University of Gdańsk

Subject card

Subject name and code	Communication in International Business, PG_00199211						
Field of study	International Economic Relations						
Date of commencement of studies	October 2026		Academic year of realisation of subject	2028/2029			
Education level	Bachelor's studies		Subject group	Obligatory subject group in the field of study Optional 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	3		Language of instruction	Polish			
Semester of study	5		ECTS credits	4.0			
Learning profile	academic		Assessment form	credit			
Conducting unit	Division of International Trade -> Department of International Business -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Monika Grottel				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	30.0	0.0	60
	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	60		0.0		40.0	100
Subject objectives	The student will learn strategies, channels and styles of communication, principles of verbal and non-verbal communication, and the essence of limitations and barriers to communication in a culturally diverse international team. Student will learn about the practice of communication in business: when preparing commercial arguments, advertising materials (business cards), presentations, public speeches, the recruitment process, and during sales meetings.						

Learning outcomes

Course outcome	Subject outcome	Method of verification
[MSGL3_U14] can interact and work in a team (including an international one), taking various roles within it	The student prepares a group project on barriers in business communication and is able to cooperate and work in a team (including in an international environment), assuming different roles within the group. The student consults the project assumptions and its progress with the course instructor during consultations and project sessions. Project sessions are included in the timetable published on the University of Gdańsk website.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU8] observation of student's independent or team work
[MSGL3_W09] has a knowledge about a human being as an individual making economic decisions, acting within social structures and organisational units (in particular enterprises) or conducting individual economic activity	The student has knowledge about a person as an individual conducting interpersonal and business communication, making economic decisions, working in enterprises or running an individual business.	[SW1] oral statement/ conversation/discussion
[MSGL3_U09] can communicate in an international and culturally diverse environment, using the terminology of international economic relations (in connection with the chosen speciality within the field of International Economic Relations)	The student is able to communicate in an international and culturally diverse environment.	[SU1] oral statement/conversation/ discussion
[MSGL3_U13] can prepare presentations and oral speeches on selected specific problems concerning international economic relations (in connection with the chosen speciality within International Economic Relations), using theoretical approaches, specialist terminology, principles of collecting data from various sources, their description and interpretation, and drawing conclusions based on scientific literature	The student has the ability to prepare presentations and oral speeches in Polish and English on selected detailed issues in the field of business communication.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU8] observation of student's independent or team work

Subject contents

1. Theoretical foundations of communication: definition of communication, communication process and its participants, features and conditions of effective communication, definition and rules of formulating a message, forms of information exchange.
2. Communication strategies and channels: mass communication, group communication, individualized communication, personal communication, impersonal communication, participation of the senses in the communication process.
3. Principles of verbal communication: semantic principles of transmitting a message, secrets of careful listening
4. Principles of non-verbal communication: non-verbal communication channels - body language, errors in non-verbal communication.
5. Communication styles and types of attitudes in the communication process: aggressive, submissive, assertive attitude.
6. Disruptions and barriers in the communication process: semantic, psychological, environmental and physical barriers, conflict and ways to solve it.
7. Manipulation and influence in the communication process: the influence of emotions on the communication process, place and time as tools of manipulation, the role of social media.
8. The importance of the brain and ear in business communication, hemisphericity, commercial argumentation.
9. How to speak in public?
10. Rules for preparing a good multimedia presentation.
11. Communication during recruitment.
12. Communication in the employee group, business meetings, business ethics.
13. Communication and the image of the company.
14. Golden rules of communication.

Any doubts arising during the implementation of the thematic project, the completion of problem-solving tasks, or interpretative issues related to business communication in an international context will be clarified and addressed during project sessions.

Prerequisites and co-requisites

None

<table>
<tr><td>Assessment methods and criteria</td><td colspan="2"><table>
<tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr>
<tr><td>attendance and activity in classes</td><td>51.0%</td><td>40.0%</td></tr>
<tr><td>prezentacja projektu grupowego</td><td>51.0%</td><td>40.0%</td></tr>
<tr><td>teamwork</td><td>51.0%</td><td>20.0%</td></tr>
</table></td></tr>
<tr><td rowspan="3">Recommended reading</td><td>Basic literature</td><td>1. Ch. Hamilton, Skuteczna komunikacja w biznesie, Wydawnictwo Naukowe PWN, Warszawa 2011.
2.
2. Komunikowanie sie w biznesie miedzynarodowym, red. H. Mruk, Akademia Ekonomiczna w Poznaniu, Poznan 2002.
3. E. Meyer, The Culture Map, Public Affairs, 2016.</td></tr>
<tr><td>Supplementary literature</td><td>1. Business Communication for Success, https://open.lib.umn.edu/businesscommunication/.
2. Ł. Dabrowski, Tajniki wystapien publicznych, 101 porad dla prezenterow, Helion, Gliwice 2012.
3. J. Wozniak, Neuromarketing 2.0. Wygraj wojne o umysł klienta, Helion, Gliwice 2012.
4. A. Dudziak, Komunikacja interkulturowa w biznesie miedzynarodowym, online: file:///C:/Users/m.grottel/Downloads/12912-12688.pdf.
5. M. Markiewicz, J. Bednarz, Application of Case Study Method. Conditionings and Benefits, [w:] Innovative Tools for Facilitated Transfer of Entrepreneurial Skills and Knowledge, red. W. Bizon, A. Poszewiecki, Wydawnictwo Uniwersytetu Gdanskiego, Gdansk 2013, s. 43-54.
6. M. Markiewicz, J. Bednarz, Znaczenie metody case study w kreowaniu postaw przedsiebiorczych studentow i absolwentow szkoł wyzszych, [w:] Efektywnosc innowacyjnych narzedzi dydaktycznych w procesach kształtowania postaw przedsiebiorczych, red. W. Bizon, A. Poszewiecki, Wydawnictwo Uniwersytetu Gdanskiego, Gdansk 2013, s. 103-118.</td></tr>
<tr><td>eResources addresses</td><td></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td colspan="2"></td></tr>
<tr><td>Work placement</td><td colspan="2">Not applicable</td></tr>
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