

Subject card

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| 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. | | | | | | |

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| Learning outcomes | Course outcome | Subject outcome | Method of verification |
| | [MSG3_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 [SW2] presentation/project/paper/ report |
| | [MSG3_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, using concepts from the field of international economic relations and international business. Student is able to formulate doubts and questions related to communication in international business and develop their understanding of its individual areas during consultations with the lecturer. | [SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report |
| [MSG3_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, taking into account differences occurring on the international market. Student discusses selected aspects of preparing a presentation with the lecturer as part of the consultations. | [SU2] presentation/project/paper/ report | |
| Subject contents | <ol style="list-style-type: none"> 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. <p>As part of the consultations, individual questions of students will be discussed, doubts will be clarified and additional information regarding the program content will be lecturer.</p> | | |
| Prerequisites and co-requisites | None | | |
| Assessment methods and criteria | Subject passing criteria | Passing threshold | Percentage of the final grade |
| | attendance and activity in classes | 51.0% | 40.0% |
| | prezentacja projektu grupowego | 51.0% | 40.0% |
| | teamwork | 51.0% | 20.0% |
| Recommended reading | Basic literature | <ol style="list-style-type: none"> 1. Ch. Hamilton, Skuteczna komunikacja w biznesie, Wydawnictwo Naukowe PWN, Warszawa 2011. 2. Komunikowanie sie w biznesie miedzynarodowym, red. H. Mruk, Akademia Ekonomiczna w Poznaniu, Poznan 2002. 3. E. Meyer, <i>The Culture Map</i>, Public Affairs, 2016. | |

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| | Supplementary literature | <ol style="list-style-type: none"> 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 umysl 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 szkol wyzszych, [w:] Efektywnosc innowacyjnych narzedzi dydaktycznych w procesach ksztaltowania postaw przedsiebiorczych, red. W. Bizon, A. Poszewiecki, Wydawnictwo Uniwersytetu Gdanskiego, Gdansk 2013, s. 103-118. |
| | eResources addresses | |
| Example issues/ example questions/ tasks being completed | | |
| Work placement | Not applicable | |

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