University of Gdańsk

Subject card

Subject name and code	Cultural Determinants of International Business, PG_00199424		
Field of study	International Economic Relations		
Date of commencement of studies	October 2026	Academic year of realisation of subject	2026/2027
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	1	Language of instruction	Polish
Semester of study	1	ECTS credits	4.0
Learning profile	academic	Assessment form	exam
Conducting unit	Department of Sustainable Market Processes -> Faculty of Economics -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr Katarzyna Bałandynowicz-Panfil	
	Teachers	dr Katarzyna Bałandynowicz-Panfil dr Katarzyna Osiecka-Brzeska	

Lesson types

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	15.0	15.0	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

To familiarize students with the latest research in the field of cultural conditions for running a business.Preparing students for effective communication and operation in an intercultural business environment, with particular emphasis on work in international companies.Creating foundations for further intercultural education from the perspective of principles resulting from cultural intelligence.

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSGMU2_K06] is ready to independently identify, diagnose and responsibly resolve dilemmas and alternative solutions related to his/her profession and the development of professional achievements	The student demonstrates independence in critically diagnosing the behavior of individuals and economic entities and assessing the correctness of directions in resolving cultural dilemmas.	[SK2] presentation/project/paper/ report [SK8] observation of student's independent or team work
	[MSGMU2_W04] has in-depth knowledge of of different types and elements of economic structures and institutions, including institutions, organisations and economic entities; understands the causes, course, scale and consequences of changes occurring in them, as well as relations between them on a national, international and intercultural scale; knows the theories explaining relations among them	The student has in-depth knowledge of the functioning of enterprises operating in a cross-cultural environment and is able to correctly assess their strategies from the perspective of cultural conditions during project implementation.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/ report
	[MSGMU2_W10] has a systematized knowledge of the legal, cultural and financial conditions related to business operations, in particular those of an international nature	The student has in-depth knowledge knowledge of conditions cultural related running a business economic environment international and intercultural.	[SW4] test/exam - oral or written
	[MSGMU2_U08] can communicate in an international and culturally diverse environment, using advanced terminology of international economic relations; supports his/ her position, doubts and suggestions with argumentation based on selected theories, opinions of various authors and/or statistical data	The student is able to communicate in an intercultural setting, with using advanced terminology in the field international relations economic and management international; in the discussion uses argumentation based on selected theories, literature item and data statistical	[SU4] test/exam - oral or written
	[MSGMU2_K07] is ready to observe and develop the principles of professional ethics and corporate social responsibility, takes into account changing social needs, respects the diversity of opinions and cultures, and is professional and loyal towards the employer	The student is ready to following and developing the rules social ethics corporate responsibility, takes into account changing social needs in various countries, respects diversity cultures, is professional and loyal towards the employer	[SK4] test/exam - oral or written
	[MSGMU2_U12] can manage teamwork, cooperate and work in a team, in particular an international one, taking a leading role in it	The student is able to manage work team and cooperate and work in a team, especially when project tasks are made (about cultural identication of chosen countries), taking a leading role in it organizer and initiator of the work	[SU2] presentation/project/paper/ report

