

**Subject card**

<b>Subject name and code</b>	Cultural Determinants of International Business, PG_00200073						
<b>Field of study</b>	International Economic Relations						
<b>Date of commencement of studies</b>	October 2026	<b>Academic year of realisation of subject</b>			2026/2027		
<b>Education level</b>	Master's studies	<b>Subject group</b>			Obligatory subject group in the field of study Subject group related to scientific research in the field of study		
<b>Mode of study</b>	part-time studies	<b>Mode of delivery</b>			at the university		
<b>Year of study</b>	1	<b>Language of instruction</b>			Polish		
<b>Semester of study</b>	2	<b>ECTS credits</b>			4.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>			credit		
<b>Conducting unit</b>	Department of Sustainable Market Processes -> Faculty of Economics -> Rector						
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr Katarzyna Osiecka-Brzeska				
	<b>Teachers</b>						
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	12.0	12.0	0.0	12.0	0.0	36
	E-learning hours included: 0.0						
<b>Learning activity and number of study hours</b>	<b>Learning activity</b>	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	<b>Number of study hours</b>	36		0.0		64.0	100
<b>Subject objectives</b>	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_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, v especially intercultural, taking a leading role in it organizer and initiator of the work	[SU4] 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_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
Subject contents	<p>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, businesssc/ 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</p> <p>Any doubts related to the lecture topics and questions regarding the course material are addressed during consultation hours. Participation in consultations enables the clarification of substantive issues and deepens the understanding of subject-related concepts.</p>		

Prerequisites and co-requisites	Knowledge of the basic principles of operation of global enterprises and management strategies in international environment, marketing and the ability to observe the world.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	exam (test)	51.0%	100.0%
Recommended reading	Basic literature	1. ZENDEROWSKI Radosław, Kozłowski Bartosz : Różnice kulturowe w biznesie. Warszawa 2012. 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 komunikacją 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		

Document generated electronically. Does not require a seal or signature.