University of Gdańsk

Subject card

Subject name and code	Communication in International Business, PG_00199991						
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	part-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	18.0	0.0	6.0	0.0	24
	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	24		0.0		76.0	100
Subject objectives	The aim of the subject is to familiarize students with aspects of communication in international business.						

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 human being as an individual making economic decisions, acting and communicating in social structures and organizational units.	[SW1] 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.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU8] observation of student's independent or team work
	[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

Subject contents	1. The role and tools of communication in international business: communication process, means of communication. 2. Communication strategies and channels in international business: mass communication, group communication, individual communication, personal communication, impersonal communication, verbal channel, non-verbal channel, media. 3. Principles of intercultural communication in business. 4. How to deal with limitations in intercultural communication? Semantic, psychological, environmental, physical limitations, communication styles and types of attitudes in the communication process. 5. The importance of the brain in business communication, hemisphericity. 6. How to speak in public? 7. Principles of preparing an effective multimedia presentation. 8. Communication and the image of the company. 9. Communication in a group of employees, business meetings, ethics in business. 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	

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
presentation of a group project	51.0%	60.0%
activity and participation in discussions	51.0%	40.0%

Recommended reading

Basic literature	1. Hamilton Ch., Skuteczna komunikacja w biznesie, PWN, Warszawa 2011. 2. Komunikowanie się w biznesie międzynarodowym, red. H. Mruk, Akademia Ekonomiczna w Poznaniu, Poznań 2002.
Supplementary literature	1. Business Communication for Success, https://open.lib.umn.edu/businesscommunication/. 2. Dąbrowski Ł., Tajniki wystąpień publicznych, 101 porad dla prezenterów, OpenPress-Helion, Gliwice 2012. 3. Woźniak J., Neuromarketing 2.0. Wygraj wojnę o umysł klienta, OpenPress-Helion, Gliwice 2012. 4. Dudziak A., Komunikacja interkulturowa w biznesie międzynarodowym, online: file:///C:/Users/m.grottel/Downloads/12912-12688.pdf. 5. Markiewicz M., Bednarz J., 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 Gdańskiego, Gdańsk 2013, s. 43-54. 6. 6. Markiewicz M., Bednarz J., Znaczenie metody case study w kreowaniu postaw przedsiębiorczych studentów i absolwentów szkół wyższych, [w:] Efektywność innowacyjnych narzędzi dydaktycznych w procesach kształtowania postaw przedsiębiorczych, red. W. Bizon, A. Poszewiecki, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2013, s. 103-118.
eResources addresses	

Example issues/ example questions/ tasks being completed	
Work placement	Not applicable

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