Subject contents	1. Cultural conditions in the international activities of enterprises:a/ basic areas of using knowledge of cultural differences, cultural indicator, tolerancecultural, acquiring intercultural communication skills, the idea of intercultural understanding,barriers to international communication;b/ definitions and scope of national culture, selected classifications of culture, globalization and regionalization of culture,homogenization of consumer needs and cultural heterogeneity;c/macDonaldization, cultural convergence and divergence.2. Managing cultural differences in international business:a/strategies for managing a diverse cultural environment;b/ areas of business activity and cultural conditions;c/ adaptation and standardization in the context of cultural differences.3. Cultural stereotypes:a/ the essence and causes of stereotypes, stereotypes and prejudices, ethnocentrism;b/ discrimination due to cultural differences, stages of getting to know another culture.4. Cultural differences and individual diversity:a/ factors determining individual differences in personality, culture and personality;b/ conditions of an individual's behavior, the importance of personality in business.5. The concept of approach to time:a/ the importance of time for the functioning of an individual, perception of time by representatives of different cultures;b/ polychronic and monochronic cultures, the role of time in business.6. The importance of gender in national cultures:a/ social roles of women and men, differences in the perception of gender in different cultures, discrimination fromgender and its consequences;b/ perception of gender in international business relations.7. Basic world religions and ideologies:a/ the importance of religion in particular cultures and countries;b/ characteristics of the most important world religions;c/ ideology as a factor determining an individual's behavior;d/ religious and ideological differences in intercultural communication.8. Tradition in culture:a/ traditions, holidays and rituals in selected cultures (countries);b/ the impact of rituals on business culture;c/ the importance of tradition in conducting international business.9. Intercultural communication in business activities:a/ the essence of communication, verbal communication as a process of transmitting information;b/ characteristics of the most important languages in the world;c/ the role of language in communication, communication barriers at the crossroads of cultures, principles of effective communicationintercultural.10. Non-verbal communication:a/ the importance of contexts in communication, basic elements of non-verbal communication;b/ expressive and reserved cultures;c/ the importance of non-verbal communication for business.11. Concepts of power and hierarchy in different cultures:a/ national culture and organizational culture;b/ individualistic and collectivistic cultures: society, school, businessc/ establishing and maintaining business contacts, solving cultural dilemmas in the sphereinternational management.12. Cultural conditions for conducting business conversations and negotiations:a/ pro-partner and pro-transaction cultures;b/ the importance of using free time in business contacts, separating private life iprofessional;c/ social gatherings, elements of recreation and sports in various cultures Students complete group projects during classes. The scope and detailed evaluation are discussed during consultations.
Prerequisites and co-requisites	Knowledge of the basic principles of operation of global enterprises and management strategiesinternational environment, marketing and the ability to observe the world.

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
project	51.0%	25.0%
presentations	51.0%	25.0%
exam (test)	51.0%	50.0%

Recommended reading

Basic literature	1. ZENDEROWSKI Radosław, Koziński Bartosz : Różnice kulturowe w biznesie. Warszawa 2022. CeDeWu. 2. HOFSTEDE Geert : Kultury i organizacje: zaprogramowanie umysłu. Warszawa 2007. PWE. 3. GESTELAND Richard R. : Różnice kulturowe a zachowanie w biznesie. Warszawa 2000. PWN. 4. WINKLER Renata : Zarządzanie komunikacja w organizacjach zróżnicowanych kulturowo. Kraków 2008. Oficyna Wolders Kluwer. 5. HAMPDEN-TURNER Charles, TROMPENAARS Alfons : Siedem kultur kapitalizmu. Kraków 2006. Dom Wydawniczy ABC. 6. MOLE John : W tyglu Europy. Wzorce i bariery kulturowe w przedsiębiorstwach. Warszawa 2000. Prószyński i S-ka. 7. ROGERS Everet M., STIENFATT Thomas M. : Intercultural Communication. Illinois 1999. Waveland Press Inc.
Supplementary literature	1. BAŁANDYNOWICZ-PANFIL Katarzyna : Wpływ zgodności kulturowej podmiotów na procesy połączeniowe w sektorze bankowym (w:) Problemy współczesnej gospodarki światowej. Sopot 2004. Fundacja Rozwoju Uniwersytetu Gdańskiego. 2. BARTOSIK-PURGAT Małgorzata : Otoczenie kulturowe w biznesie międzynarodowym. Warszawa 2010. PWE. 3. VERLUYTEN S. Paul : Intercultural Communication in Business and Organisations. Leuven 2009. ACCO.
eResources addresses	

Example issues/ example questions/ tasks being completed	Differences between cultures according to selected models.The importance of cultural differences in modern business.Social roles in a cultural context.
Work placement	Not applicable

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