substantive academic or professional debates.	The student is able to identify and analyze cultural determinants of communication and cooperation in an international environment and use this knowledge to formulate, justify, and present positions in a business context.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report
	[IBMU2_W05] knows and understands the dilemmas of international business related to globalization, integration, internationalization and sustainable development.	The student knows and understands the complex challenges arising from cultural differences and their impact on communication, cooperation and business relationships in an international environment.	[SW1] oral statement/ conversation/discussion [SW3] text preparation/written work [SW5] implementation of a problem task

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 The group project is carried out in parallel with the topics covered during the lectures. At the beginning of the semester, project topics are selected and tasks are assigned within project teams. As part of the project work, students analyse the cultural determinants affecting the functioning of a selected country, market, or company operating in an international environment, identify challenges related to intercultural communication, and assess their impact on business strategies and relationships. The project concludes with the preparation and presentation of the results of the analyses conducted.
Prerequisites and co-requisites	**Entry requirements** knowledge of the basic concepts of international management, international marketing. **Course Completion Requirements** The final grade for the course can be awarded only after receiving a passing grade on all components of the course as specified in the syllabus (wykład and project). Passing each component is a prerequisite for passing the course.
Assessment methods and criteria	

Subject passing criteria	Passing threshold	Percentage of the final grade
Final test	51.0%	50.0%
Group project, including presentation and active participation in class	51.0%	50.0%

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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